

# Motor Traders' Association

## The Company

The Motor Traders' Association (MTA) of New South Wales was established almost 100 years ago to specifically support businesses in the motor industry.

Today the highly respected organisation maintains a membership of 6,000 and offers advice, services and lobbying assistance to ensure a long and viable future for the industry. A key offering for its members and the general public is its Pre-Purchase Inspection facilities for anyone buying or selling a used car.



## The Challenge

The MTA faces the daily challenge of being in front of people that need Pre-Purchase Inspection facilities *now*. To reach this mass consumer market the MTA has previously undertaken both traditional and online advertising campaigns. However these considerable investments were not successful in putting them in front of most of the people, most of the time and did not produce successful measurable outcomes. The MTA wanted to raise its brand profile in the community and directly target those consumers in the market to buy or sell a used car.



## The Solution

The MTA had already incorporated a level of technology into its Pre-Purchase Inspection program. Gone were the days of impossible to decipher, scribbly hand written inspection forms. Modern inspections are now conducted by an accredited professional with tailored hand-held technology able to download the reports to a central server. Records are emailed to every client.

The MTA realised that its adoption of technology and capitalising on the benefits of the internet were crucial to the next phase of development. It needed to reach the mass market on a regular basis to keep them up to date on its services, but within budget.

The MTA elected to partner with CarbonBlack to strategically drive its service leads.

It signed up to the CarbonBlack pay-per-lead plan to join Australia's leading independent online directory for all things auto. The CarbonBlack allows the MTA to reach its target market via a range of options including email marketing programs, toll free number hosting and online facilities including a 'Click to Phone' (Voice over Internet Protocol) button, clicks through to the MTA website and online bookings.

Now consumers are not only reminded of the benefits of independent inspections, they can be taken to a toll-free call button to help them find the closest accredited assessment location when they need it most.

**carbonblack**  
all things auto



## The Benefits

The MTA has proven that it is not just tyre dealers that benefit from the CarbonBlack cost-effective lead generation program. The MTA is already experiencing early days of success with a great return on its investment.

Now the MTA only pays for sales leads it generates; it can choose from a variety of channels of customer contact; and it has access to over 600,000 profiled consumers with the CarbonBlack offering. CarbonBlack is expert at acquiring customers for auto-related organisations and is a new and innovative medium for connecting the auto consumers with industry.

The MTA logo is now displayed on the CarbonBlack home page and this has increased traffic to both its Pre-Purchase Inspection facility and to its own website.

CarbonBlack Membership has allowed the MTA to undertake electronic marketing campaigns to regional markets, further supporting the cause of its members and car owners based both in the city and outside of urbanised areas. With an early influx of calls requesting local details for inspection centres, the MTA will continue to receive interest as the search index options increase.

The MTA currently plans to launch an affiliate marketing program with CarbonBlack before the end of 2008. Return on investment is guaranteed with this pay-per-action marketing campaign and it will position the MTA across major websites throughout Australia.

The MTA Pre-Purchase Inspection Providers now receive real-time information on a range of key business indicators to provide them with a greater understanding of customer profiles and preferences.

“We have seen tangible and immediate results with our investments in the CarbonBlack program,” outlined Mr. Steve Borg, President of the NSW Motor Traders’ Association.

“CarbonBlack has proven to be an excellent addition to our current marketing strategies. They provide a low cost result-driven proposition that is driving leads to our Pre-Purchase Inspection program,” he continued.

“In fact in just three weeks we met our monthly lead generation targets and these were all fully qualified leads. We are delighted with our initial results and over time look forward to furthering our relationship with CarbonBlack.”

## Fast Facts

**Market** Automotive Trade

### Challenge

Ability to reach the right consumer at the right time  
Measureable marketing outcomes

### Solution

CarbonBlack’s strategic input and portfolio of customer acquisition services

### Benefits

Fully qualified leads at a low cost  
Exceeded targets in first month



## About carbonblack

CarbonBlack is Australia’s leading online pre-shopping and sales lead website for new passenger and 4WD tyres. CarbonBlack provides sales leads via the telephone, Voice Over Internet Protocol (VOIP), online quoting, as well as email and search engine marketing.

CarbonBlack recently extended its services to include parts and handbook servicing with over 900,000 spare parts on over 7,800 vehicles. It sources and facilitates sales leads for auto dealers, service centres and parts suppliers. The company continues to build its consumer reach through relationships with major retail online destinations and leading edge marketing programs.