

FEATURED PRESS RELEASE IN AUTOMOTIVE DIGEST:

Launch of Dealer Engage 360 Delivers Automated Marketing Solution for Dealers

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Dealer Engage 360 is an automated solution which allows dealers to reach their clients on different modes of communication with highly personalized services campaigns and targeted promotional messages.

How can dealer management sign up?

Dealers can sign up for a managed service, which allows them to save time and reach customers more effectively without hiring extra staff. Dealer Engage 360 makes it possible for dealers to nurture new leads and online leads into loyal customers while also helping to attract return business and build current customer engagement.

What does this service really do for dealers?

The solution allows dealers to reach each of their customers and nurture leads with targeted messages and personalized service campaigns. The comprehensive solution includes multiple channels of communication, including email marketing, text message marketing, social media management and many more.

Dealer Engage 360 enables dealers to connect with each of their unique customers based on stored data, vehicle type and history, previous service appointments, location, preferences and more. The solution automates many communication and marketing processes that would normally be done manually, saving time and staff effort. Dealer Engage 360 can be easily integrated with a Dealer Management System to allow for even greater personalization potential.

What Shawn Ryder, President and CEO of Dealer Engage, says:

“This innovative system offers an affordably priced managed service which allows dealers to do effective customer communication through Dealer Engage 360 without having to personally create communication flows. The managed service is ideal for dealers looking to save time and connect more effectively with their customers.”

“The potential for connecting with customers to help attract new business and drive repeat business through Dealer Engage 360 is huge,” said Shawn Ryder.

“The managed service enables dealers to take advantage of personalized customer communication and targeted marketing without having to take the time and effort to set up campaigns themselves.”

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What targeted communications can do for your dealership?

Managed services include the development of inbound and outbound marketing campaigns, building centralized targeted decisions logic, driving vehicle customer insight, business intelligence, customer database management and analytics. Shawn Ryder works with dealers to implement targeted communication solutions, with a focus on targeted email marketing, lead nurturing, a sales and marketing database, social media engagement, analytics, reporting, and more.

Who is and what about Dealer Engage

Dealer Engage (<http://www.dealerengage.com>) is the dealership engine for easy and efficient automotive communication. The platform responds to the constantly growing need for integration among the many different communication methods of today's online environment. Actions performed by customers trigger relevant and timely reactions from the marketing automation manager through the entire life cycle of a client.

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