

EMAIL MARKETING for AUTOMOTIVE DEALERSHIPS



Benchmark
EMAIL

EMAIL MARKETING for
AUTOMOTIVE
DEALERSHIPS

FOREWORD

A business is like an automobile; it has to be driven in order to get results. - B. C. Forbes

Automotive dealerships peered into the chasm in 2009 only to recover in 2010 and face a new decade with a restored sense of optimism and expectation. Even though some historical marques as Pontiac and Mercury failed to survive the cataclysm, competition among dealerships is as intense as it has ever been due to refreshed models and new technologies restoring the flow of customers into both new and used showrooms across the country.

In this crowded arena, the automotive dealership owner or manager needs to harness every aspect of online technology to gain a competitive edge. No longer is it sufficient to just place a newspaper ad and move cars off the lot, as your customers are now involved in a sphere of mobile email communication and social media interaction that simply did not exist a few years ago.

Email marketing has become obligatory for automotive and motorcycle dealerships large and small. Whether you operate a large urban multiple-brand dealership stretching over acres or if you have a tiny used car lot, there is no escaping the fact that email promotional campaigns are your most cost effective marketing vector. The primary reason for this remarkable effectiveness is the unparalleled return on investment of email marketing. According to a study by the Direct Marketing Association in 2009, email marketing returned \$43.62 for every \$1 invested: a rate far above any other form of marketing.

The research included in this guide shows that automotive dealerships can benefit much further from comprehensive implementation of email marketing strategies than most currently do. It is confounding to learn that the typical dealership has email addresses for only one tenth of its customers, and that they do not reply to one quarter of all incoming email leads! This is especially surprising given that emails from automotive dealerships and social networking tools were the primary sources of information for more than seven out of every ten motor vehicle buyers.

It is imperative that every automotive and motorcycle dealer in the nation becomes fully aware of the unquestionable advantages that email marketing offers to their business in this social media age. Email marketing can drive sales to your dealership with unparalleled economy and efficiency, thus it is the time to explore its capabilities in extensive detail.

- Curt Keller
CEO
Benchmark Email

► Introduction

This guide, **Automotive Dealership Marketing: Email Campaigns Driving Sales**, was commissioned to provide automotive dealers with a strategy to increase the power and reach of their email marketing campaigns via:

- A comprehension of the disparate elements that can be harmonized into a singular and effective automotive dealership marketing campaign
- Establishing and maintaining a campaign that strictly adheres to all federal, state, and industry legislative and self-regulatory standards
- Understanding the facts and figures for successful and competitive automotive dealerships, and those which fail
- Optimization of email marketing results by crafting a solution that is both unique and custom-tailored to your automotive dealership

The data in this guide is correlated from recently published major statistical studies; information derived from the owners and managers of automotive and motorcycle dealerships located in the USA and Canada ranges from independent used car lots to major urban multiple brand dealers. The data was distilled from this effort to be integrated into the Automotive Dealership Email Marketing Survey section.

This paper raises a series of questions about the current status of the [email marketing campaigns](#) of automotive dealerships and provides solutions that can help drive sales from both new and existing motoring customers. A perspective on the present state of automotive and motorcycle dealership email campaigns is gained through an analysis of their performance metrics; factual strategies contained herein will advance the state of this industry's appeal to the motoring consumer.

► Background

The traditional image of auto-dealerships largely reliant on the same traditional marketing methods that were popular when cars had tail fins is not too far off the mark in today's emphatically electronic world. Many dealerships still rely heavily on newspapers, television and radio advertising, which can be prohibitively expensive and brings in fewer customers every year. In the last four years alone, newspaper ad revenue dropped by 44.24%. The savvy automotive dealership manager must question the rationale of continuing to invest heavily in a medium that nearly half of all advertisers have already discarded. Local radio audience numbers have been ravaged by the proliferation of satellite and internet stations, as well as ubiquitous portable music players, to the point where both specific program and Run of Schedule buys are now largely ineffective. According to Arbitron, AQH Share and Cume, numbers are now a shadow of what they were even a decade ago. Television advertising is faring much worse than most people assume: Garth Ancier, the head of BBC Worldwide America, states that his studies have shown that 50 percent of his network's watchers are viewing on their DVRs and a staggering 97 percent of them are skipping the advertising content.



