



Website Insight

“This is a test. This is only a test.”

Below is a partial list of the database development functions that Monarch Digital has created, tested and continues to test, on a daily basis.

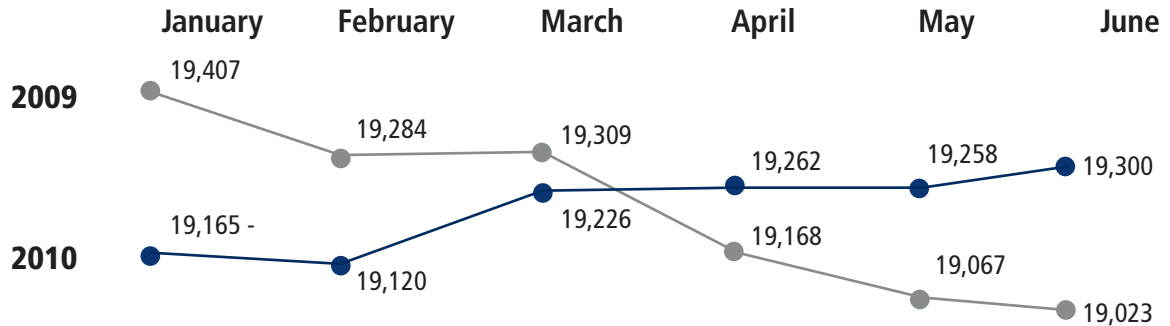
Online Component/ Function	Status	Tested	Remarks
Club Member Names/Records	Imported from Filemaker to website test site	Yes	Continue to test/monitor
Corporate Reports	Created on website test site	Yes	Continue to test/monitor
Section Reports	Under Development	No	
New Member Sign-Up	Created on website test site	Yes	Continue to test/monitor
Membership Renewal	Created on website test site	Yes	Continue to test/monitor
Membership Renewal Reminder	Under Development	No	<i>“Your membership expires in 60 days. Renew today!”</i>
Forums	Select forums imported to website test site	Yes	Matching forum user emails to existing database; creating guest accounts for non-members. Will continue to import/test/monitor
Interest Groups	Under Development	No	
The Star® Magazine	Select content imported to website test site	Yes	Some fine-tuning needed but first import looks good
Section Websites	Initial test of International Stars website on new site complete	Yes	Beginning to populate other Section websites for testing
Tech Talk	Under Development	No	



Marketing Matters

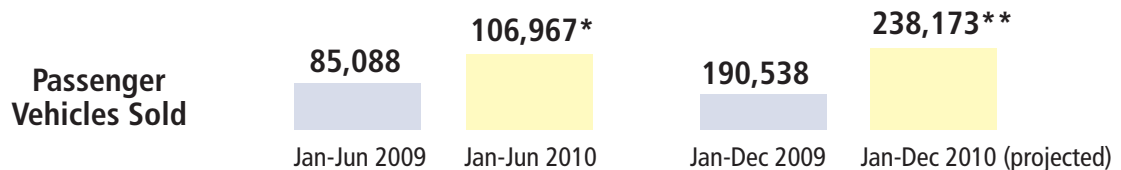
Building Club Membership, One Month at a Time

Club membership is slowly trending upward. According to the **June 2010 Consolidated Summary Report**, the MBCA now has a total of 19,300 members; an increase of 42 members since May 2010. Last year at this time, the Club had 19,023 members



MBUSA Passenger Vehicle Sales Accelerate, Too

2010 sales of new Mercedes-Benz passenger vehicles in the U.S. continue to climb. According to a July 1 Press Release issued by MBUSA, the company reports a 25.4% sales increase for the month of June and a 25.7% increase year-to-date. MBUSA has sold 106,967 new vehicles so far this year.

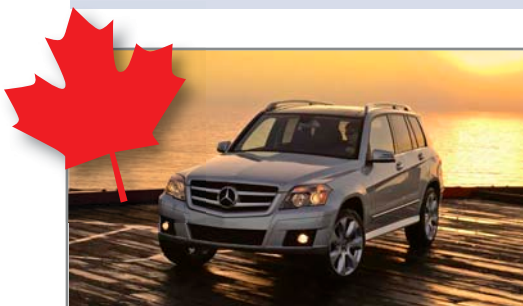


* Includes 728 Freightliner Sprinter Vans • **L. Juhl estimate; presuming 25% sales increase from 2009

Mercedes-Benz Canada Shatters Sales Records

Not to be outsold by its U.S. counterpart, Mercedes-Benz Canada enjoyed record-breaking sales during the month of June and for the first half of 2010. The latest sales report released on July 5 tallies 3,109 Mercedes-Benz and smart vehicles sold, bringing the number of second quarter unit sales to 9,200. Sales are ahead 20.9% for the first half of 2010—the best half-year results ever reported for Mercedes-Benz Canada. Equally impressive are the milestones for:

Passenger Cars & Light Luxury Trucks	+19.4% over year-to-date
GLK Class	+27.7% ahead of June 2009
Pre-Owned	+29.3% over year-to-date





“How Will the MBCA Find & Keep More Members?”

