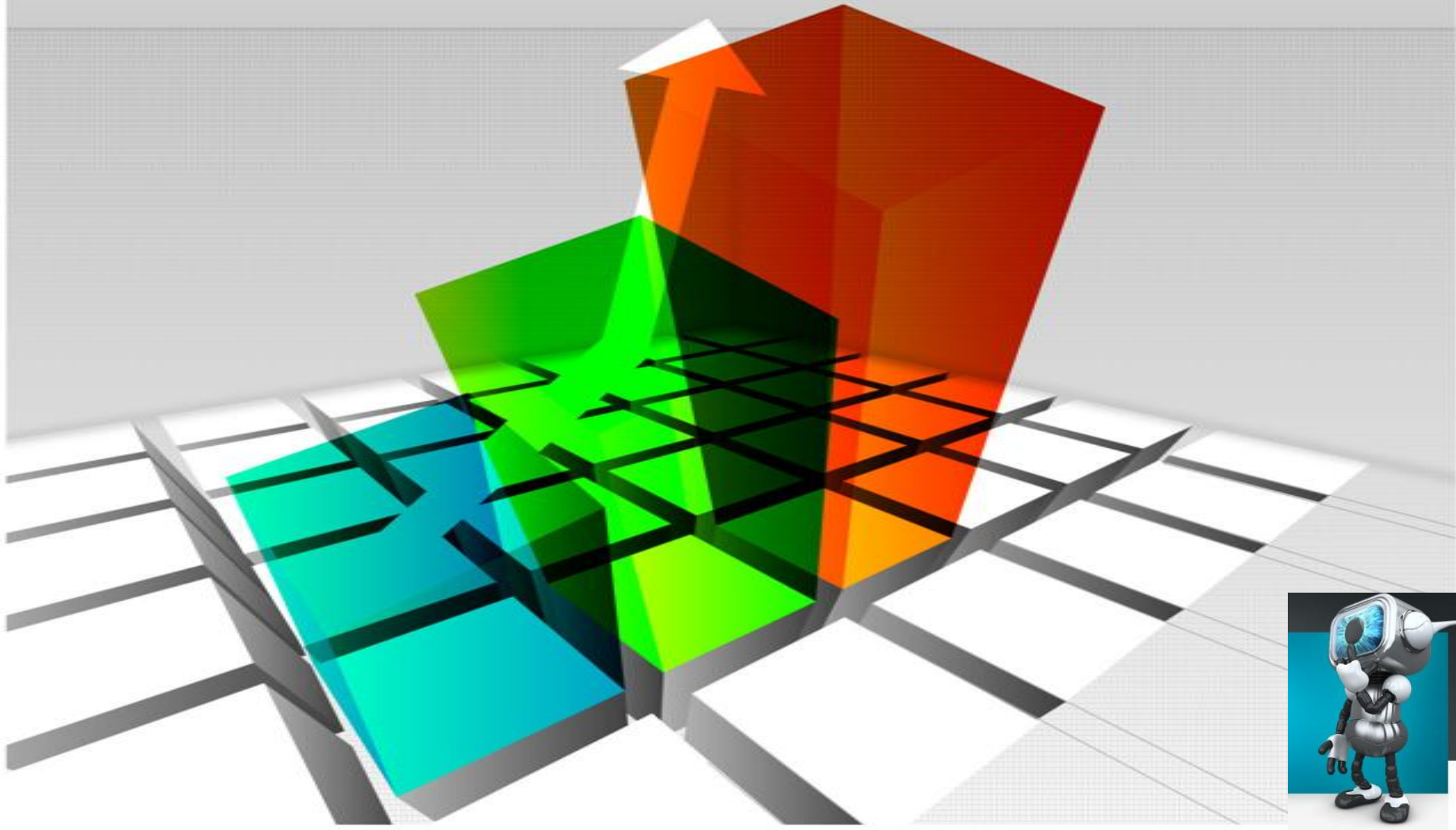


Text Management Services

Website Design Fife

Car Dealership Benefits

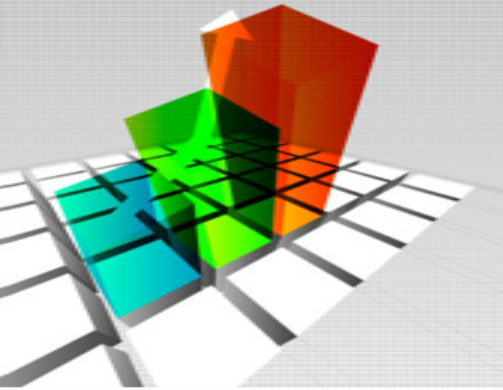


Deploy SMS Marketing in your Car Dealership

- As customers increasingly leave their mobile number as the preferred number for you to contact them on, telecoms costs are increasing dramatically.
- **Dealer Benefits**
- Dramatically reduce phone bills.
- Achieve higher response rates - text messaging is 5 times more responsive than direct mail.
- Save time - time to phone 15 customers, 45 minutes approx. - time to text 15 customers, 1 minute
- Create massive impact, build customer loyalty -23% of people will show or forward a marketing message to a friend. (Source - Mobile Marketing Association)

Deploy SMS Marketing in your Car Dealership

- There are almost endless ways that dealers can use text messaging, some examples are:
- **Car ready for collection - 'Your car is now ready for collection, please call in at Service Reception where your keys are waiting for you'**
- **MOT/Service reminders - 'Your car is now due its service, please contact our Service Department and we will be delighted to book it in at a convenient time'**
- **Courtesy/thank you messages - 'Thank you for servicing your car at Ricardo's Motors, we look forward to seeing you in the Spring'**
- **Questionnaire follow-up - 'Don't forget to complete and return our customer questionnaire in time for the prize draw on Saturday'**
- **Sales lead generation - 'The all new 2011 A4 has arrived! Call our showroom today and we'll deliver a brand new car to your home for you to test drive'**
- **Part in stock - 'The parts that you ordered have now arrived, please call in at the Parts Department'**
- **Deferred Sale - 'Your tyres are probably due to be changed now. Please call Service Reception on 01234 56789 and we will arrange a convenient time to change them'**



Think for a minute.....

- 97% of text messages sent are read
- 91% of people Never have thier mobile more than three feet away from them 24/7
- Cheaper than mail or phone calls
- 100% Optin Service and we completely manage this for you.
- Lethams Tobay – Vauxhall
Uplift in response rate to service / MOT reminders of 29%
,increase score on CSI survey question from 35% to 95%.
- Peugeot recognizes the potential of SMS
Peugeot identifies sms as a new way of communicating and ran an article featuring Text Marketing in its 'in house' publication Marque.