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 **Reynolds & Reynolds**®
MAKING **BUSINESS** BETTER.

Win the Market Share War



Saying our industry has had a tough year is an understatement. In light of the hurdles, I am inspired by our customers who are investing in their futures

now – dealers who don't consider marketing an expense, but rather an investment in their drive for future success...who see the strong strategy behind targeting orphaned customers for service today, leading to vehicle sales tomorrow.

We've had a strong focus on developing marketing solutions to help you **gain more business** and better manage the customer **relationships you've already established:**

- New **CarLocate.com** lead generation Web site (more information on page 2).
- **Managed Marketing Solutions** that leverage the most robust and accurate customer data to deliver targeted programs with phenomenal ROI and require less effort from your staff.

- New **WebMakerX® 2.0** dealership Web sites, featuring powerful Search Engine Ad Management services, a new Service Portal to keep appointment setting open 24/7, and much more.

We share your goals for future success and will continue to invest in product development to help you get there. In this issue, you'll find success stories and best practices you can use to **maximize your advertising efforts today** to create a prosperous tomorrow.

Sincerely,

Trey Hiers
Vice President, Corporate Marketing
Reynolds and Reynolds

How One Dealership Is Conquering a Changing Market

By John Meadows

The dynamics of the car industry have changed. Now, studies show 80 to 90% of all customers search online first. With the buying cycle stretching longer and more customers being online, it's time to **evaluate your Web strategy** and ask the same questions we did:

- Are you effectively attracting visitors to your site?
- How well does your site hold on to visitors?
- Who do you turn to when there's a problem?



John Meadows
Director of eCommerce and Business Development
Huffines Automotive Group

A large part of attracting visitors is ranking well in search engines since many people use them when looking for information online.

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How One Dealership Is Conquering a Changing Market

Continued from page 1

Do your own sample searches to see where you rank. If you're not on the first page of results, you need to make a change. Very few people will move any further than page one, and the majority will only look through the first few listings.

Choosing relevant site content and using the right keywords are just a couple of ways to **enhance your site's search engine optimization (SEO)**. But, the best way is to select a provider that proactively designs and modifies your site to achieve the best possible organic ranking. You should also have the flexibility to make quick changes yourself. Our SEO has greatly improved, increasing traffic to our site and adding customers. In fact, when we switched to a provider that prioritized SEO, our **unique visitors jumped from 7,700 to over 21,000 in a single month!**

What happens to visitors once they get to your site? Do they run out of information or get bored quickly and leave? Your site's "stickiness" determines how long a visitor will stay. The longer they stay, the more likely it is they'll submit a lead. Include more forms and features that **encourage consumer interaction with the site**, making it far more likely they'll stick around. Adding video can also generate higher levels of interaction for a more "sticky" site.

Knowing you can **turn to someone you trust** when there's an update to be made, a problem on your site, or you simply have a question is vital. Imagine the leads you could potentially lose if your site isn't functioning at its best, with current information every single day. Let your Web site partner input your specials, maintain current inventory, and implement those crazy Web ideas that can end up transforming your whole year.

By prioritizing SEO, making your site "sticky," and choosing Reynolds as your Web site partner, you can **increase your traffic and your sales.**

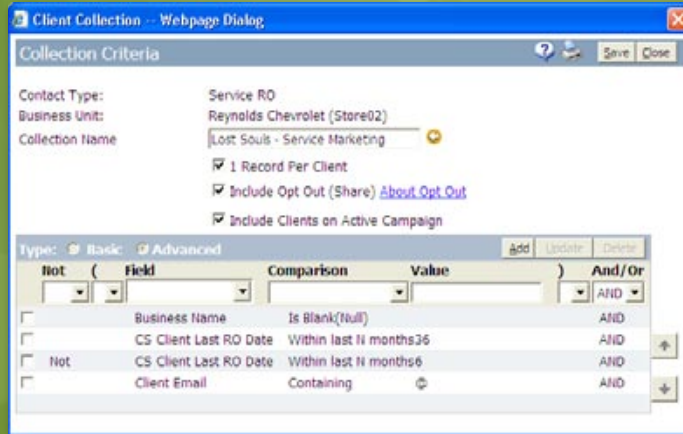
John Meadows is Director of eCommerce for the Huffines Auto Group. Huffines has been serving car buyers in the Dallas, Texas, area since 1924.

Reynolds' WebMakerX® helps the Huffines Auto Group sell more and conquer a changing market.

