



## **The Holman Automotive Group Uses IMN Loyalty Driver™ E-Newsletters to Keep Brand Top of Mind, Drive Website Visits, and Increase Sales**

### ***Traffic to Ford Dealership Site is Tripling After Each E-Mail Send***

**Waltham, MA, and Pennsauken, NJ, August 15, 2006**—IMN, a leading e-communications company, today announced that The Holman Automotive Group is using the IMN Loyalty Driver™ e-newsletter service to keep its brands top-of-mind with its customers and prospects, generate visits to its Website and showroom, and increase revenues from new and used car sales and service.

Holman is publishing a monthly e-newsletter, *Holman Autowise*, for 11 dealerships in New Jersey that sell Ford, Lincoln Mercury, Mazda, Saturn, Infiniti and Jaguar models. The company, which has 20 dealerships in both New Jersey and Florida, began sending the e-newsletters in March to about 60,000 readers and is already seeing them make an impact. For example, traffic to Holman's Ford site triples after each issue goes out.

"IMN Loyalty Driver makes it easy for The Holman Automotive Group to produce and send engaging e-newsletters that maintain our customers' interest and loyalty. The e-newsletter service provides great content and the flexibility to drop in specials or news of our own. Working with IMN, we can keep our name in front of our customers in a highly professional way," said Bob Delano, Northern Dealerships Internet Marketing Manager.

*Holman Autowise* includes a mix of lifestyle and soft-sell articles to engage every member of the car-buying household. Lifestyle features, for example, include festivals and tourist attractions, vacation tips, movie reviews, recipes, and money management advice. Auto-related articles cover everything from tips for increasing fuel efficiency to descriptions of the latest Ford models.

The e-newsletter also lets customers link to individual Holman dealerships for information on new cars and limited-time special offers. Readers can even click IMN Buy Signal™ "buttons" to request information, appointments or test drives, and provide their individual contact information. By tracking what articles customers navigate to within the newsletter, as well as their Buy Signals, Holman can learn what interests customers of individual dealerships to assist in developing their marketing plan to each brand. This month, the company plans to send out e-newsletters with different content from each dealership in New Jersey, building on the knowledge its gains from the IMN readership analytics.

"The Holman Automotive Group is approaching customer relationships the right way—cultivating existing customers and prospects over the long term by providing valued information. Regularly published, interesting e-newsletter content is a highly effective way to keep customers engaged without overselling," said Brian Epro, Director of IMN's Automotive Services Group.

IMN Loyalty Driver is a fully managed, monthly e-newsletter service for auto dealers. The turnkey service includes a customized e-newsletter design, professionally written lifestyle and auto industry articles, monthly managed e-mail sends, IMN Buy Signal lead distribution, and detailed analytics. IMN Loyalty Driver makes it quick and easy for dealers to implement a highly professional e-newsletter program without the need to do any writing or HTML programming. More than 200 dealerships are now using the managed service, which IMN introduced about 18 months ago.

For more information, please contact Brian Epro at 1-866-964-NEWS (6397) or [bepro@imninc.com](mailto:bepro@imninc.com). Additional information is available at [www.imnloyaltydriver.com](http://www.imnloyaltydriver.com).

#### **About IMN**

IMN (iMakeNews, Inc.) of Waltham, MA is a leading e-communications service provider. Originally focused on e-newsletters, IMN now delivers e-communications solutions that boost business performance and span e-newsletters, e-mail, mini-sites, weblogs, and robust tracking and analytics. IMN products are sold worldwide directly and through reseller organizations. IMN has pioneered Informative Marketing™, a strategy for using online analytics to better understand customers and prospects, take action based on their responses to content, and improve the return on e-communications program investments. Founded in 1999 and funded by Brook Venture Funds, IMN services over 1,700 accounts globally. The company's approach to e-communications has been embraced by major corporations such as Shell Oil, Wachovia, CitiStreet, and ING. IMN is located at 200 Fifth Avenue, Waltham, MA 02451.

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