It’s a good question and one the NBO continues to work on. Our membership recruitment and retention plans are similar to the plans we presented in St. Louis. Since early May, we have been steadily cultivating the materials and programs outlined below. **The in-market dates under “When” are intentionally timed to coincide with the launch of the new website, slated for August 31st:**

Membership Recruitment

What	When	Where	Info/What You Can Do
Mercedes-Benz Car Buyers Membership Recruitment Campaign	September October November December		Serial mailing will be sent to recent MB car buyers introducing them to the Club and encouraging them to “Join Now!” Will test among a small group of buyers initially to gauge ROI
Forum Visitors Recruitment Campaign	October		One month following the launch of the new website, online campaign encourages Forum visitors to join Club within a 30-day period (to receive entry-level premium with 1-year membership; higher-end premium with membership of 2 years or more)
Steal These Winning Ideas! News Update!	July - October		On June 29, RDs were asked to send their Section Presidents a short, six-question survey about the recruitment and retention programs they use to <i>get</i> and <i>keep</i> Club members. Survey questions were written and reviewed between the NBO and Membership Team. The purpose for collecting Section Presidents’ feedback is to develop a ‘best practices’ business model that will help every Section, in every Region, find and maintain a greater number of members in the future. Completed Section surveys are due to the NBO by/before Monday, July 12. Look for a summary report and detailed findings later this year.

Membership Applications, Stand-Up Banners & Three-Panel Display Booth with Counter **Now!**



Three-Panel Display



Stand-Up Banner

Please continue to contact Karen Hilborn at the NBO (Karen@mbca.org) to request ready-to-ship membership applications and eye-grabbing display materials.

Please distribute applications as you normally would—at MBCA social events, car shows and rallies. With a service manager’s permission, ask to leave a stack of them in the service department of local Mercedes-Benz dealerships and independents



Membership Retention

Membership retention will rely heavily on *the consistent value we bring to members*, once they join the Club. The NBO is currently working with MBUSA to expand our list of membership benefits. Over the next several weeks, we will pursue partnerships with national product and service companies who commit to offering discounts and/or giveaways to our members.

What	When	Where	Info/What You Can Do
Announcement of NEW Member Benefits	October		Got connections? Maybe you know someone who can “introduce” the NBO to a national tire retailer, hotel chain, restaurant chain, etc. Please call Lisa Juhl with any leads you might have.
Holiday Shopping Spree Sweepstakes	October		Members’ chance to win one of dozens of holiday shopping gift cards from popular brands and retailers



July - December 2010 Marketing & Membership Activity*

A = Recruitment Tactic
B = Retention Tactic

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Research, Contact & Negotiate Discounts with National Partners	A B				
Membership Apps, Banners & Displays Available for Use & Distribution	A				
Borrow Winning Recruitment Ideas from High Membership Regions & Model across U.S.		A			
Direct Mail Recruitment Letter to MB Car Buyers		A			
New mbca.org Website Goes Live August 31, 2010		A B			
			Online Holiday Shopping Spree Sweepstakes	A B	
			Announce New Member Benefits (Partner Discounts) Online	A B	
			Online Recruitment Campaign to Forum Visitors (Non-Members)	A	

* Represents national action plans only. Regional and local level activities tbd.



Branding & Style Guide News

Got the Goods?

Officers, Directors, Presidents, Chairpersons and Volunteer leaders of the MBCA should have received the following through the NBO:

- May 28:** A .pdf (portable document format) copy of the Official Style Guide
- June 10:** An online "link" to the Official Style Guide. Go to <http://mbca.org/webinar>
Use the username 'mbca' and the password 'slsamg1' to access
- June 14:** Instructions for updating your email signature to reflect the standards of the new Style Guide (see page 6 of *The Club Communicator*, June 2010 edition)
- June 17:** Six (6) jpg and eps files of the MBCA logo (your Section's graphic artist and/or IT Ninja will know where and how to use them)
- Coming In July:** A Newsletter template, or blueprint, that offers RDs, Section Presidents and Newsletter Editors a visual guide/short content list of WHAT to include in a monthly newsletter. WHERE in the newsletter the content is placed is entirely up to you

What's Next?

Q: "My MBCA business cards don't meet the new Style Guide standards. Should I still use them?"

A: If you have 100 cards or more

We encourage you to use them up before you reorder—a stack of 100 cards is about 1-1/4" thick.

If you have 100 cards or less

It's time to reorder new ones through the NBO. In keeping with the Club's tone of having many 'faces' but one 'look,' everyone's business cards will be designed to look the same. Here's how:

Card Front
(National Club logo)

Name
Title

(Section Name)
(Section Web Address)

Address
City, State, Zip
(p) xxx.xxx.xxxx (home phone) and/or
(c) xxx.xxx.xxxx (cell phone)
(e) mbca1@aol.com (email address)

Card Back
Join the Club!

Free magazine subscription with paid membership (just \$45/year) plus
car care discounts • technical tips • driver training • vacation packages • & more

Visit www.mbca.org for complete list of benefits or call the
National Business Office at **800.637.2360**
Monday-Friday, 8am-5pm Mountain Time

Get updates on Club letterhead, 'Welcome to the Club' letters, 'Thank You for Renewing' letters, member applications and more in the August issue of *The Club Communicator*.