

WORLD PAC 

Customer Marketing Solutions

Marketing your independent repair facility is more important today than ever before, and WORLD PAC can help. With increased competition, vehicle complexity, and a generally busy schedule, most shop owners and managers can't find the time for critically important marketing to acquire new customers and to ensure total satisfaction with existing customers.

To assist you with your marketing plan, WORLD PAC provides complete "turn-key" marketing services that allow you to focus on running your business while we do the rest.

Acquisition Marketing Programs

WEB MARKETING



Car Care Confidence

The most popular auto repair site on the Internet.

RepairPal is the leading new customer acquisition tool for quality shops.

- Feature your shop to local customers in need of repair or service.
- Emphasize the Quality and Integrity of your shop.
- Reach thousands of consumers in your market on RepairPal.com
- RepairPal's network of partner sites, and the leading mobile auto repair app.



Available in  only

Contact **WORLD PAC** for more details:
(800) 888-9982 ext. 5470
www.worldpac.com/cms (USA)

DIRECT MAIL MARKETING

New Mover

The New Mover program helps you target new potential customers in your neighborhood by direct mail.

WORLD PAC can help you increase your total car count and revenues, build your brand and enhance your shop's image, and gain a distinct edge over your competition.



epsilon[®]



Customer Acquisition

Prospecting for new customers shouldn't be a series of random one-off events. It should be a systematic process that happens monthly!

The Customer Acquisition Program offers the ability to identify targeted households in close proximity to your shop with just a few simple clicks of your mouse.

Available in  only

Contact **Epsilon Agency Services**
(800) 960-3380 ext. 6027
www.worldpac.com/cms (USA)

For more information on **WORLD PAC Customer Marketing Solutions (CMS)**, please visit our website at www.worldpac.com/cms



Retention Marketing Programs

WEB MARKETING



MNG Marketing
Grow Your Business



A COMPLETE MARKETING SOLUTION

Keep in touch with your customers and acquire new customers

- ✓ **AUTOMATED EMAIL/POSTCARD COMMUNICATIONS**
Service Reminders, Social Media, Promotions
- ✓ **PROFESSIONAL PERSONALIZED WEBSITE**
Reviews, Site Optimization
- ✓ **MARKETING SERVICES**
Promotion Planning, Copy and Graphics Services

Available in  and 

Powered by MechanicNet

1 (877) 632-4638

worldpac@mechanicnet.com

www.worldpac.com/cms (USA)

www.worldpac.ca/cms (CANADA)

NEWSLETTER

Shop Newsletter

The Most Personalized, Affordable and Results Driven Automotive Newsletter.

Customer Testimonial.

"There is nothing like it. My Customers love them, NWZ WORX will write everything for me and there are no contracts. Can't beat them."

- Jeff Layman
Layman's Service Center

Available in  and 

To enroll directly call:

(800) 473-0202

www.worldpac.com/cms (USA)

www.worldpac.ca/cms (CANADA)



SHOP CALENDARS

Did you know that 85% of home calendar users do business with the company that supplied the calendar? And that 98% of all homes use at least one calendar which may be viewed 3 to 20 times a day, every day of the year? Calendars are a cost-effective and easy way to promote your shop!

Teldon Marketing specializes in a full range of calendar products that can help you build brand awareness and company visibility, reward loyal customers and attract new ones.



TELTON
MARKETING PRODUCTS

Available in  and 

Visit www.teldonmarketing.com or call
1 (888) 983-5366 and quote promo code
WORLDPA2011 to order today!

www.worldpac.com/cms (USA)
www.worldpac.ca/cms (CANADA)

WEB MARKETING

Demandforce®

Automated online marketing & communications
email ■ text ■ social media ■ reviews

Find and keep great customers.

- ✓ Attract new customers
- ✓ Retain existing customers
- ✓ Track and measure what works

Available in  only

CALL TODAY (800) 246-9853

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sales@demandforce.com

