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Mobile texting inspires company to reach end-users through retail shelves

Many manufacturers aspire to speak directly to each end-user, but logistics would prevent this from literally happening. However, a new educational program launched by Liquid Wrench, a division of Radiator Specialty Co., offers advice directly to consumers by way of a mobile texting code printed on cans of the company's Liquid Wrench products.

Through this initiative, end-users can send a message using the code that appears on the can and receive a recommendation from Liquid Wrench within seconds specifying the proper applications for that product.

"Our focus this year is on educating the marketplace," says Aaron Martin, director of marketing for Liquid Wrench, who adds that consumer research has pointed to a confusion that still exists in the marketplace. "Some people know how to use our products, when to use a chain lubricant, or when to use penetrating oil, but there's a pretty good portion of the marketplace that's a little bit confused on when to use our product for certain applications."

This program also applies to automotive technicians, who may have a question when in the bay.

Along with the mobile texting program, the educational outreach includes a "Solution Finder" on the company's Web site (www.liquidwrench.com), and a strong social networking presence, Martin adds.

"What's great about social media, is it really creates a community of people who are interested in our products," he says. "What's great about Facebook, is people can go online and post how they're using our products and help educate us as much as us educating them. Consumers are getting a lot smarter."

Although mobile texting is in no way a new idea, Liquid Wrench hangs its hat on this campaign as a unique way of directly reaching customers. "When you look at texting in relation to in-store educational marketing, it's fairly new and it's definitely not something that's come to our industry in any great form," he adds.

Despite the bells and whistles involved in using new technology to reach customers, Martin doesn't see any of this replacing face-to-face interactions in the automotive aftermarket.

“As all the other elements of the car become more advanced, the need to have that expert behind the counter is going to be as critical as ever,” Martin says.

For more information, visit www.liquidwrench.com.

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