

NEW Customer Acquisition Cost (CAC) Worksheet

<u>Digital Advertising:</u> <ul style="list-style-type: none">• Google Ads, Facebook Ads, Instagram Ads, etc.• Pay-Per-Click (PPC) campaigns.• Done for You social media services.	
<u>Traditional Advertising:</u> <ul style="list-style-type: none">• Print ads in local newspapers or magazines.• Radio, TV, billboards, or outdoor signage for your shop.• Direct mail campaigns to attract NEW customers.	
<u>Online Presence:</u> <ul style="list-style-type: none">• Website development and maintenance costs.• Search Engine Optimization (SEO) services.• Content marketing geared towards attracting new customers.	
<u>Promotional Materials:</u> <ul style="list-style-type: none">• Flyers, brochures, and business cards distributed to attract new customers.• Giveaways or branded merchandise to get NEW customers.	
<u>Discounts and Promotions:</u> <ul style="list-style-type: none">• Discounts offered as part of NEW customer promotions.• Referral program incentives.	
<u>Marketing and Sales Staff:</u> <ul style="list-style-type: none">• Salaries or wages of employees dedicated to marketing and sales activities aimed at acquiring new customers.• Bonuses or incentives paid to staff specifically for converting new customers.	
<u>Events and Sponsorships:</u> <ul style="list-style-type: none">• Costs associated with sponsoring local events or participating in community activities to attract new customers.• Hosting open houses or free workshops to bring in potential customers.	
<u>Content Creation:</u> <ul style="list-style-type: none">• Costs for producing videos, blog posts, or other content designed to attract new customers.• Professional photography or videography for promotional materials.	
<u>Other Costs</u> Associated With Attracting NEW Customers:	
Total MONTHLY Cost To Acquire <u>NEW</u> Customers:	

Customer Retention Cost (CRC) Worksheet

<u>Direct Mail:</u> <ul style="list-style-type: none">• Newsletter subscription, printing, and postage• Mid-Month Mailers• Other direct mail sent to current and or past customers	
<u>Email and Text:</u> <ul style="list-style-type: none">• Subscription fees and other costs associated with email and texting platforms (e.g., MyShopManager, Constant Contact).	
<u>Loyalty Programs:</u> <ul style="list-style-type: none">• Costs associated with Car Car Club Cards, Royalty Rewards, etc• Discounts, rewards, or incentives offered through the loyalty program.	
<u>Customer Surveys and Feedback:</u> <ul style="list-style-type: none">• Costs of conducting customer satisfaction surveys.• Tools or platforms used to gather customer feedback.	
<u>Content Marketing:</u> <ul style="list-style-type: none">• Costs of creating content (blogs, videos, social media posts) aimed at retaining customers.• Maintaining a blog or social media presence that targets existing customers.	
<u>Customer Service Staff:</u> <ul style="list-style-type: none">• Salaries for customer service representatives focused on retaining customers.• Training costs for staff aimed at improving customer satisfaction.	
<u>Customer Support Tools:</u> <ul style="list-style-type: none">• Costs of customer relationship management (CRM) software used to manage ongoing customer relationships.	
<u>Special Offers:</u> <ul style="list-style-type: none">• Discounts or promotions specifically targeted at returning customers.	
<u>Referral Programs:</u> <ul style="list-style-type: none">• Incentives given to current customers for referring new customers.• Administrative costs for managing the referral program.	
<u>Shop Amenities:</u> <ul style="list-style-type: none">• Costs for loaner cars• Costs for improving the customer experience in the shop (e.g., waiting area refreshments, free Wi-Fi, furniture).• Investments in shop improvements aimed at enhancing customer satisfaction.	

<u>Follow-Up Communications:</u> <ul style="list-style-type: none"> • Costs of follow-up calls or messages after service to ensure customer satisfaction. • Tools or services used for automated follow-up messages. 	
<u>Customer Appreciation Events:</u> <ul style="list-style-type: none"> • Costs of hosting events for loyal customers (e.g., customer appreciation days, exclusive workshops). • Promotional materials or giveaways for event attendees. 	
<u>Market Research:</u> <ul style="list-style-type: none"> • Expenses for researching customer retention trends and preferences. • Tools or services used to analyze customer retention data. 	
<u>Consulting Fees:</u> <ul style="list-style-type: none"> • If you follow our marketing advice, assign a portion of your Maverick fee 	
<u>Other Costs</u> Associated With Keeping Your Customers Going Back:	
<p style="text-align: right;">Total MONTHLY Cost To <u>RETAIN</u> Customers:</p>	