

Rick Keffer Dodge Chrysler Jeep AUTOMOTIVE DEALERSHIP

After eight successful years in business, Rick Keffer Dodge Chrysler Jeep wanted to maximize repeat sales from prior customers. To achieve that goal, the AXIA team created a quarterly "Keffer Club" newsletter for the 4,000 customers who had purchased a new or used vehicle from the dealership in the past five years. This focused strategy resulted in a record-high sales figures for the following two quarters, exceeding monthly sales goals set by the Chrysler Corporation.



Newsletter