



Media Release

Contact: Maggie Griffin<mgriffin@gsmarketing.com>

## Automotive Marketing Changes With The Times atom™ Reaches the Right Customers

For Immediate Distribution

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Houston, Texas: Auto dealers have struggled to put the recession behind them, and one thing they've learned is that if you don't change with the times, you'll get left behind. Nobody recognizes this more than GS Marketing, a full-service direct marketing company based in Houston. GS Marketing serves Toyota and Scion dealerships nationally, and has seized upon the opportunities that difficult economic times present.

With over 25 years marketing products and services for automotive dealerships and dealer groups, GS Marketing has guided its clients into a more user-friendly, multi-media, soft-sell approach to marketing needs. Using a proprietary product called atom™--short for automotive total marketing—dealers are able to target their communications to the customers most likely to be interested. This saves the dealer time and money, and saves the customers frustration and annoyance. This innovation in automotive marketing was just recently highlighted in Automotive News magazine.

You can read the full article at

<http://www.autonews.com/apps/pbcs.dll/article?AID=/20111205/RETAIL07/312059996/1400> and find out more about atom at The GS Marketing Website <http://www.gsmarketing.com>

A service such as atom allows dealers to communicate with their customers in the way they prefer: email, text, telephone or direct mail—about service, maintenance, state inspections and more. As a result, Tonkin Toyota’s first-time service orders rose from 43 to 47 percent in a year. And as statistics show, once a customer comes in your shop, they form relationships and return for repeat service.

“Because atom is automated and uses ‘smart’ logic, dealers don’t have to bother with tedious marketing tasks,” said Manny Garza, GS Marketing Director of Ideas and Research. “With atom, they never forget about promotions, reminders and valuable relationship opportunities. It’s all done in a user-friendly way, so that it feels more like a conversation than a pitch.”

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