

BtoB

THE MAGAZINE FOR MARKETING STRATEGISTS



BUILD MESSAGE TO FIT CUSTOMER NEED

INVESTING IN VIP EVENTS

Nick Mavrick, VP-global marketing at Volvo Rents, a division of Volvo Construction Equipment North America whose franchises carry equipment and tools for the construction, commercial, industrial and homeowner markets, said his division relies heavily on data to identify its most valuable customers and market to them with a highly personalized touch.

“To capture the attention of a VIP customer is not easy,” Mavrick said. “[For Volvo Rents,] it’s traditionally not done through direct mail or through magazine advertising because you have to be noticed among all of the noise of our competitors who are advertising in traditional media.”

Instead, the company will invite those VIPs to events such as NASCAR races, or hunting or fishing trips, spending as much as \$3,000 a year per customer.