The transition of automotive customers to online communications has been accentuated by the rapidly expanding adoption of mobile web-enabled devices such as smartphones. A Jacobs Media study on the use of smartphones concluded that "most respondents increasingly use their smartphones for an increased array of functions and, as a result, there appears to be a drop-off in the use of other devices" including car radios. The study also claimed a "greater degree of responsiveness in the form of returned email messages" among smartphone users, and listed email as the first in a list of the 11 most used functions on the mobile devices.

A market trend as significant as the explosion in smartphone use is the migration of a massive number of online users to [social networks](#). Facebook alone boasts 700 million users, which is double the entire population of the United States. Social media has swiftly grown to become an unparalleled facilitator to any online marketer. According to Gartner Research, up to 74 percent of the population relies on social networks to guide purchase decisions. This trend is especially powerful when applied to automobile purchasers, which traditionally are the second-largest purchase any family makes, directly after real estate.

The automotive dealerships that are able to strategically position and execute their email marketing campaigns find that in many cases it can be their most effective advertising or promotional method. These successful dealerships find that email address collection is a priority and they are able to fulfill this requirement through a variety of means:

- In the showroom
- At the service counter
- At the parts counter
- At car shows
- At racing events
- At concert events
- Through parades and other municipal & social events
- Via their website signup page
- As a pre-requisite to test drives
- From the franchising manufacturer



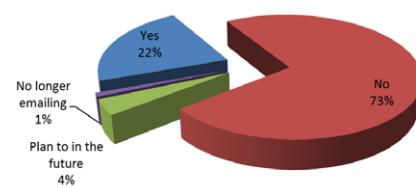
Many of the smaller and independent used vehicle sellers that make up the majority of actual automotive dealership businesses do not engage in email marketing at the current time, thus leaving the market to be amply reached by just a minority of dealerships that tend to be larger and are franchised to engage in new car sales.

► Automotive Dealership Email Marketing Statistics

This compendium of statistical data is based on the most recent verifiable statistics published by major leading surveying and industry sources at the time of writing. This data has been correlated with the results of direct questions posed to automotive dealership owners and managers.

Automotive Dealerships that Engage in Email Marketing

It is interesting to note that less than a quarter (or only 22%) of all automotive dealerships are currently engaging in email campaigns with a scant 4% stating that they plan to start email campaigns at some undefined time in the future. The extremely large proportion accounting for 73% of all automotive dealerships that are not engaging at the present time and have no plans to do so are statistically justified by the nature of the automotive dealerships surveyed, which included all types of businesses that sell motor vehicles.

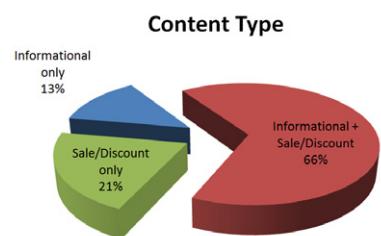
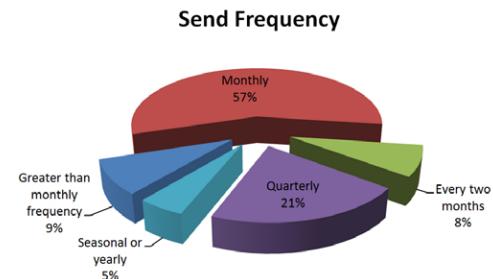


Since there are a considerably larger number of smaller facilities that sell used cars on an independent basis than there are large new car dealerships, this statistic reflects the reality that the

independent used vehicle business is still essentially being conducted without the assistance of online technological advantages and the concurrent promotional benefits.

Automotive Dealership Sending Frequency

57% of all Automotive Dealerships send out their email missives and newsletters on a monthly basis, with quarterly being the next most popular send frequency at 21%. The longer frequencies such as every two months and seasonal or yearly scored at 8% and 5% respectively. It is interesting to note that at 9% the frequency that automotive dealerships send email campaigns on a weekly, bi-weekly, or other basis greater than once a month is considerably higher than the overall average for all industries.

