

Case Study

## Car Dealership Group Spindler: With Maitastic to a holistic corporate image

Long-term success through email signature marketing

### Background: The customer

With a total of eleven business premises in Würzburg, Kitzingen and Kreuzwertheim and around 630 employees, the Spindler car dealership group is one of the largest automobile trading companies in Mainfranken. It was founded in 1919. Its main business activity is the exclusive distribution and service of the Audi, Volkswagen, VW commercial vehicles and ŠKODA brands. This makes the Group one of the top 60 car dealers in Germany. According to the Digital Index, they are also one of the leading car dealers when it comes to digitization. One of their digital marketing tools: Maitastic.

“Emails will be written anyway, to dismiss this channel would be wasted potential.”

Daniel Weigel  
Marketing Specialist,  
Car Dealership Group  
Spindler



### The challenge: From diversity to unity

For Daniel Weigel, digital media specialist and part of Spindler’s marketing team, the time had come to take the next step in digital marketing and the creation of a unified corporate identity: the professionalization of the signature. “The topic of signatures was already on our agenda, but was not sufficiently pursued. Employees did not design their signatures uniformly and there was no system to check whether we appeared as a unit to the outside world,” Weigel reveals. In addition, the old signature was a waste of advertising potential for the marketing

expert: “Products, events and other actions that can be communicated via banners in the signature were missing. The company’s primary goal was to exploit this lack of sales potential. Today, Weigel is convinced: “Many people are not aware of the influence the signature has. That must change. The email goes out anyway, with or without advertising. With you stand out from the flood of emails.”

#### The goals

- 1 Unification of the external appearance
- 2 Utilization of the marketing potential
- 3 Central control of data
- 4 Create measurability

## The solution: A holistic approach

“The implementation was important to the management. Right from the start, someone held his finger on it from above. In our search for a solution, we quickly came across Maitastic,” recalls Weigel. For the team around the expert, a key aspect in choosing the right tool was to be able to evaluate the switched campaigns. After getting to know Maitastic, they decided against another provider for signature management and implemented the integrated Maitastic system.

“The Maitastic interface is very simple and intuitive. Even someone who hasn’t worked with it yet understands the user interface at first go.”

Daniel Weigel  
Marketing Specialist,  
Car Dealership Group  
Spindler



The introduction of Maitastic made it possible to create much more than just a CI-compliant signature. Deficits in the data structure could also be discovered and eliminated. "Our data maintenance was not correct. The titles of the employees were communicated in different ways. Here we first had to ensure tidiness," explains Weigel. In addition to cleaning up the data, we also had to decide which banners were really relevant: "We had to ask ourselves which offers we should communicate to our customers. Maitastic helped us to link the signature to the recipient and thus create individual campaigns with a uniform appearance." The diversity of the individual departments in the company was not lost in the unity of the signature. It was provided with different banners and thus different messages and offers according to the purpose.

Today, Maitastic is a regular campaign management tool for Spindler and the signature is just as much a marketing channel as social media or the website.

With Maitastic Spindler could ...

- ✓ professionalize his appearance to the outside world.
- ✓ establish a uniform data management system.
- ✓ achieve 106,000 impressions in one month.
- ✓ reduce its coverage losses.
- ✓ generate more sales in a comprehensible way.

## A profit internal and external

"To keep an eye on our campaigns, it is enough for me to spend about ten minutes a day with Maitastic," says Weigel. Ten minutes that are not only important for customers. "Our employees also approach us with positive feedback. They like the fact that

the banners draw their attention to topics they didn't notice before," says Weigel. Because what was otherwise often overlooked in emails and newsletters can no longer be overlooked in the signature, according to marketing experts. In addition to giving positive feedback, employees also approach them in order to communicate topics that are important to them. "This is a very important development for us, because it gives us insights into the individual departments and allows us to use the topics for further marketing. These impulses help us to further develop ourselves as a whole," explains Weigel. Customers' clicks then tell them which brands and themes are important to them: "This enables us to identify trends in good time and build and expand our strategy on them."

