

Dealer Engage and Autosoft's FLEX DMS

Dealership Marketing and Communication Automation



CRM and Marketing



Personalized, **highly targeted**
marketing **campaigns**
can **generate** up to
SIX TIMES more revenue.

Do Targeted Marketing Campaigns Really Work?

Targeted marketing increases revenue and decreases marketing costs. According to a study in the *December 2013 issue of Experian Marketing Services*, personalized emails generate up to six times more revenue per email than non-personalized emails. *Gartner Research* has also found that event-triggered marketing can potentially save you 80% on direct mail marketing costs.

Choose Better Integration with FLEX Connect

Dealer Engage, when fully integrated with your Autosoft dealer management system, automatically sends messages to customers based on DMS data—so your customers receive relevant, highly targeted messages almost instantly. These messages can be scheduled regularly, eliminating the need to manually create and send individual communications.

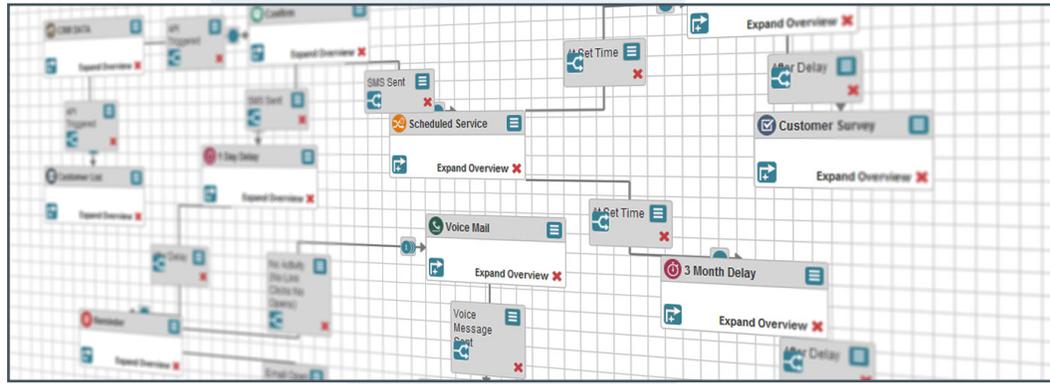
About Dealer Engage

We create effective marketing automation campaign management systems that help dealerships create and maintain long-term customer relationships, reduce marketing costs, and boost revenue.



Reach Customers Effectively

Customers want to receive communications via their preferred method—email, text, voicemail, even social media—and it's important to know where a message from you is most likely to be read. Not everyone checks their email every day. With marketing automation, you can send personalized messages to your customer's preferred contact medium. Customers attached at the hip to their cell phones will get text messages. For customers hooked into Facebook and Twitter, you can create and track messages on those platforms as well.



Targeted, automated marketing campaigns are easy to set up and schedule with Dealer Engage.

Personalize Customer Communication

When visitors to your website select a vehicle they are interested in, you can create targeted, automated emails about new vehicles on the lot matching their search, or messages around financing or sales specials.

Reduce Customer No-Shows

Easily stay in contact with existing customers and drive business back to your dealership with targeted service and service appointment reminders. These reminders help reduce no-shows and unnecessary costs related to over-scheduling employees.

Expand Dealership Reach

Improve the revenue you generate from each customer with every message you send. Easily automate updates to your social media pages from a single interface that lets you post timely, valuable content that builds brand loyalty—and keeps your dealership top of mind. The bigger your advertising reach, the bigger your potential customer base.

Build full profiles for each contact using data collection forms and behavioural tracking.

Engage Your Customers

Start improving the revenue you generate with every customer communication. Call Dealer Engage at **902.488.4107** or email shawn@shawnryder.com to get started. Be sure to mention that you're an Autosoft customer and receive a special offer!



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