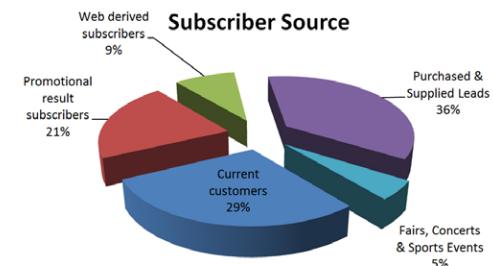


Automotive Dealership Content Type

The type of [emailed newsletter](#) that combines both informational aspects and offers of discounts or sales was the most popular type of content to be included in dealerships' campaigns, accounting for fully one third of all sends. Emails that were strictly informational by nature accounted for 13% and the ones that included little to no informational content and instead focused on providing sales and discount information were responsible for 21% of all sends.

How Automotive Dealerships Obtain Email Subscribers

Although the common impression might be that the majority of subscribers on automotive dealership rolls are current and past customers who have either purchased a vehicle through the dealership or have physically visited the location to join the list, that sector is in second place at only 29%. Purchased and supplied leads account for the largest section at 36%, clearly reflecting the impact on the statistics of used vehicle operations that by far outnumber new car dealerships. Subscribers derived via promotional means account for 21% while subscribers secured via web based means tally up to 9%. Fairs, concerts and sports event signups accounted for a relatively small 5% of the total subscriber list.



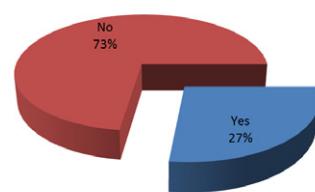
Typical Automotive Dealership Email Subscriber List Size

The fairly even breakdown between these sections is somewhat surprising as it shows that automotive dealerships are varied in the size of their subscription lists. The 19% of automotive dealerships that had less than 500 on the list is roughly equal to the number that had more than 5,000 (21%), indicating that there are a variety of equally applied standards to prioritizing subscriber list gathering.

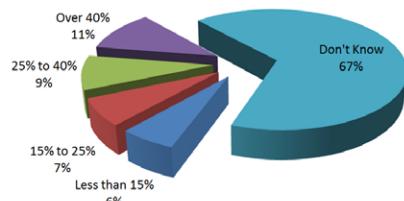
Automotive Dealership List Segments

Segmentation of a subscriber list according to a series of criteria ranging from type of vehicle currently owned and/or desired to the traditional email marketing strata of demographics, lifecycle and behavior seem to be largely ignored by automotive dealerships. Most respondents (73%) do not segment their lists in any way and send out the same content to all subscribers equally, with barely more than a quarter (27%) actually breaking down their lists to some level of segmentation.

Segmentation



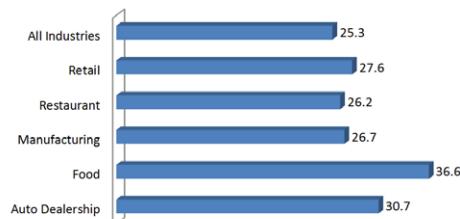
Open Rates



Email Open Rates for Automotive Dealership Campaigns

Two thirds (67%) of all automotive dealerships do not know the percentage of subscribers who actually open their emails to read them. Although this statistic is readily available for all sends other than plain text, it seems that most automotive dealership owners and managers do not seek out this extremely valid metric. Of the rates reported, an over 40% open rate was the number one result at a very high 11%, with 9% gaining a 25-40% open rate, 7% obtaining 15-25%, and only 6% having less than 15% of their emails opened.

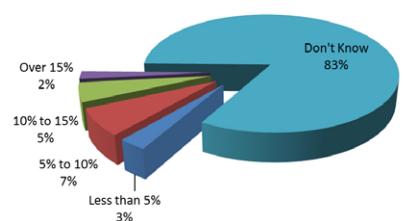
Industry Open Rates



Versus Industry Open Rates

The open rates recorded by the automotive dealerships seem to be about in line with overall industry statistics at 30.7%.

Click-Through Rates

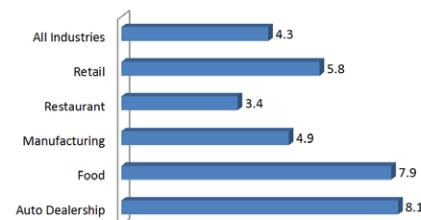


Automotive Dealership Subscriber Click-Through Rates

Click-through rates (CTR) are relatively easy to calculate but are reliant on open rates for the formula to be computed. Since two thirds of automotive dealerships do not adequately track that critical metric, it is not surprising that fully 83% of responding automotive dealerships do not know their CTRs, thus are unable to understand the most basic aspect of their email campaigns' performance. 2% did report that they obtained a stratospheric over-15% CTR,

with 5% reporting 10-15% CTR, 7% of automotive dealerships stating that their CTR was 5-10%, and 3% claiming a CTR below 5%.

