

Olson Marketing Monthly

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in partnership with Insane Oil of Omaha

Your AMSOIL Information News Source

Program Highlight: Preferred Customer Program

What is the Preferred Customer Program?

The AMSOIL Preferred Customer Program is a loyalty program offered to you by AMSOIL INC.

What is the Preferred Customer Program? ...in regular person lingo.

The AMSOIL Preferred Customer program is for those who want the lowest possible prices on the superior lubricants, fuel additives and filtration products for their vehicles and equipment and are not interested in the responsibilities associated with an AMSOIL dealership business.

The AMSOIL Preferred Customer Program operates much like a Costco, Amazon Prime or any other annual membership program. You pay a membership

fee for discounted pricing along with other benefits. AMSOIL allows you to choose a one-time trial 6-month membership for \$10 or you can choose the renewable 1-year membership for \$20. The AMSOIL P.C. program has no minimum monthly or annual purchase requirement, so you can order what you want when you want. If you spend \$500 or more before your membership expires, AMSOIL will renew your membership for free.

This program is designed for all automotive enthusiasts, DIYers, Racers, ATV/ UTV enthusiasts, boaters, Personal Watercraft owners, lawn mowers and other small engine equipment users. This program is for individuals who want to protect their vehicles and equipment with AMSOIL's high-quality products yet want to purchase their products at the lowest possible prices.

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Dealer Contact

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Tell Me More About the Preferred Customer Program

Last fall, the AMSOIL Preferred Customer Program was overhauled to improve the customer experience. Now, just over six months after launching the new program, the results are in: The AMSOIL Preferred Customer Program is rapidly growing and showing no signs of slowing. The goal is a sharper focus on benefits that customers value most.

We started by gathering ideas and opinions from existing Preferred Customers, online/catalog customers and Dealers. With that insight, we crafted benefits to engage customers at each stage of the membership cycle.



We kept the program's most popular perks. Preferred Customers enjoy up to 25% off every order and free shipping on orders of \$100 (\$130 Can.) or more.

PCs also receive exclusive promotional offers throughout the year and the quarterly AMSOIL Magazine.

It was decided that the low membership fee would be held at \$20 (\$30 Can.) for a full year, and new members can start with

a six-month trial for just \$10 (\$15 Can.).

P.C. Points were discontinued last fall and new perks were added in their place.

In the new program, Preferred Customers receive a \$5 voucher (5% off up to \$100 in Canada) every time they spend \$100 and a \$5 birthday gift (5% off up to \$100 in Canada) to spend on their next order. Plus, when they spend \$500 or more in a year, membership renewal is free.

Why is it Different in Canada?

The "\$5 Back" and "\$5 Birthday" rewards changed to "5% off up to \$100" in Canada to remain compliant with Canadian commerce laws. The benefit change took effect on June 27, but previously earned \$5 rewards will not expire. The overall value of the reward is the same as the U.S. program as each has a maximum value of \$5. The Canadian website and MyRewards page have been updated to advertise 5% rewards.



What Else do I Need to Know?

Preferred Customers can track their order history, re-

wards and progress toward free membership renewal through their MyRewards page. Rewards can be combined to use in a single purchase or with other promotional offers.

What do People Like Best?

Aside from the lowest possible prices and free shipping for Preferred Customers. PCs have expressed great satisfaction with the Free Membership renewal option when they purchase \$500 over the course of the year.



Tell Us About The Birthday Thing

According to Director, Integrated Marketing Holly Dill, the birthday benefit stood out for its popularity during the program planning stage.

"When we were redesigning the program, this was the most requested benefit," said Dill. "Everyone has a birthday, so it's nice to celebrate with a guaranteed reward."

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Tell Me More About the Preferred Customer Program

However, the benefit has been held back by Preferred Customers who haven't provided their birthday month. Adding the birthday month is simple, but many haven't done so.

