

HOW TO INCREASE SALES, SIMPLY

Door dealer shares unique customer-building campaign

By Vicki Jones, Editor

Editor's Note:

With the increased risks associated with opening emails, it may be time to resurrect a snail mail campaign. Learn how one door dealer increased its revenues with an innovative (yet traditional) marketing strategy.

Customers are key to the success of your company. However, maintaining quality relationships with existing customers while simultaneously building your prospective client base can be a tough balancing act.

An expanding door dealer with operations in 15 states was determined to find a way to efficiently show appreciation to its current clients while also trying to build meaningful connections with prospective clients. The business owner decided to try something new; now, it's paying off.

Take note

Tommy Mello, CEO of A1 Garage Door Services in Phoenix, learned about Simply Noted through a mutual business partner two years ago. Simply Noted is an automated handwritten mail platform. The technology crafts authentic handwritten notes and cards using AI and specialized machines.

"Seeing the handwritten cards in person and how realistic the writing looked really blew us away," said Mello. "We knew we had to try it."

The fonts developed by Rick Elmore of Simply Noted incorporate unique pen strokes and imperfections that make the notes practically indistinguishable from a handwritten card.

Mello said that he passed Simply Noted cards around the A1 office to see if anyone could spot that it was written by a machine. "No one could tell. And when we revealed that the card was written by a machine, no one believed us."

It's that simple

Simply Noted integrates directly into existing Customer Relationship Management (CRM) systems so that prospects and clients receive handwritten notes based on various prompts. A1 was able to easily integrate it with its Service Titan data with no problems and with minimal start-up time.

"The great part about the integrated system is that we are able to target specific audiences and trigger multiple mailing campaigns depending on any data point or event we want," said Mello. "Date from last service" and "unsold estimates" are two such event options A1 uses regularly to prompt different mailing campaigns.

"It works"

A1 has been using Simply Noted for almost two years now, and analytics directly link these campaigns to an increase in overall sales and revenue.

The company sets tracking phone numbers on all Simply Noted campaigns that are mailed, enabling them to see the return through their CRM. Mello reports 10 times

the ROI for the Simply Noted campaigns that they have distributed so far.

Mello said that A1 has already seen success in building stronger relationships with clients and prospects using this technology: "Handwritten notes have such a high open rate compared to email or online communications."

One of the more successful campaigns the company ran was a Simply Noted holiday card distributed to its top clients. "We received a ton of positive feedback and additional business from that one mailing alone."

The card and the mailing envelope are both handwritten, which has helped increase the open rates. "Simply Noted has worked better than any other marketing strategy we've tried before. Whatever marketing message we put in the envelope we know that it will get seen. Simply Noted letters just get opened. It works," said Mello.

"It has helped us maintain our current relationships and prospects for new relationships with builders, HOA presidents, and other decision makers." ■

