

South Dade Automotive, Inc.

"Having Cactus Mailing Company send postcards for us has been a huge asset in gaining new business. They have helped us reach customers we normally wouldn't have any contact with. We have gained over 200 new customers, and the mailers are still generating revenue. The postcards look so professional -- it makes us proud to walk into a customer's shop and see our postcard pinned up by the shop phone. People hang on to this type of marketing piece - just yesterday we had a new customer show up with the card to open an account. Cactus Mailing Company, without a doubt, has helped us increase our business."

John "Doc" Pilotte, Director of Marketing

About the Client

South Dade Automotive, Inc. (SDA) first opened in 1990 and since that time has grown to be the premier tire distributor and exporter in the state of Florida.

Direct Mail Marketing Goal

Gain new business by inviting tire shops, auto repair shops and auto dealers to an open house at the SDA distribution center, to get acquainted with staff and introduce the products and services that SDA Tire carries.

Direct Mail Solution Provided by Cactus Mailing

For each mailing Cactus Mailing provides a business mailing list that includes auto repair and tire shops as well as auto dealers within a 20-30 mile radius of the distribution center. The list totals between 1000-2500 addresses. Each business receives a 4x6 size postcard invitation which includes the who, what, when and where details about the open house and also lists the well-known brands of tires that SDA carries.

Postcard Marketing Results

Postcards Mailed: 7,000 sent over 5 mailings

Response: 200 new customers

Revenue: continues to generate new revenue each month

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