Industry Click-Through Rates



Versus Industry Click-Through Rates

The results provided by the automotive dealerships show that their CTRs seem to be slightly over average for various overall industry sectors.

► Individual Automotive Dealership Email Marketing Approaches

Automotive dealerships encompass everything between the multiple-brand, multiple-location superdealership and the small storefront motorcycle or scooter shop. Each dealership has its own approach to [automotive email marketing](#), but it can be considered a unanimous determination that email marketing is the most cost-effective and powerful means to reach out to prospective and existing customers.

Build Dealership Credibility

Scott Elder, owner of Dream Cars Credit in Austin, Texas reports that 79% of all his business originates online. He is aware of the power of social networking and states that his dealership must “move hard into social media and promoting ourselves that way, it’s going to make the effects that much greater.” Dream Cars Credit has tied its website directly into an emailed contact form to solicit credit applications. Mr. Elder stated that his “goal is, if anybody in Austin, Texas gets on the Internet to start looking for a used car they’re not going to be able to avoid running into us at almost every turn. Providing valuable information and content for the customers just builds our credibility and gives people more and more reasons to do business with us.”



Advertise Advantageous Offers

Lacking internet expertise did not stop Ted Heater Jr., co-owner of CarSmart in Kansas City, Missouri from embracing the burgeoning social networking market. He commissioned his tech-savvy cousin to create Facebook, Twitter, and YouTube profiles for the dealership and craft an invitation for customers to follow them by “throwing in something advantageous,” such as an oil change for customers who follow the dealership’s social activities. Mr. Heater justified his shift of focus to online marketing by stating that “there’s no one else that we can send direct postal mail to that we haven’t barraged. The Internet provides a completely different element of people who shop online.”

Encourage Bilateral Communication

Andrew DiFeo, general manager of Hyundai of St. Augustine, Florida, has made some major headway in his market by implementing a smart [social media strategy](#). “If you do social media and you do it badly, you’re actually worse off than if you didn’t do it at all,” stated Mr. DiFeo, referring to the personal, one-on-one interactivity of social networks. “Social media is really about listening to the customer and just being there for them. It’s not about posting my entire inventory to my Twitter feed.”

Counter Negative News

When General Motors and Chrysler terminated several dealerships, many were left wondering how to continue businesses that had been solely based on the existence of the franchise. Bo Corwin, a former Chrysler Jeep dealer in Hickory, Pennsylvania, transformed his service department into a Meineke Car Care Center. Mr. Corwin had to confront the unpleasant prospect of all of his customers receiving letters from Chrysler that the dealership had been terminated, leading most to mistakenly believe that the business had actually shuttered its doors. Mr. Corwin needed to inform his clientele quickly and efficiently that he was still open for business. He relied on “email blasts.” He admitted to doing “no television or radio as I could not afford to advertise on the number of different channels and stations I’d have to cover.”

Many Dealerships Are Failing to Properly Execute Email Campaigns

Many automotive dealerships are behind the curve in adopting real email marketing presences to appeal to the countless millions of motorists equipped with mobile devices and frequenting social media. According to Kevin Root of Dealer Marketing Magazine, “the average dealership has less than ten percent accurate email addresses for their total customer

base." If the numbers are extrapolated to the Gartner Research findings, these dealerships are potentially losing out on over 66.5% of social media's effectiveness in driving the purchase decision to buy a car.

When that staggering statistic is combined with the finding in the Cobalt Group's National Automotive eShopper Experience Study (which revealed that dealers do not respond in any way to fully 25% of all email generated leads and of the ones who do, 30% never follow up) it can be concluded that the current state of many dealerships' email marketing leaves much to be desired.

