



LOYALTY DRIVER™

Drive Dealership Dollars with IMN's Loyalty Driver™ e-Newsletter

The Fully-Managed e-Newsletter Service that Generates Dealership Revenue in Sales, Services, and Parts

IMN Loyalty Driver – the efficient, cost-effective way to impact your bottom-line



IMN Loyalty Driver is the only fully-managed e-newsletter service designed specifically to help auto dealers turn leads into sales, and sales into lifelong customers. What do we mean by fully-managed? Every month IMN will send you an e-newsletter packed with professionally written product and lifestyle content. You can choose to accept the newsletter as is, or add articles, coupons, and surveys specific to your dealership. We'll take care of sending your custom-branded e-newsletter to your customer and prospect list. In addition, through IMN's proprietary "Buy Signal"™ capability, readers let you know when they'd like to test drive a car or schedule a service appointment by simply clicking strategically placed "Schedule My Test Drive" or "Schedule My Service Appointment" buttons in your e-newsletter. A lead with all relevant contact information is then instantly e-mailed to your dealership so you can immediately respond to their requests.

Measure the impact each e-newsletter makes with your audience by using our analytic tools. Generate revenue, build customer loyalty, and increase traffic to your lot with one simple service: IMN Loyalty Driver.

The e-newsletter provides a highly professional look, engaging content, and the ability to track each reader's interaction for easier, more targeted lead follow-up—all at a surprisingly affordable cost."

– Scott Haynes, Penske Indianapolis

The Benefits of Loyalty Driver

- Generate dealership revenue in sales, services, and parts
- Ensure complete and prompt follow-up with emailed leads for test drives and service appointments
- Double your web site traffic with engaging articles and special deals
- Keep costs down while effectively marketing and branding your dealership
- Build loyalty with current customers by offering incentive coupons, while also engaging prospects
- Know which articles and offers resonate with your customers with real time detailed analytics and reporting

'Lifestyle' articles keep you top of mind with customers, while product-specific content such as automotive articles, along with buying and service tips, promote your vehicle brands, incentives and coupons create loyalty, and emailed leads ensure prompt follow-up and additional sales opportunities. All of this in as little as an hour a month! The message is clear: partner with IMN and Loyalty Driver now to increase your bottom-line.