DealerEFX Announces New B2C F&I Product Marketing Program

Technology Enhancements Allow DealerEFX to offer F&I Product Providers a NEW F&I Brand Advertising Capability Targeting ONLY their Dealer Partners' "In-Market" Prospects

PORTLAND, OR / May 4, 2018 / DealerEFX, https://www.DealerEFX.com/, is pleased to announce an exciting new advertising program for F&I Providers. Described as a "simple Select & Send F&I Product presentation process," the intuitive marketing service helps make F&I Brand Building easier than ever in the digital automotive retailing sector.

As Jim Lawrence, CEO/Founder of DealerEFX noted, *"clearly dealers and their F&I partners are seeking new ways to increase brand awareness with customers & prospects before they walk into F&I offices. DealerEFX already enables our dealers to adopt OEM CI-compliant, co-branded email response templates for prospect's online lead inquiries. Our solution helps dealerships to control the email response quality of their salespeople leveraging any dealer CRM system. This content platform now enables a new B2C advertising channel targeting ONLY 'in-market' prospects, to advertise F&I brands earlier in the online car buying process to reduce the 'friction' of F&I sales. We believe that our new B2C F&I Product Marketing Program will be a significant enabler of success for our dealer and F&I partners."*

DealerEFX Email Response Quality Assurance Service personalizes email communications, UTM-tags email content for enhanced marketing attribution and increases the impact in converting prospects to customers, for better management of a dealer's Return on Advertising Spend (ROAS).

> To learn more about DealerEFX Email Response Quality Assurance Services, please visit https://www.DealerEFX.com for complete service and pricing information

"At DealerEFX, we understand the importance of constant innovation as automotive retailing moves into 'digital-mostly' sales processes," Lawrence said, adding that to help celebrate the new F&I Product Marketing Program, they are offering new clients a very generous deal.

"DealerEFX **will offer a 30-day free trial** of their Email Response Quality Assurance Service and will cover Dealer setup fees, which is a $499 value, for any new account that signs up for the DealerEFX Email Response Quality Assurance Service and the new B2C F&I Product Marketing Program," Lawrence said.

To access the special, new dealer clients simply enter **"DealerEFX+F&I"** in the subject line of an email requesting information. The code and offer are valid through the end of 2018.

<u>About DealerEFX</u>

DealerEFX is a "bootstrapped" automotive start-up that was established in 2010 to address the email response quality of dealer sales personnel by managing the templates used in any CRM system. Their company specializes in managed services of the design and maintenance of the email communication templates used by dealer salespeople in the automotive retailing industry. In today's economy, it is critical for dealers to offer the best possible presentation of their digital brand, especially at "1st Contact" with online prospects and ongoing email communications with customers, to stay competitive in the rapidly emerging "Digital-only" retail environment. DealerEFX offers a comprehensive set of innovative online email response services for Dealers, OEMs and 3rd Party Aftermarket F&I Providers.

<u>About Jim Lawrence, CEO/Founder</u>

Jim Lawrence is experienced in Dealership Software Product Management, Marketing, Business Development, Strategic Partnerships, with core competencies in SaaS-based CRM, Lead Management, and Dealership Governance, Risk and Compliance (GRC) software. A dealer systems subject matter expert, he is leading a team providing Email Template Managed Services, a new Business Process Outsourcer (BPO) concept in email content management within any CRM system.

For Information and to Sign Up for Our Free 30-Day Trial with no Dealer Set-up Fees Contact:
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