

DIGITAL Dealer

Digital Dealer New Products

Dealer e-newsletter program launched

For many auto dealerships, the potential lifetime value of an individual customer exceeds \$100,000. IMN (iMakeNews, Inc.), a leading e-communications service provider, has launched Loyalty Driver to help dealers stay in touch with their local clients, strengthening ongoing relationships and nurturing high-value customers to encourage repeat sales. Loyalty Driver is a monthly e-newsletter service created exclusively for auto dealerships.

The service enables dealers to send clients lifestyle-oriented information that they want to read, from "hot cars" to maintenance guides to travel tips. The content is designed to drive traffic to dealers' web sites and the showroom floor, and ultimately deliver new sales. Every newsletter includes tools for measuring results and delivers valuable information for improving those results, issue to issue. Loyalty Driver is a turnkey service, making it quick and easy for dealers to develop and send highly professional newsletters. The service includes:

- Feature articles such as: Vehicle descriptions, lifestyle items of interest (such as travel, real estate and consumer tips), automotive magazine articles, letters from management and custom content. Dealers can provide the content or obtain it from IMN.
- Monthly editorial calendar management and planning.
- Custom links, as required, to dealer web site pages, such as automotive specials, virtual tours, "contact me" forms, service scheduling forms and finance calculators.
- "Refer a friend" traffic drivers.
- Custom design and layout mapping directly to an auto dealer's brand.
- Support and assistance for building and managing a subscriber database.
- Management of e-mail distribution and bounced e-mails.
- Secure access to detailed, comprehensive metrics on reader responses to continually improve the newsletter's "performance".

www.imninc.com/imn_loyalty_driver.asp

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