Of the dealers surveyed in the Cobalt study, only 46.2% replied to an email within an hour, with the majority leaving the email reply for much later. A great number of these emails were rather scant in the important details that the consumer seeks. 63.8% did not quote a price of any kind, 56.2% did not address availability of the desired vehicle, and 87% did not provide any information as to the value of the brand or the vehicle they were interested in. 23% of all customers that switched brands claimed poor dealer interaction for their decision, thus it can be concluded that lack of proper and thorough responsiveness to email queries is primarily to blame for this considerable number of lost sales.

Another Cobalt study, this one conducted in conjunction with web giant Yahoo!, found that emails from dealerships and [social networking tools](#) were the primary sources of information to 71% of individuals purchasing a motor vehicle. Local Automotive Dealerships: The Role Of Interactive Media In The Local Car Shopping Process⁸ also found that 23% of all visits to dealership websites were triggered through an email link. Receiving an email from the dealership was the number one action that convinced prospects to visit the showroom. Fully 59% of all motorists stated that it was the dealer's email that got them to travel to the lot.

It can be concluded from this data that email marketing is an exceptionally powerful and effective means of automotive dealership promotion, but it is imperative that the entire customer process be streamlined and facilitated to the nth degree in order to translate the greatest possible number of inquiries into sales. Dropping the ball by failing to reply or follow-up is costing a great number of automotive dealerships such a substantial percentage of sales that this factor alone could legitimately make the difference between a successful and a failing business.

► **Automotive Dealership Email Marketing Goals**

Whether you are selling Maybachs or Mopeds, your particular [email marketing goals](#) should be clearly stated up front so that the entire email campaign may unfold in a coherent fashion. A strategically realistic action plan will allow you to market with equal efficiency to the entire breadth of your customer profile, from the car enthusiast who might know more about a particular vehicle than your best salesperson all the way down to the uninformed soccer mom who is shopping for her first minivan.

Short Term Goals

What can reasonably be expected from a full-scale, properly implemented auto-dealership email marketing campaign in a short time span:

- Dealership recognition
- Customer participation
- Encourage brand switching
- Extend online presence & authority
- Same quarter sales
- Word of mouth



Long Term Goals

What an automotive dealership may look forward to through the implementation of a comprehensive email campaign strategy over the longer run:

- Dealership loyalty
- Gaining competitive advantage
- Higher traffic in all departments
- Online authority translating to local market leadership
- Increased manufacturer brand cooperation
- Year on year sales



A successful email campaign can provide a considerable boon to your dealership's profile and bottom line results, but it is not anywhere near as simple as just writing a check to place your commercial on heavy rotation on the local television station. In order to administer an email marketing campaign that can achieve the breadth of your dealership's online goals, there are various aspects that need to be carefully and meticulously addressed.

Implementation

A number of factors bear painstaking consideration when embarking on a new email marketing campaign strategy. Unlike many other forms of advertising where the worst that can happen is that no one bothers to visit your showroom, the improper implementation of an email campaign might precipitate a regrettable sequence of serious legal charges.

Compliance

What would otherwise be an innocuous action such as obtaining a customer's business card in the showroom and later entering it into your email subscriber list can land your business in serious legal trouble with the federal government. You must have a record of each customer's explicit permission to be placed on your subscription list, or you may face a series of serious penalties. Each and every facet of your email campaign must be audited to ensure absolute compliance with all automotive dealership industry self-regulatory standards as well as federal and state law.



Understand CAN-SPAM Completely

The sending of emails is strictly governed by federal **CAN-SPAM** regulation and the law calls for penalties in the tens of thousands of dollars for each individual violation. Note: that is not for a violation of an entire campaign but for each and every non-compliant email sent from your automotive dealership.

Facilitate Unsubscription

If your motoring customer desires to leave your list, you must ensure that the unsubscribe process is fast, consistent, and precise. There is a myriad of guidelines that need to be strictly adhered to in order to make absolutely certain that every single unsubscribe request is honored quickly and accurately.

Manage Bouncing Emails

There are two types of bounced, or returned, emails: soft and hard bounces. Each needs to be handled in a different manner as unique rules apply to each type. Making the error of continuing to send emails to a hard bounce address can be detrimental to your email reputation and will place your automotive dealership in the same category as the infamous Viagra spammers.

Privacy Policy

Your privacy policy should be drafted by your dealership's attorney or legal team and never simply copied and pasted from another automotive seller's site. Failure to have a specifically applicable privacy policy can also trigger serious legal consequences.

