

Proven *Systems*

E-MAIL MARKETING

ECCELERATION

The Ecceeleration program is part of Traffic Builders' Proven *Systems*. This program is a proactive enhancement to your direct mail marketing program. It allows your service mailer to be personalized and sent to email addresses in your database. The Ecceeleration program is affordable and handled completely at Traffic Builders.

IMPACT

The e-mail serves as reinforcement to the mailer, increasing awareness and response for your service promotion.

DETAILS

- > Serves as a second chance for the mailer to make an impact.
- > Timed to reach homes to boost mid-month RO traffic and remind customers that the mailer will be expiring soon.
- > Includes a link to your website which allows customers to browse additional information about your dealership and service department.
- > Allows the customer to directly link to your service scheduling pages within the dealership and actively drives your customer to schedule an appointment.
- > E-mail enables you to personalize and greet every person you target. This helps in creating and/or maintaining a bond with your customers.
- > Opt-in and opt-out choices help target your customers and reach only the ones genuinely interested in receiving your offers.
- > E-mails are quickly delivered to your target customers, with no additional work for you.

MEASURABLE RESULTS

Traffic Builders' Proven *Results* provide tools to evaluate the success of each e-mail campaign. By accurately measuring delivery and click-through rates, tracking the number of links to your website, and measuring how many customers utilized the e-mail offer, you'll see how Ecceeleration drives business to your dealership.