"Mailtastic isn't just about presence, it's about targeting customers and creating requirements."

Daniel Weigel  
Marketing Specialist, Car Dealership Group Spindler



## Effective communication

"Of course the customers also address us on the banners. This shows us that it is worth the effort", Weigel knows and continues, "With Mailtastic we have succeeded in establishing an unobtrusive and effective communication of topics and campaigns. In addition, email is often the first point of contact after a sales talk has taken place, for example - an important channel for closing a deal. It is therefore important to be professional and consistent and to leave the right impression on the customer right from the start."

Last but not least, customers are also made aware of campaigns and products that they might not have thought of before, such as buying winter tyres. For Weigel, this is a win-win situation that is entirely in the spirit of the management:

“Spindler has used the signature to create a channel that can message without coverage loss where it’s supposed to go: to the customer.”

Daniel Weigel especially appreciates that about Mailtastic:

- ✓ The roll-out across all departments
- ✓ The possibility to quickly adapt the data
- ✓ The smooth adjustment of campaigns
- ✓ The simple handling of the tool
- ✓ The adaptation of campaigns according to departments
- ✓ The transparent and fast customer communication

## How Spindler does email signature marketing

In addition to a uniform and professional corporate signature in the corporate design, Spindler relies on targeted signature campaigns. Usually, the more relevant the content of a campaign is for the target group, the higher the chances of success. Spindler convinces with a mix of very special campaigns.

On the following page you can see some sample campaigns that have been played out in different departments and for different target groups.

Spindlers  
campaign diversity

Viele Grüße

**Daniel Weigel**  
Marketing | Digitale Medien

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**DU WILLST VOLLGAS GEBEN?**  
Deine Ausbildung.  
Jetzt für 2019 bewerben

**NEU SPINDLER ONLINE SHOP**

**20% Rabatt auf Gummi-Fußmatten**

Jetzt entdecken!

Impulses for additional business

Spindler generated with this Banner in one week 94 clicks on the range of floor mats.

**RÄDER-WECHSELZEIT**

Jetzt Termin vereinbaren!

Communication of current topics

With this campaign was unobtrusively made aware of the tyre change service.

**BLACKWEEK**

Bis zu **50%** auf ausgewählte Artikel

Alle Produkte >

Space for e-commerce

In this campaign, 3.3% of all clicks resulted in a purchase in the online shop (comparison: Google only 2.3%).

**WIR SUCHEN DICH**

ARBEITGEBER-WECHSEL PRÄMIE 1.919,- EUR

Jetzt bewerben!

Kfz-Mechatroniker, Kfz-Service Techniker  
Fahrzeuglackierer & Karosseriebauer (m/w/d)

Search for qualified employees

This campaign was displayed 36,342 and clicked 183 times in two weeks.



## Summary

For Spindler, the implementation of Maitastic has been profitable in many ways. Whether internally through the standardization of data, the establishment of professional data management and the preservation of knowledge about the individual departments or externally through a professional appearance, the reduction of coverage losses, the targeted approach to relevant customers and the increase in sales.

“The signature could possibly be the most underestimated marketing channel, which is already existing. It’s still used only rare.”

Daniel Weigel  
Marketing Specialist, Car Dealership Group Spindler



## About Maitastic

Maitastic is a platform with which companies transform the daily email communication of their employees into a strong and measurable marketing channel.

With Maitastic, you can centrally manage the email signatures of all employees and equip them with target group-specific marketing campaigns. Enrich your mail communication with relevant and valuable content for your interlocutors and make them aware of you and your services.

Leading companies such as Würth Group, Hubert Burda Media, Matrix42, Basware, Von

Rundstedt, Actega, Umicore, Engel & Völkers, Deutsches Rotes Kreuz and many others are already benefiting from Maitastic as a signature marketing solution.

With pleasure we evaluate together with you whether and how your company can benefit from signature marketing. We look forward to hearing from you!

You can reach us personally or online at any time at:

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