Achieve Segmentation Success

Automotive dealers already know that the market segment that purchases compact, fuel-sipping economy cars is completely different from the one that selects heavy duty diesel engined crew cab pickup trucks. Yet many dealerships simply send their [email newsletters](#) to the entire list without the benefit of segmentation, approaching the young, urban sports car buyer as equally as the older, mature luxury car enthusiast.

The segmentation that can be performed on your list is considerably more sophisticated than just trying to buttonhole this customer as a Hyundai Accent buyer, this other one as a Porsche Cayenne, and a third as a Toyota Tundra. The segmentations that can be performed on a list include behavior, lifecycle, demographic and psychographic stratum. This analysis may reveal a completely new way to view your customer segments and you may find that your Lincoln MKX prospect actually has more in common with the Jeep Grand Cherokee owner than the BMW X5 driver.



Switch up the Content

With the dearth of accurate segmenting being performed by automotive dealerships, the sector does not target its content efficiently and has fallen into the mistaken belief that a one-size-fits-all strategy is correct in email marketing. Content should be extensively crafted specifically for particular segments of your email list and exhaustively A/B tested so that you may finely hone your approach for the best possible results.

Collect Personal Information

Motor vehicle customers like all consumers are wary of disclosing too much personal information, but every single byte of data is extremely valuable to the automotive dealer. The key to harvesting this information is to ensure that the customer feels comfortable with your dealership and sees it as a credible and authoritative source of automotive information and assistance. The more data you can collect, the greater will be the effectiveness of the demographic and lifecycle segmentation.



Review the Customer's Activity

Basic email marketing metrics such as open and click-through rates can help you determine the behavior patterns of specific clients and thus boost your segmentation efforts. High level respondents merit greater attention as they are the customers most likely to convert to a sale.

Good Email Practices

There are countless elements involved in properly designing and implementing an email marketing campaign, and they run the gamut from subject lines that need to be accurately drafted to provide the reader with a clear and pressing reason to open the email, all the way to the configuration of a number of different landing pages so that you may adequately proceed with the vital A/B testing.



Email Metrics

Given the relative lack of sophistication evidenced in the implementations of email marketing campaigns by many dealerships, it seems that a considerable number of automotive dealerships need to be better acquainted with the statistical reports that allow you to obtain a perspective on the performance of your email campaign. The actual quanta of measurement are referred to as metrics, and include open rates and CTRs. These figures should be carefully tracked over time to allow a full perspective on the performance of your overall [email marketing plan](#).

► Benchmark as Your Automotive Dealership's Email Marketing Solution

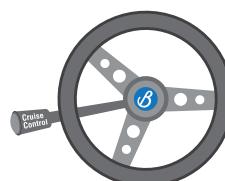
Give Your Email Campaign V-12 Power with Hybrid Economy

When you place Benchmark Email on your marketing team, your dealership will be in a position to zoom past the competition and ease your campaign's overhead. Benchmark Email is one of the leading email marketing service providers trusted by over 73,000 avid users, and their savvy professional experts have engineered an alluring and efficient system that was custom tailored to the needs of any automotive or motorcycle dealership, from the largest multi-brand full service dealer to the tiniest used car lot.

This exclusive [Automotive Dealership Email Marketing Solution](#) is a fully proprietary set of synergistic online communications functions integrated into a powerful DIY system that utilizes a straightforward web browser interface to access a wealth of unparalleled email marketing features. Leveraging the best of email and social media marketing engagements, this system is fast, efficient, and easy to implement. You'll be able to launch a comprehensive campaign in just a few minutes.

Or Place Your Campaign on Benchmark Email Cruise Control

Running an automotive dealership is a complex task not designed for the faint of heart, and the man-hours required to manage its varied aspects can be staggering. That is why Benchmark Email offers an innovative and revolutionary [We Do It for You Full Service Email Marketing](#) process. Simply provide the experienced professionals at Benchmark Email with your subscription list, describe the essence of your message, and everything will be done for you at a cost that is so low as to be astounding! You certainly won't suffer from sticker shock when you review Benchmark Email's full service prices!



