



Presentation by

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Presentation Structure

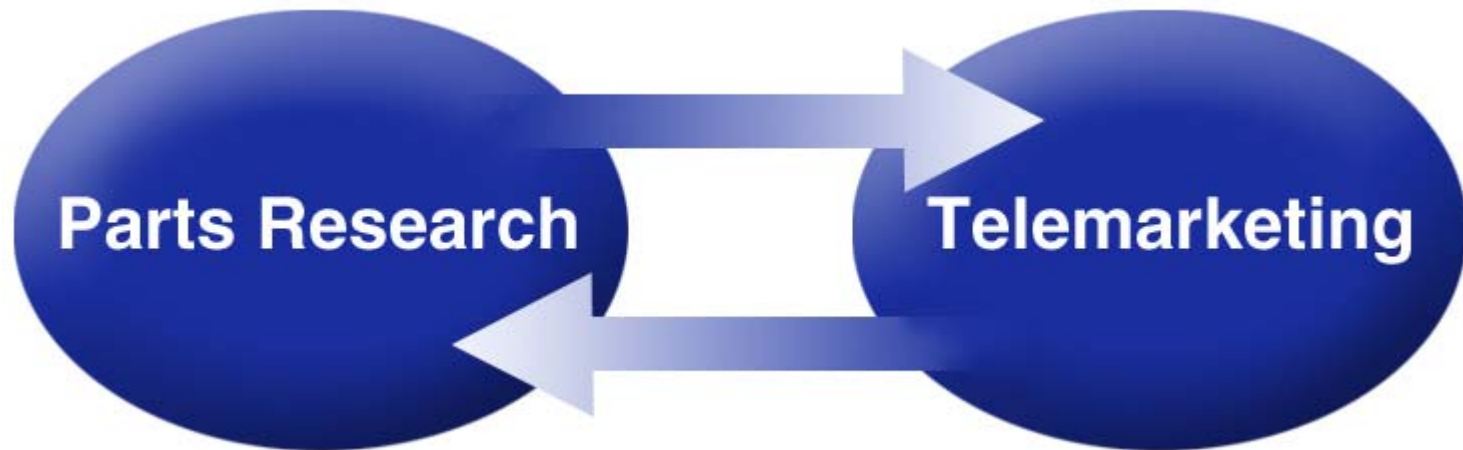
- AMC Marketing
- Services
- Specific Automotive Experiences
- Discussion

Specialists in Business Marketing Support Services

- AMC is a 'family run' Marketing Services Business
- Founded in 1994 by Mark and Annmarie Carlton
- Members of the Institute of Direct Marketing
- Business to Business specialists
- Working across all industries
- With specific experience in:
 - Advertising
 - Finance
 - Industrial
 - Leisure
 - Automotive



AMC Services 1



AMC Services 2



Principal Services 1:

- Prospect Sourcing
- Customer Profiling and Analysis
- Pre-Mail Telephone Cleansing
- Mystery Shop
- Telephone Research
- Telephone Follow Up

Principal Services 2:

- Mailshot Design and Copywriting
- PR Services
- Business Research Automotive

Prospect Sourcing

- AMC can identify potential business or retail customers
- Data can then be augmented and used for a campaign

Customer Profiling

- Find new customers by 'cloning' existing customers
- Programmes run characteristics of existing files
- To identify prospects

Pre-Mail Telephone Cleansing

- Before mailing takes place it is prudent to clean it
- For retail this is done by programme checks for
 - Gone aways
 - TPS
 - MPS
- Checks greatly reduce a mailing bill
- And provide a significant 'ROI'

Pre-Mail Telephone Cleansing

- In business lists programme checks not straight forward
- AMC will telephone the companies concerned
- To update and verify information
- The object of pre-mail cleansing is 100% mailing accuracy

Mystery Shop

- Independent checks on Customer Service Operations
- Provide detailed reports
- CDs of telephone calls
- For effective performance improvement and monitoring



Appointment Making

- Used with or without a mailshot
- Target Decision Makers
- Qualify level of interest
- Book Appointments
- Often the client will confirm the Appointment

Telephone Follow Up

- AMC have been following up mailshots since 1994
- Follow up can increase returns by 300%
- Immediate management information on mailshot

Business Research (Automotive)

- Extensive price research capabilities
- Bespoke services supplied to six UK car distributors
- Helped form strategic platforms for price review

UK Distributors

- Bentley Motor Cars Ltd
- BMW
- Fiat Auto (UK)
- Honda UK
- Renault (UK) Ltd
- Volkswagen Group

North West Retailers

- Horners Group
- Bamber Group
- Bentley Toyota
- Pennine Honda

Mailshot Design and Copywriting



