

Internet Specials Simplified

Dealership-wide Solutions

Specials Management Service
for WebMakerX[®] 2.0

Ask Yourself...

- ❓ Does it take an embarrassing customer situation to realize the specials on my site are weeks, or even months, out of date?
- ❓ What happens when customers come in looking for a specific car listed as a special, only to find out it's been sold?
- ❓ How much time do I spend updating Web specials?

Specials Management Service users average 20 additional lead submissions per month.*

Expect Results

- Grow sales and consumer confidence by always displaying current, active specials on your website.
- Produce more leads using unique designs with multiple call-to-action buttons.
- Save valuable time with your specialist who gathers and posts vehicle specials weekly, and parts and service specials monthly.
- Be confident all links and lead forms work properly and all dealership contact information is listed correctly.

* Reynolds Web Solutions Study

Outdated Website?



Specials are the second most visited area on a dealer's website, yet 72% of dealerships have outdated or no specials listed.*

About Specials Management Service

Specials Management Service updates incentives, coupons, and actionable promotions for you. Your specialist verifies site content accuracy and ensures pages are never blank.




2011 BMW 3 Series 328i Sedan
Automatic, Moonroof, and More!

Lease for: \$319 per month plus tax, for 24 months
Total Drive off \$3,823 includes tax and license. \$350 Security Deposit. 10,000 miles per year, 20 cents per mile thereafter.

1 at this Offer.
VIN #: Z80139

On approved credit credit through BMW Financial Services. For more information on this vehicle or any other vehicle here at Beverly Hills BMW, please contact Our Internet Department at 1-866-849-3816. All prices plus government fees and taxes, any dealer document preparation charge, any finance charge, and any emission testing charge. Offer expires 9/4/2007.

[More Info](#) | [Contact Us](#) | [Pre-approved](#) | 866-849-3816



2005 Honda Accord Hybrid
Pre-Owned, Automatic, Low Mileage

\$15,275
VIN#: 003469

All prices plus government fees and taxes, any dealer document preparation charge, any finance charge, and any emission testing charge. Offer expires 8/30/2007

[More Info](#) | [Contact Us](#) | [Pre-approved](#) | 800-715-5242

Specials are always current and accurate with proactive promotion management.



Our customers have found that their leads increase an average of 13.65% after implementing Specials Management Service.*

Highlights

- Provides proactive management of current online specials.
- Confirms contact information on dealer websites to ensure leads are forwarded to the right people.
- Keeps specials page fresh with regular design updates.

Specials Management Service reduces the frustration of keeping your online specials up-to-date and important content current. This cost-effective and measurable service increases traffic to your website and helps you sell more vehicles.

* Reynolds Web Solutions Study