



Automotive

Driving better sales and service.

Industry Problem

The way automobiles are currently marketed is through a traditional branding strategy designed to drive prospective customers into local dealerships, some franchised, some company owned. The brand generally manages a corporate brand website (such as www.ford.com) and the individual stores also maintain their own websites targeting their own local markets.

Automotive marketers today understand most prospective customers seriously research car purchases online before making a decision or visiting a dealership. Final sales, however, depend significantly on the ability of the sales team to build trust with customers, manage client relationships, and time their follow up effectively.

The problem here is that the existing structure limits the sales team from receiving extremely valuable information which could help them close more business. Any salesperson knows that timing can make all the difference. If a salesperson knew when their prospective clients were hitting their website doing research, this would have a tremendous

advantage to closing a deal.

itracMEDIA Automotive Marketing Solutions

itracEMS can be used by automotive companies at the corporate marketing as well as the store level. If used for email marketing campaigns across the company, all leads can be tracked across all websites -- both corporate and individual dealership sites.

Lead Scoring and Hot List reporting can be delivered directly to the salesperson who has a relationship with that lead. This provides another view of each customer's behavior. And when a buyer is shopping around with other manufacturers, the salesperson with this knowledge has a big leg up on making a sale.

The dealership service department can use the itracEMS to deliver and track collateral related to scheduled maintenance so they can time follow-up calls when the customer has the issue top of mind. This dramatically increase responses and increase service revenue. The itracEMS can also be used to set up automated scheduled maintenance reminders and bulletins to significantly

reduce time and labour and mailing cost related to this process, and increase response.

Beyond Automotive

Beyond being an invaluable tool to the auto industry, itracMEDIA Lead Acquisition and itracMEDIA Lead regeneration are utilized by financial service companies to develop thousands of leads and reignite sales to old stale databases.