



MOMENTUM EMAIL MARKETING

**STAY TOP OF MIND WITH
YOUR CUSTOMER BASE AND
REACH NEW SHOPPERS WITH
COMPELLING, TARGETED EMAILS
DESIGNED TO MAXIMIZE ROI**

MOMENTUM EMAIL MARKETING

Email marketing is still the most cost-effective way to target your potential market. It allows you to target with pinpoint accuracy potential buyers that are currently in the market for a car, thus infusing yourself into their current search and putting your dealership name in the forefront of their mind. The added bonus with email marketing is that it's a gateway to retargeting, allowing for even more increased brand awareness.

EMAIL MARKETING

20% of email budget

BENEFITS

- *Rich, dynamic creative designed custom by our in-house creative team*
- *Completely customized campaign strategy and targeting designed specifically with your dealership goals in mind*
- *Access to our in-house content writers and designers whose sole job is to focus on creating the best email campaigns in the industry*
- *We consistently run A/B tests, along with statistical analysis to determine what does and doesn't work ensuring the greatest ROI*
- *Sales matchback reporting provides insight into each campaign's success*
- *Google Analytics tagging*



For questions and support, please contact the Sokal team at mazda@gosokal.com or call 1-888-99-SOKAL