



Sample Road Auto Spa Implements the Smart Circle's Referral Marketing Program to Drive Sales and Increase Revenue

SITUATION

Florida-based Sample Road Auto Spa (<http://www.sampleroadautospa.com/>), was established in 2001 by Juan Tambolini, a veteran of the Car Care industry with more than 22 years of experience. Family-owned since 2001, Sample Road Auto Spa is a leading provider of auto care for consumers in the Pompano Beach area. The company's two dozen employees serve more than 4,000 customers per month at their facility located at 2501 W. Sample Road in Pompano Beach.

CHALLENGE

Having transitioned to a fully family-owned business and renovating the spa's design and equipment, Sample Road Auto Spa was in need of a way to reach new and existing customers in the Pompano Beach area. Prior to teaming up with The Smart Circle (<http://www.smartcircleinternational.com/>), Sample Road Auto Spa had made one attempt at utilizing marketing or advertising with poor results and the addition of these updates left the business lacking in finances and resources to attempt the use of any traditional channels to reach these segments.

STRATEGY

Sample Road Auto Spa partnered with The Smart Circle, the worldwide leader in person-to-person advertising, in an effort to increase revenue, fill unused capacity, enhance brand loyalty and significantly increase the last-minute purchases made in their locations. The Smart Circle was in charge of developing a strategic marketing plan that would accomplish these goals and position Sample Road Auto Spa as one of the leading automotive care service providers in the market.

- ◆ Sample Road Auto Spa worked closely with The Smart Circle to create the parameters of the car care service offering for consumers
- ◆ The Smart Circle was called upon to serve as a strategic sounding board during the review and approval processes of the marketing campaign
- ◆ Professional collateral materials were developed and produced by The Smart Circle to correlate with the offer to be provided by Sample Road Auto Spa
- ◆ The Smart Circle conducted a training session with staff and in-market sales team in preparation for the launch of the campaign
- ◆ The Smart Circle sales team began traveling to meet face-to-face with prospective and current customers to market the Sample Road Auto Spa special offer

RESULTS

"I did similar marketing with another company, but had terrible results," said Juan Tambolini, owner Sample Road Auto Spa. "The Smart Circle offered much more in the way of professionalism in representation and a much higher quality end product."

- ◆ The Smart Circle's referral marketing campaign resulted took just two weeks to be developed and implemented

- ◆ The Smart Circle promotional certificates are redeemed at a rate of 10-15 per week
- ◆ Repeat customer rates have shown a noticeable increase since the program was implemented
- ◆ Customer loyalty to the location continues to increase and word-of-mouth referrals from existing customers to visit Sample Road Auto Spa are on the rise
- ◆ “Customers are very satisfied with the value received from the certificates and my employees like seeing more traffic coming to the car wash”

THE LONG TERM

The quality of The Smart Circle’s management and sales team, the professionalism of their approach, their understanding of the industry, and their ability to leverage and penetrate segments that were impossible for their traditional advertising and marketing to reach sealed the deal for Sample Road Auto Spa. The Smart Circle and Direct Tire are looking to develop an additional referral marketing campaign with the same strategic goals of driving additional traffic, increasing revenue, and generating more brand awareness.