The email marketing pros at Benchmark Email apply the most advanced state of the art communications technologies to direct and focus each and every aspect of your campaign. The Benchmark Email concierge will provide custom templates featuring arresting graphics and unlimited capabilities to maximize your campaign's appeal, as well as upload and archive all relevant files. Real Time Email Reports provide you with easy to understand perspectives on your campaigns' current and historical metrics, which allow you to visualize email performance trends over time. Literally every aspect of your email and social media promotions will be handled in a smooth, thorough, and utterly professional manner. When you sign up for this embracive service, your email concierge team will become your own in-house squad

of online marketing professionals, ensuring that every aspect of your email campaign is in adherence to the full spectrum of legislative and self-regulative industry standards.

Benchmark Email will manage up to two separate email marketing campaigns for you in their entirety. Additional campaigns are available at a slight extra cost. Their marketing specialists will ensure that every facet of your campaign meets with your full approval prior to sending any emails. The total subscriber management solution uploads and segments your list on your behalf, devises an online signup form to boost your subscriber list, and sets up **autoresponders** for timely responses to your customers. By setting up customer feedback channels, Benchmark Email will build an in-depth customer survey and create custom polls. Social media is among the most powerful of all online marketing channels, thus Benchmark Email will publish your newsletter links on your Twitter account and provide a broad range of effective social media services for you.

Benchmark Email's monthly customized individual service covers every possible aspect of a powerful automotive dealership email and social media campaign, and it costs less than a single D2S headlight bulb! The advantages of this powerful approach are innumerable: Consider it as placing your email campaign on Cruise Control!

► Industry Standard Features

Whether you choose Benchmark Email's Do It Yourself functions or the We Do It for You service, your automotive dealership will benefit from these capable state of the art features:

Advanced Message Scheduling - You can select any campaign or even individual messages to be scheduled at any specific time in the future to suit your customer at the time and date of your choosing. By the application of autoresponder technologies, Benchmark Email allows you to set up a schedule of countdown timers that can occur in unison with any particular event you choose: the anniversary date of the subscription signup, a customer's birthday, a public holiday, or any other special date.



Complete Video Integration – Benchmark Email utilizes an advanced **video email** process to ensure that your video production content can be delivered successfully to your subscribers regardless of running time or resolution. By applying modern technology that maintains file sizes at a minimum, your customers can enjoy a full range of informative, educational and entertaining video content, whether it is provided by your main brand or produced right in your own dealership.

Contact List Management – Your subscription list can bulk up quickly, and it can swiftly become a very complex task to keep the entries correct, current, and properly segmented. Benchmark Email's **list management tools** provide everything you need to expand, segment and clean up your entire list while ensuring accuracy and deliverability.

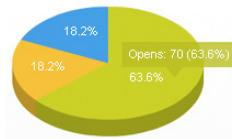
Creating & Focusing Campaigns – The automotive dealership business is extremely competitive. Thus you need to ensure that you are gaining the greatest possible benefit from your online promotional budget. Benchmark Email provides flexible, professional email marketing services to ensure that any type, size, or form of campaign can be conducted with maximum efficiency and superlative results.

Delivery Assurance – Benchmark Email has an extensive track record stretching back to years of working in conjunction with all the major ISPs to ensure that every phase of sending activity is in fiercely strict adherence to the best practices of email marketing: extensive anti-spam precautions are integrated into every send. This collaborative relationship is the founding reason why Benchmark's deliverability is one of the best in the industry.



Expertise & Technology – No other email service provider can surpass Benchmark Email's technological infrastructure. Benchmark facilitates thorough control over every aspect of your email campaign transmission and delivery. This technological command ensures that any form of email including plain text, HTML, and video will be securely delivered into your subscriber's inbox.

Full Tracking Reports Incorporating Visual Graphs - Benchmark Email features a series of comprehensive [email tracking reports](#) to provide you with all your campaign's results at a glance. Each statistical grouping is explained in simple language without having to resort to convoluted industry jargon, accentuated by clear visual graphs that allow you to easily understand the performance metrics included in the report.



High Volume Plans – Benchmark Email provides every size of automotive and motorcycle dealership with the most powerful and effective features and services, right down to the smallest used vehicle lots. Should your dealership be of such a size as to require over 150,000 emails per month, our high volume plans can provide the elevated performance suited to your high traffic requirements.

