

ON-DEMAND EMAIL BOOSTS VEHICLE SALES AND REVENUE

Rev up vehicle sales and service revenue at the same time.

Learn how Toyota of Rockwall drove vehicle sales and **increased service revenue by \$40k** through highly targeted emails.

CHALLENGE

77% of consumers prefer email promotions and offers to any other marketing channel.* Knowing this, it should come as no surprise that email drives traffic. When executed well, email is an effective way to build brand awareness, stay top-of-mind with your customers, and drive sales.

Email marketing is a cost-effective and successful way to communicate with your customer base. However, planning details such as who to target and what offers to include can be the difference between success and failure.

HOW WE HELPED

Understanding the power of email, Toyota of Rockwall reached out to GSM for help sending out a regular cadence of **atom Managed On Demand Email campaigns**, designed to drive increased vehicle sales and to increase service revenue. On Demand email templates provide dealers with content, offers, and audience recommendations that have proven successful. It only takes a few minutes to create a campaign that will drive noticeable results for your dealership.

Charles Pankey, General Manager at Toyota of Rockwall, wanted to maximize the benefits he gets from his Lifecycle Marketing program. GSM began consulting with Charles monthly on how to build two successful On Demand campaigns—one for sales and one for service. These campaigns were set up to deliver monthly emails and generated an increase in revenue for the dealership.

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Just a few minutes each month generates tens of thousands of dollars in revenue.

- Charles Pankey
GM, Toyota of Rockwall

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The automotive marketing people.

VIEW CASE STUDY ONLINE
<https://bit.ly/2OH4rhU>

SOLUTIONS USED

Sending out a regular cadence of emails provided frequent service reminders to consumers, bringing about car sales and improved service customer retention.

Relying on the expertise of GSM's managed email professionals, the dealership was able to spend more time with in-store customers, also helping to boost vehicle sales.

- **atom Managed On Demand Email campaigns** boosted dealership revenue and car sales by offering relevant service discounts and by providing compelling new car details.

RESULTS

GSM compared vehicle sales, number of ROs, and RO profit data, and the results are astounding.



\$40k

INCREASE IN
SERVICE REVENUE



708

ADDITIONAL
REPAIR ORDERS



28

VEHICLES
SOLD



The automotive marketing people.

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www.gsmarketing.com

* DMA National, 2012

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atom allows us to have one platform to easily send relevant, monthly communications to our sales and service customers. It saves my management team time that the creative, copy and data are already taken care of for us.

- Charles Pankey
GM, Toyota of Rockwall

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