



# **AUTO MARKETPLACE Strategic Marketing Plan**

**July - 2004**

**Prepared By:  
David Pistrui, Ph.D.  
John K. Thompson**



Helping People With Disabilities Engage the World

## Table of Contents

---

Executive Summary

### **1 - INTRODUCTION**

1.1 – SeguinWorks Auto Marketplace

1.2 – SeguinWorks Auto Marketplace Strategic Marketing Plan – AM SMP

1.3 – AM SMP Objectives and Focus

### **2 – The AUTO MARKETPLACE BUYER-DONOR TARGET MARKETS OVERVIEW**

2.1 – SRDS Data Overview

2.2 – Identification and Overview of Buyers

2.3 – Identification and Overview of Donors

2.4 – Current State of Donor & Buyer Transaction Data

2.4.1 – Required Existing Data

2.4.2 – New Data to be created/collected

2.4.3 – Data Collection and Recording

2.4.4 – Data Collection Process for Buyers

2.4.5 – Data Collection Process for Donors

### **3 – POTENTIAL PARTNER CHARITIES**

3.1 – Identification & Overview of Potential Partners

3.2 – National, Regional, & Local Vehicle Donation Programs

3.3 – Vehicle Donation Programs Advertised in Chicago Newspapers

3.4 – Large Local Charities that Do Not Have Vehicle Programs

3.4.1 – Potential for Franchising

## **4 – SPECIALITY MARKETING AND PROMOTION PROGRAMS**

4.1 – Internal Employee Marketing Programs

4.2 – Direct Mail

4.2.1 – Additional Audiences

4.2.2 – Seguin House File/Direct Marketing Database (DMD)

4.2.3 – List Rental

4.2.4 – The data ecosystem

4.2.5 – Creative/Mailers

4.2.6 – Mailing/Tracking

4.3 – Marketing Events

4.4 – Community Based Marketing (CBM)

4.5 – Telemarketing

4.5.1 – Buyers

4.5.2 – Donors

4.5.3 – Partner Charities

4.5.4 – Contributors

4.6 – Repeat Buyer Program (RBP)

4.6.1 – Repeat Donor Recognition (RDR)

4.7 – Promotions

4.8 – Advertising

## **5 – SITE MECHANDISING**

5.1 – Signage

5.2 – Lot Layout & Access

5.3 – Hospitality

5.4 – Mobile Merchandising

5.4.1 – Bumper logos

5.4.2 – License plate frames

## **6 – OPERATIONS & DATA**

6.1 – Organizational Development

6.2 – Accepting vehicle donations

6.2.1 – Creating & Recording transaction/interaction data

6.2.2 – Telephone Donations

6.2.3 – Drive-In Donations

6.3 – Sales Processing

6.4 – Feeding data into the SW Accounting Systems

6.5 – Return of Personal Property

## **7 – AUTO MARKETPLACE DETAILING/AUTOWASH**

## **8 – STRATEGY & POLICY**

8.1 – Pricing Mix

8.2 – Inventory Management

## **9 – JOB CREATION**

9.1 – Seguin Participants

9.2 – Staff

## **9 – SUMMARY**

## **10 – NEXT STEPS**

Appendix A – Target Market Data (SRDS, 2003): Seguin Buyers

Appendix B – Target Market Data (SRDS, 2003): Seguin Donors.

Appendix C – Buyer and Donor Data Record Layout/Data Model.

Appendix D – Vehicle Donation Form

Appendix E – Vehicle Donation Checklist

Appendix F – Market Model

Appendix G – New Buyer/Prospect Form

Appendix H – New Buyer/Prospect Checklist

Appendix I – AM Lot Layout

### **List of Tables & Figures**

---

Table 1 – SeguinWorks Auto Marketplace Performance Profile 2001-2004

Table 2 – SeguinWorks – Auto Marketplace Critical Success Factors

Table 3 – Chicagoland Charitable Giving

Table 4 - Total Buyers by County by Education Level attained (Adults)

Table 5 - Total Buyers by County by Age of Children in the Household

Table 6 - Total Buyers by County by Income (HH)

Table 7 - Total Buyers by County by # of Incomes and Marital Status (HH)

Table 8 - Total Buyers by County by Age Range and Income Level (HH)

Table 9 - Total Donors by County by Education Level attained (Adults)

Table 10 - Total Donors by County by Income (HH)

Table 11 - Total Donors by County by # of Incomes and Marital Status

Table 12 - Total Donors by County with 2 Incomes and Children (HH)

Table 13- National, Regional, & Local Vehicle Donation Programs

Table 14- Vehicle Donation Programs Advertised in Chicago Newspapers

Table 15- Large Local Charities that Do Not Have Vehicle Programs

Table 16 – Internal Employee Marketing & Promotion Programs

Table 17 – Sales Processing Flows and Functions

Table 18 - Auto Wash Sales Revenue Models

Table 19 - Auto Wash Revenue Growth Scenarios

Table 20 - Auto Marketplace Job Creation and Employment Opportunities

## **EXECUTIVE SUMMARY**

Seguin Services Inc. (SSI) created SeguinWorks as a small, entrepreneurial business venture. SeguinWorks is comprised of a unique group of 3 businesses:

- Auto Marketplace (AM)
- Lawn Care & Snow Removal
- Lawn and Garden/Horticultural Center

In March 2004, a Market Feasibility Study (MFS) reviewed the small business ventures and concluded that of the 3, the Auto Marketplace is best positioned to immediately address SeguinWork's 3 primary objectives:

- 1) create jobs for Seguin clients
- 2) operate on at least a breakeven basis with the goal of earning a profit, and
- 3) undertake and successfully complete a focused Community Economic Development (CED) Project.

Using the work completed in the AM MFS, this document continues the process of creating formalized business operations for the AM.

The AM has proven to be a growing operation and an asset to Seguin as well as a valued service to the community. Jobs are being created, vehicles are being donated, and members of the immediate community are visiting the AM and purchasing vehicles on a daily basis.

The objective of this document, the AM Strategic Marketing Plan (AM SMP) is to outline the next steps in the process of building a marketing capacity and function in the AM, and to market the services, products and community benefits of the AM in a proactive and positive manner to the immediate community, potential partner charities, buyers and donors, and philanthropic organizations.

The AM SMP is the next step in the creation of an organization that operates using best practice methods and processes adopted for use in a not-for-profit environment. The desire is to create an organization that reliably serves the donor and buyer communities with; products, services and information which is perceived to be the easiest to use, most accurate in the market and, at the same time, returns the most benefit to Seguin participants and to the community.

The AM SMP will focus on providing an overarching framework for building a tactical marketing operation for the AM. All of the various factors of the marketing strategy including, but not limited to: the overall marketing mix, individual programs, lot operation, and outbound marketing will be examined, discussed.

The AM is a success today, with the AM SMP, SSI is seeking to move the operation and offerings to the next level of excellence.

This report is copyrighted property of Dr. David Pistrui and John K. Thompson.

This report is one deliverable in a series of strategic documents and studies completed for Seguin Works.

Any unauthorized use, photocopying, or electronic distribution will be viewed as an infringement of the author's rights and copyright.

Similar studies and research work are available from Acumen Dynamics, LLC.

Please contact Acumen Dynamics, LLC at [info@acumendynamics.com](mailto:info@acumendynamics.com) for more details.

© 2004, 2005 Acumen Dynamics, LLC.