How Do I Add My Birthday Month? (see image at bottom)

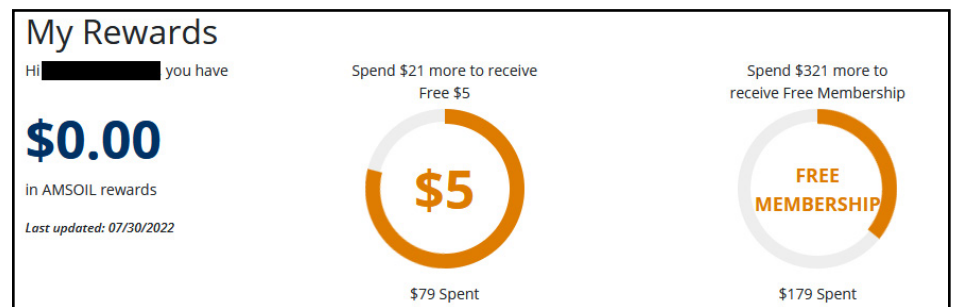
When you log into your account, click "Update Account Information." Then find the drop down box labeled "Birthday Month." Don't forget to click "SAVE" at the bottom of the "Update Account Information" screen.

SAVE

What is the "My Rewards" page?

The MyRewards page is a one-stop shop for customers, which helps drive frequent page visits. P.C.s can see how close they are to earning their next \$5 reward or free membership. Additionally, it's easy for customers to view their earned, pending and expired rewards and, with a click of a button, apply them to their cart.

Shown below is a sample illustration of what you will see when you click on the "My Rewards" portion after you log in to your account.



AMSOIL
The First in Synthetics®

What can we help you find today?

[Look Up A Vehicle](#) [VIEW GUIDES](#) [Hello, \[redacted\] YOUR ACCOUNT](#) [Shopping CART](#) [\\$0.00 Redeem My REWARDS](#)

[SHOP](#) [BUSINESS OPPORTUNITIES](#) [WHY AMSOIL](#) [CUSTOMER SERVICE](#) [Find AMSOIL Near You](#)

our order may take longer than normal to arrive, and some products may be unavailable. We are working hard to overcome supply-chain issues and freight-carrier delays. [Learn more](#)

Home / Update Account Information

Hi, [redacted]

[Manage Account](#)
Update Account Information
[Manage Subscriptions](#)
[Change Password](#)
[Account Activity](#)
[Membership Info](#)
[My Rewards](#)
[Address Book](#)
[Payment Info](#)
[Favorites](#)
[Order History](#)
[Saved Orders](#)

Update Account Information

Contact Information
View and edit your email, phone, fax, and primary contact mailing address.

Customer # [redacted]
Full Name [redacted]
Country United States

Birthday Month

Email * [redacted]
Phone Number * [redacted]

Dealer Zone...

By Don Olson, ZO #4901

The Preferred Customer program is designed for those individuals that purchase more than \$100 in Amsoil products within a 12 month period.

The cost savings on a \$100 order is approximately 25% or \$25, which means that if you place one order, it more than covers the cost of registering for the Preferred Customer Program, not to mention the \$5 bonus for spending \$100.

If you are currently a Catalog Customer and have placed one or more orders over the past 12 months, it may be very beneficial to upgrade to the Preferred Customer Program.

If you need more information or would like help getting registered for a Preferred Customer Membership, don't hesitate to contact Don or Jon Olson (information below).

Dealer Contact

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Omaha - Insane Oil

Dr. Jonathan D. & Stacey L. Olson
ZO Referral# 10458
402-990-7940 (text or call)

<http://insaneoil.com>
info@insaneoil.com

Congratulations to NEW Amsoil Opportunists and Enthusiasts!

Congratulations:

New Catalog Customers

Don Lewis
Chesapeake, VA

Stephen Hamm
Charlestown, IN

Lloyd Balet
Waipahu, HI

Congratulations:

New Retail Account

MCI Mobile Crane Inspection, LLC
Marion, IA

Congratulations:

New Commercial Account

DC Lauber, LLC
Geneva, NE

Congratulations:

New Dealer

Ryan Hoover
Bennet, NE

Congratulations:

New Preferred Customers

Michael Russell
Bellevue, NE

Ben West
Sun Prairie, WI

Marco Miramontes
Euless, TX

Ron Miller
Lincoln, NE

Candice Freese
Maynard, MN

Jason Stiasny
Lincoln, NE

Mike Coppola
Prospect, CT

Kevin Smoot
Boise, ID

Victor Borrego
Santa Fe, NM

Tim Bandy
Hamersville, OH

