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Draw in customers in real-time

□ August 19, 2018

BY LAUREN LABUNSKY



Email marketing is a digital strategy that has stood the test of time in the online world, and one of the main reasons for that is its ability to evolve. A text-only message sent in the early days of email doesn't hold a candle to the types of e-newsletters that are possible today. With features like embedded video, animation, interactive elements, and more that can be included today, businesses using email as a strategy to draw in customers often see impressive results.

Marketing Automation is another element that has taken email to an entirely new level – now you can reach customers in real-time with email marketing. This strategy allows you to target individuals based on actions they've taken on your dealership website. Also called “trigger” emails, an example would be sending an invitation to come in for a test ride immediately after a prospect fills out a lead form for a bike. Custom messaging that reaches the customer in a timely manner can go a long way – by nurturing their interest and encouraging them to commit to an in-store visit before they get distracted and move on with their day.

Creating email list segments is possible to do manually, but Marketing Automation makes it much easier while also reducing the risk of human error. Segments are important because certain members of your email audience have different needs than others. You wouldn't send a new prospect who has not yet purchased from your dealership a “Thank you for your business” email with a loyalty discount. In the same way, you wouldn't want to send an established customer a “Welcome to the family”-style message. Email marketing has a place in every stage of the buying process but getting the messaging right is key to closing the sale. Marketing Automation provides a way to send the right message to the right customer at the right time.

Reaching customers in real-time via email is one way to provide a personalized experience, but Marketing Automation can take it a step further. Information automated and stored from website visitors allows you to include elements in your message like

“Hi (name)!” or other details that are specific to them. Again, while your sales team could attempt to do this manually, it is a lot of information to keep track of and it runs the risk of an embarrassing situation if they make a mistake. Marketing Automation uses stored information and an established process to get the message right.

While digital marketing strategies can often seem impersonal, Marketing Automation is an exception. It creates a fail-proof way to meet customers where they are – in real-time, and in a way that is personalized and meaningful to them.

Lauren Labunsky is the public relations manager at Dealer Spike, a leading web services provider for powersports dealerships. The award-winning digital advertising company is focused on helping dealers increase sales through powerful, distinctive website design and a full suite of online marketing tools to drive results. Dealer Spike's expertise comes from real-world dealership experience and a team of professionals who also ride. When you work with Dealer Spike, you're working with digital marketing experts who have a passion for your industry.

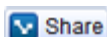
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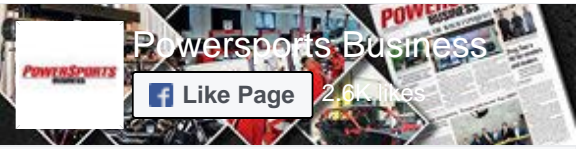
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