



Ohio Auto Dealerships: Turkeyball Bonanza Ohio Car Dealers, U.S. Dealers & Ohio Direct Mail Holiday Events

Ohio auto dealers, Ohio car dealerships & U.S. Automobile dealerships are celebrating holiday events with November and December Turkeyball® Bonanza events. U.S. car dealers have sold over 350,000 cars and given away over 1 million turkeys with Intelligent Marketing's Turkeyball® Bonanza, making it the automobile industry's hottest end-of-year promotion. Details on why Intelligent Marketing CEO Todd Vowell's Turkeyball® Bonanza marketing event is so successful in 2004.

Cleveland, OH ([PRWEB](http://www.prweb.com)) November 8, 2004 -- Turkeyball: Ohio Automobile Dealerships, Ohio Car dealers and U.S. dealers nationwide have found the solution to sluggish end-of-the-year auto sales with what industry insiders are calling the hottest promotion in automobile sales: The Turkeyball® Bonanza.

This year's Turkeyball® Bonanza features a \$15 turkey certificate that can be redeemed in virtually any U.S. grocery store that takes coupons. U.S. dealerships running Turkeyball® promotional events are breaking sales records throughout the country.

With over 350,000 cars sold and over 1 million turkeys given away, Intelligent Direct Marketing's Turkeyball® Bonanza has been a well kept secret with the auto dealerships that flourish in October, November and December.

IDM's CEO Todd Vowell came up with the promotional idea 11 years ago and has watched it grow into the darling of the automobile industry. Interested dealerships can book November and December Turkeyball® Bonanza events with Scott West at 800-368-7436 ext 474

"Auto dealers have been clammering to lock in the remaining Turkeyball® promotion dates for November and December, and they can still make the deadline for the week before Thanksgiving, if they call earlier in the week" (Before or on November 11th [early]), according to Scott West with IDM. "The sooner dealerships call, the more likely that we can schedule them for our busiest weeks in November." Scott West (800)368-7436 Ext 474

If an automobile dealer wants to have an extraordinary sales promotion in October, November or December, Turkeyball® Bonanza should be the centerpiece of that event. No other promotion or direct mail event has had so successful promotions in the last quarter of the year, the toughest car markets in America and the most challenging economic cycles. <http://www.intelligentmarketing.com/specials.shtml>

Intelligent Marketing 4th quarter newsletter boasts direct mail events that have averaged 3.3 percent response rates, over \$100,000 in gross profit per event, 45.1 vehicles delivered per event and averaged over 300 ups per event. It is no wonder that 9 out of 10 IDM customers repeat with other promotions.

With Tivo eliminating the effectiveness of television advertisements and satellite radio and XM radio doing the same for radio advertisements, direct mail is now being rated by marketing experts as having the highest return on investment.



Intelligent Marketing has developed the Turkeyball Bonanza direct mail program to couple IDM's highly effective direct mailings with the Turkeyball® Bonanza promotion that gets such phenomenal response rates.

A Cleveland area dealership delivered 39 vehicles with a Saturday and Monday Turkeyball® Bonanza event in late October. This Turkeyball event was promoted with only 10,000 mailed pieces.

Cleveland dealerships, Saturn of Middleburg Hts and Saturn of North Olmsted are going to be having Turkeyball events on November 11th, 12th and 13th and are featuring the new 2005 Saturn RELAY van. See below for other examples of Turkeyball events, dates and locations scheduled for Ohio, New Jersey, Pennsylvania, and Massachusetts.

This reporter looked at hundreds of successful Turkeyball® promotions, Buyback promotions and test market pricing events with dealerships throughout the nation. Here are just a few of the results:

Fireside Dodge of Modesto, California sold 89 vehicles on 15,000 pieces.

A dealership in Sunnyside, Washington delivered 70 vehicles with a 14,000 piece mailer and a dealer in Ohio delivered 80 cars with one event, while a Honda dealership in New Hampshire delivered 40 Hondas with an Intelligent Marketing event.

The success of this program transcends dealer make, model, new, preowned and other marketing dimensions. Turkeyball Bonanza events sell well for highline, economy, mid-range, domestic and imports.

Dealership size does not seem to matter, as a one sales person dealership in rural West Virginia routinely sells 20 cars per weekend event with only one sales person. The list of astonishing results goes on and on, but the story is the same for all of the dealerships that I reviewed. Auto dealerships that run Turkeyball® Bonanza events sell cars, lots of cars.

West added that, "The week before Thanksgiving is a scorcher for our Turkeyball® dealers." West also cited the last week in November and all of December as being great weeks for dealers that run Intelligent Marketing's \$500 toy shopping spree events, \$1,000 shopping spree events, Christmas Tree promotions and Christmas Turkeyball® Bonanza events.

"Any auto dealer worth his salt knows that promotions tied to food and beverages always have astonishing results. Turkeyball® Bonanza ties our dealers to America's favorite Holiday food with both a sense of family and communion. This is why it is most likely the most effective end-of-year promotion in the entire automobile industry." <http://www.intelligentmarketing.com/specials.shtml>

For more information on Turkeyball® Bonanza or other direct mail and newspaper promotional events for the automobile industry, contact Scott West at (800)368-7436 Ext 474.

"This week (November 8th to 11th) is the last week to lock in promotion dates for the week before Thanksgiving. Our \$500 Toy Spree dates are filling up for the last week of November, which is the number one shopping date of the year and our Christmas trees, shopping sprees, and December Holiday Turkeyball® promotions are the perfect shopping-day promotions for auto dealers in December."



Article by Carric Durran
"All About The World"

Turkeyball Bonanza Information or to book Holiday Turkeyball Bonanza promotions or Holiday shopping spree events:

Scott West (800)368-7436 Ext: 474

<http://www.TurkeyballBonanza.com>
<http://www.IntelligentMarketing.com>

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**Contact Information****Scott West**

Intelligent Direct Marketing (IDM)

<http://www.IntelligentMarketing.com>

800-368-7436 474

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