



Virginia Tire and Auto: Delivering More than Tires

The cost to maintain and customize our automobile is second only to the cost of maintaining and personalizing our home, a significant ongoing investment indeed. Keep in mind, not everyone owns a house but just about everyone owns a car or two. It is no wonder that the automotive services market is one of the most competitive.

How does a regional tire and after-market retailer rise above the noise, win customers and build long-term profitable relationships? In the case of Virginia Tire & Auto, an integrated marketing strategy backed by Oracle's Eloqua marketing automation technology has produced excellent results in less than 18 months.

By using Eloqua, VA Tire & Auto has been able to extend the customer relationship beyond the brick-n-mortar experience. Engaging customers after they leave the store for repeat business, and focusing on higher margin services and products, requires a strategic multi-channel approach based on data. The collection of new data by Eloqua integrated with existing customer information stored in SQL and updated at the point of sale through an industry specific CRM allowed VA Tire the ability to generate a 360-degree view of their customers.

The integrated data created a foundation for a solid plan. Our partner - Conceptual Minds - devised a fully integrated multi-channel marketing strategy for VA Tire & Auto that included SEO, PPC, website optimization, reputation management, and Eloqua. This integrated approach, led by Conceptual Minds, leveraged auto industry experience to successfully power some of the latest technologies, including Eloqua.

This strategy, combined with accurate data and precise implementation (enabled by **4Thought Marketing's** technical capabilities) resulted in double-digit growth in targeted service offerings. VA Tire's results included increased web traffic, reduced unsubscribe rates, and improved pay-per-click channel results.

The technical expertise of **4Thought Marketing**, drawing upon the latest marketing automation technology best practices, integrated Oracle/Eloqua with VA Tire's custom order-entry and SQL database ("VAST") to connect all the points of their customer life cycle.

This made it not only possible but easy to customize email offers and VIN car model-specific service reminders. As a result, VA Tire and Auto has been able to see results like this:

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- 58% Increase in Leads
- 39% Avg. Email Open Rate (142% better than industry average)
- 0.3% Unsubscribe Rate (21% better than industry average)
- 54% More Conversions
- Double digit increases in targeted services including alignments, inspections, heating and a/c repair
- Improved customer relationship throughout the customer life-cycle

It is important to note the team effort here: Conceptual Minds (and their specialized practice supporting the automotive services industry) and 4Thought Marketing, with its custom programming and technical abilities, has enabled VA Tire to take a complete & integrated approach, where both strategy (based on industry knowledge) and spot-on technical execution are all required to get results.

The next phase of projects for Virginia Tire and Auto will include efforts to provide a concrete ROI along with a series of marketing efforts to capture a greater market share. Given the one-two punch of industry-based strategy and technical capabilities, Virginia Tire and Auto is certain to deliver more services to more customers, in a much more profitable way.

[4Thought Marketing](#) is an Eloqua Certified Gold Partner and an Oracle Gold Partner that specializes in providing add-on products and services for the Oracle Eloqua Marketing Cloud. The company's offerings include standard and non-standard CRM integrations, Segmentation, Nurturing and Lead-Scoring Programs, Marketing Automation Strategy and Implementation Consulting. 4Clean™ Cloud Actions allow to improve Data Washing Machine with new tools to directly clean contact fields, delete contacts and much more. 4Bridge™ links Eloqua to a broad number of CRMs, including NetSuite, Sage, Sugar, SalesLogix, OracleDB, SqlServerDB, Leads360/Velocify, AWS RDS (MySQL), and others.