



Client:
Saskatoon Agri-Auto Parts
Saskatoon, SK

Owner
Debbie Ross

Product Solution:
Windward System Five
with WeMail

case study

Saskatoon Agri-Auto Parts has been in operation since July 1994.



<http://www.agri-auto.sk.ca/>

The Customer

Debbie Ross at Saskatoon Agri-Auto Parts has been a System Five user since 2002. After carefully analysing the benefits of a number of email marketing systems, she purchased and implemented WeMail in mid-2011.

Using WeMail

Making the decision to buy was easy. WeMail turned out to be the best option because of its integration with the existing System Five database. "No retyping!" says Debbie, "personalizing is great. WeMail takes from the (customer) database and even gets info from the sales database. **Ten times better than Constant**

Contact when you can take right out of the data bases and the email addresses are all there." No additional databases needed, WeMail is an add-on to System Five.

"It got people in the store and many people bought more than just the antifreeze; it's hard to put dollar value on that!"

-- Debbie Ross

Previous to using WeMail, Saskatoon Agri-Auto Parts promoted their products with radio ads and flyers delivered in the spring and fall, delivered by Canada Post. The 30 seconds radio ads are broadcast to about 15,000 people in the local audience, and they always contained a 'please ask for...' statement. Customers would come in and 'ask for' the part time staff member whose name was used in the radio ad, which staff then used to track how many people responded to the radio ad. "It's time consuming to writing radio ads," says Debbie, "and the best deals on conducting radio advertising are achieved by signing multi-ad commitments."

Results you can measure

After learning how to create and distribute WeMails, Debbie wanted to know how effective WeMails are at getting people in the store. She began by creating a special promotion for antifreeze using only WeMail. "We sent it out and people

started coming in the next day asking for the advertised antifreeze. By the end of the day we had sold out! All 72 jugs at \$16 each.," says Debbie. **Close to \$1,200 in sales!**

Coming up next

Next on the promotional agenda is replacing the spring and fall catalogues. One of Saskatoon Agri- Auto Parts major suppliers produces a twice yearly catalogue which they customize by adding Saskatoon Agri-Auto Parts name and address. "We were spending \$4,000 to \$5,000 in the spring and fall then around \$500 to \$600 to Canada Post for ad mail," says Debbie, "it took a lot of staff time and we can't control the content or the prices."

Using WeMail, Saskatoon Agri-Auto Parts is planning their own fall specials, creating their own content and on their way to **saving the cost of printing and mailing catalogues – that could be close to \$10,000 a year.**

Debbie Ross is excited about WeMail and the results. "I hoped it would be that good! The statistics are great - adding promo coupons really makes specific results for advertising. Using WeMail is one of the least expensive advertising options," Debbie says, "having done several other types of ads, it (WeMail is) easier, will get used more often, and we can save the paper cost & and Canada Post ads mail - **this is much easier and user friendly.**"

Added benefits

WeMail had one unexpected result. Debbie says it forced them to update the customer database and, in doing so, the database has become an integral part of planning the future worth of business. Not a company to rest on its laurels, Debbie is always looking for ways to improve the business.

Along with recently implementing WeMail they also now have a Tumbler blog and Facebook.

"Ten times better than Constant Contact"

-- Debbie Ross