Polls & Surveys - Benchmark Email features sophisticated surveying and polling methodologies that are easily ranked among the best email service providers. This set of exhaustive demographic polling tools allows you to sharpen the focus of your online promotional campaigns by monitoring the reactions and opinions of your motoring prospects. Benchmark Email can provide a special customized range of subscriber participation forms to assist your automotive dealership in achieving its marketing goals with finesse and effectiveness.

Social Media Tools – Automotive dealerships traditionally collect email addresses for their subscription lists face to face at the point of sale, at the parts and service counters, at car shows, trade shows, concerts, sports, or other live events. Many automotive dealerships are failing to properly leverage their social networking presences for subscription list building as much as they should. Benchmark Email specializes in the provision of social network integration on all major sites such as Twitter and Facebook. This social media strategy will ensure that your messages will be shared and “Liked” widely among the social connections of your subscribing customers.



Templates – Whatever your automotive dealership's promotional requirements, they can easily be met by one of hundreds of extremely specialized [email templates](#) provided by Benchmark Email. These templates are custom-tailored to accurately suit any dealership's promotional requirements. The coding and graphic experts at Benchmark Email can fit any of these templates to your needs and even design a fully original, personalized template for your use should you request it.

► Benchmark Email Understands Your Automotive Dealership

Effective automotive dealership email and social media marketing campaigns entail far more than an invitation to drop by the showroom to check out the new models. Even though the traditional autumn “new model release date” has been replaced by introductions at sporadic times of the year, automotive dealerships are still essentially cyclical businesses that must take into consideration the seasons, holidays, and a vast array of economic and environmental factors. Benchmark Email specializes in matching and supplementing your business cycles and the particular nature of automotive promotional approaches to gather more subscriber emails for your list:

- Automotive aftermarket tie-ins
- Business lease offers
- Car show booths
- Contests & draws
- Customization displays



- Drive-in car shows
- Fairs, concerts, sports & similar events
- Financing promotions
- Fleet sales presentations
- Government & institutional bids
- Holiday promotions
- Local & regional approaches
- Manufacturer brand co-ops
- Parts-specific offers
- Promoting word of mouth
- Referral enhancements
- Service-specific offers
- Shopping center presences
- Showroom-specific offers
- Team sponsorships
- Test drive incentives
- Trade show booths



Results

Among the positive bottom line results that automotive dealerships can benefit from when applying the comprehensive Benchmark Email Automotive Dealership package of services are:

- Cost / Benefit analysis
- Ease of information exchange
- Full service option provision
- Professional liaison
- Quick launch
- Scalability
- Sustainability



► Discover How Your Automotive Dealership Can Benefit from Benchmark Email's Services

Both Benchmark Email's Automotive Dealership package and the We Do It for You services are specifically designed to take your email campaigns to the next level of reach and effectiveness.

Benchmark Email is proud to offer a specialized custom-tailored campaign service for automotive dealerships that provides state of the art, award-winning features, unparalleled value, extreme affordability, and an implementation that is engineered specifically for your dealership's preferences and requirements.

If you are ready to really reach for that checkered flag, take your email campaign off the hoist and onto the racetrack while enjoying the advantages of a fully optioned-out ride: Drive home Benchmark Email's exclusive [Automotive Dealership Email Marketing](#) Services. Put the pedal to the metal and let Benchmark Email show you how a sporty yet premium email campaign can really outperform!

► About Benchmark Email

Take powerful features by the dozen, sophisticated list management, hundreds of email templates, ultra-precise reports and dazzling email and video email. Now, package all that together for an extremely affordable price. Sound appealing? That's us.

There's a reason – or 100 – that more than 73,000 users trust us with their email marketing campaigns. With a second-to-none feature set, headache-free tools that make every campaign a snap and extremely reasonable price plans, we're the email marketing service for businesses of all shapes and sizes.

At Benchmark, we're more than email marketing experts, we're innovators. Our main aim is to perfect our email marketing service, but we also follow social networking, search engine optimization (SEO) and Web 2.0 just so our 100% Web-based software is completely compatible with the ever-changing Internet world.

No other service gives you this robust, standard range of features for just \$9.95 a month to start. Find out for yourself by enrolling in our free, 30 day trial www.benchmarkemail.com/register.

CONTACT US

► Contact Benchmark

We welcome your feedback and would love to talk with you about your event marketing needs. Please contact us at the addresses below.

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Call: 800.430.4095

Email: sales@benchmarkemail.com