

## Capturing New Customers

1. Reach out to Web Customers
  - a. Promote Nitrogen Service on Your Webpage – A small banner ad with a coupon can bring in a surprising number of customers looking specifically for the service.
  - b. Use Local Internet Advertising – A small ad can be relatively inexpensive and targeted to your local area based on the IP address.
2. Local Media
  - a. Talk to local media such as television or newspaper. They may be willing to do a short piece on nitrogen from your location without any cost to you.
  - b. Advertising spots on local radio, newspaper or television can bring excellent results for the cost.

## Marketing to Your Existing Customers

1. Outside of Your Building
  - a. A nitrogen banner can be seen from a distance and generates interest before they even enter your store.
  - b. Car lots can pre-load nitrogen, using the green caps as a visual display.
  - c. Window stickers noting that the vehicles are inflated with Nitrogen can be purchased for less than \$0.50 and will be seen by anyone looking at your inventory.
2. Inside of Your Building
  - a. Advertise that all vehicles are fill with nitrogen.
  - b. Counter displays with nitrogen brochures provide the customer with a better understanding of the benefits of Nitrogen and how it works.
  - c. Put the nitrogen generator in a prominent location where customers can see it. This provides a good talking point for starting the conversation with your customers.
3. Return Customers
  - a. Provide your nitrogen customers with coupons to bring in their other vehicles or to give to their friends and neighbors.



## Train Your Staff

One of the best things you can do to ensure successful nitrogen service is to make sure your staff knows how nitrogen works and what the benefits are. Provide nitrogen for your all your employees and their families so they can see it for themselves and give you “word of mouth” advertising.

