

GUIDE TO SENDING EMAILS

The body of your email needs to be short, informative, creative, and should impulse the reader to want to register immediately.

OBJECTIVES:

- 1) Get the email into the Dealer's inbox (not spam) folder.
- 2) Get the user to open the email
- 3) Get the user to click the link in the email & register

TIPS:

- 1) Create a new email account for sending the dealer blasts to
 1. Put your name in the username (Coming from an individual)
2. Check the account daily for any responses
- 3) Do not send one email to more than 15-20 recipients at a time
- 4) Be creative & unique - Don't send the exact same email each time.
 1. Change the subject line as well as the text in the email
 2. Avoid Spam Words
- 5) Personalize it, include your cell phone #
- 6) Keep a journal of what seems to work best

FACTS TO USE

- No Games! No Gimmicks! No Contracts!
- Highest R.O.I! Lowest Cost Per Sale In the Industry
- Created by Car People For Car People

PROGRAM 1

- All dealer inventory posted on the site• Multiple postings on other high traffic classified sites such as craigslist to driver buyers to the site and to dealer's inventory
- Social media posting tool the dealer can use to post their inventory daily to the likes of Facebook, twitter, etc.
- 50 guaranteed car specific buyers per month or they don't pay

CK Boost Package includes the above +

- Premium templates and banners so the dealers inventory gets noticed first
- Dealer obtains vast & oodle postings
- Guaranteed 100 Car specific buyers per month or they don't pay

Link to Register: <http://www.iautolead.com/>