



[aiim•Clayton Homes]

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AIIM helps Clayton Homes do more everyday by ...

Understand

In early 2005, Clayton Homes was looking for a method to improve their sales close ratio. In addition, Clayton Homes wanted to unify their branding across their corporation and throughout their corporate and franchised dealerships. A consistent and common brand in the market place would build increased sales revenue.

Evaluate

AIIM worked with Clayton Homes agency of record to build a marketing program that would improve the sales close ratio while leveraging AIIM's web to print portal **aiim•CONNECT** to deliver a consistent brand image. The solution had to produce meaningful marketing results while keeping the overall program costs down. It was imperative that the marketing programs increased show room traffic while enabling their dealer sales team to work with their customers face to face. With traditionally longer sales cycles, Clayton Homes wanted to drive new sales revenue in a short period of time.



Since 1966, Clayton Homes has manufactured and distributed a full spectrum of affordable mobile homes. Clayton Homes uses a multi-sales channel of corporate and franchised dealerships. Focused on high quality, workmanship and materials, Clayton Homes leads their industry by building multi-sectioned homes bolted together as a single unit. Clayton Homes is proud to build homes and dreams.

Return on investment
2700%

Sales close ratio
50%

Standardized
brand image

Manage

AIIM recommended the integrated solution of **aiim•PRINT**, **aiim•DIRECTMAIL**, **aiim•ANALYTICS** facilitated by our web to print portal, **aiim•CONNECT**. AIIM worked with Clayton Homes to develop a prospect list using demographic and behavioural data points. Using this data, Clayton Homes launched a radius marketing campaign using total variable postcards with marketing messages designed specifically for their target customer. Postcards were developed online and were in the mail within 72 hours of final proof approval.

Measure

Clayton Homes improved their sales close ratio significantly. An overwhelming 50% of all sales leads were closed within 90 days (half being achieved within the first 30 days). The program return on investment was over 2700% - an overwhelming success for the corporation and their dealerships.

- Realized return on marketing investment of 2700%
- Sales close ratio of 50% within a 90 day period
- Standardization of printed brand image