Tips and Tricks

Market to Specific Customer Groups Using Client Collections

Did you know new sales opportunities could be waiting for you in your own Contact Management customer database? Using Client Collections, you can generate targeted e-mail, letter, and/or phone campaigns based on the specific criteria that fit your needs.



For example, you can inexpensively reconnect with past service customers. Just create a client collection of any service customer from the past three years who hasn't been into the dealership for service in the last six months. Then you can e-mail a service reminder and coupon to encourage them to visit.

To get started, select the options shown above in your Contact Management Collection Criteria screen.

For help creating this or other client collections, call the Technical Assistance Center at **800.767.0080** (option 3, then 5, then 2).

Get More Leads Online

According to Polk and others, **over 80% of car buyers refer to the Internet first** when shopping for a new vehicle. How much of your advertising budget do you focus online? Reynolds can help you advertise effectively on the Internet with our powerful, lead-generating CarLocate.com – available only to Reynolds DMS customers.

Consumers Find What They Want

Advertise your inventory online through a **nationwide portal**. Consumers shop for their desired vehicle and are then guided to a dealership in their area.

Consumers find information easily through research tools, like:

- Color palette display.
- Miles per gallon calculator.
- Optional vehicle videos.

You too see results because these tools **keep consumers on the site** and ultimately drive lead submission.

The Spotlight Is on Your Needs

Our focus on dealers sets CarLocate.com apart from the competition. Your strongest lead-

generating source is typically your own dealership Web site. However, a balanced approach to your online advertising method should include other ways to market your inventory to Internet shoppers. We created this site with you in mind, to **complement your existing online advertising strategies**. You'll experience advantages, like:

- Dealership contact information and logo display.
- Direct lead submission forms.
- Automatic, monthly analytic reports.

And with a Premium Package, you get additional features, including:

- A tool that points shoppers to other similarly priced vehicles in your inventory.
- Enhanced vehicle imagery within inventory pages.
- Links pointing to your dealership Web site.

CarLocate.com is focused on helping you **attract more online shoppers** than ever before.

Enhance your existing advertising methods with a **cost-effective, trackable** way to attract more leads from online shoppers – with **CarLocate.com**.



DriveResults



5 Ways to Improve Your Advertising Strategy

By Carl Bennett



If you are feeling the pinch of the economic downturn, you may think increasing your advertising spending and presence will

result in more sales and service business. However, it can be difficult to determine how effective traditional media advertising is and what kind of return your dealership is getting.

Don't assume more advertising will automatically yield better results.

Here are five quick tips to **increase advertising success, not spend.**

1 Pay Attention to Digital Marketing

Don't neglect your **online presence and what message is being sent.** Consider everything from your dealership Web site to social media, OEM news feeds, etc. In some cases, these emerging tools can **drive a new set of customers** to your showroom floor.

2 Create Targeted Advertising

The key to success is having a targeted advertising plan to ensure you are reaching qualified potential buyers. Create specific ads that **speak the language and grab the attention** of your potential customers.

3 Track Ad Visibility

Ask your customers **how they heard about your dealership** and consider using 1-800 numbers on advertisements. These are simple steps in identifying where your ad spend is working.

4 Turn on Your Customer's Radio

Take note of what radio stations your service drive and trade-in customers are listening to, along with their first five presets. After a month or two, you should know **which stations are most likely to reach potential customers** in your area.

5 Track Your Newspaper Promotions

Evaluate the strength of your newspaper advertisements by offering an incentive to **customers who reference the ad when they visit** your dealership. Then be sure to track anyone who mentions it.

As you assess your overall advertising budget and performance, you may **consider bringing in an outside source** familiar with your market to help make the needed changes.

Effective advertising is not just about increasing traffic to your showroom floor, but increasing the amount of true dealership leads. By applying these tips, you can **start growing your business, not your budget.**

Carl Bennett is the Director of Field Operations and Sales with Reynolds Consulting Group. He has been in the car business for over 20 years.

For more articles with tips and best practices from Reynolds Consultants, visit www.reyrey.com/drive.

Reynolds University Session of the Month



Improve your operations and system utilization with Reynolds University (RU) Online's interactive Session of the Month.

December's Session of the Month, "**Integrate Technician Time**," will show you how to maintain technician time integration specifications and perform payroll tasks.

To learn more about these courses and when they are offered, log on to <https://my.reyrey.com> and select **RU Online** at the top. Click on **Session of the Month** along the right side.



Engage Your Customers Anytime, Anywhere

Wallet, keys, **cell phone**...we don't leave home without them. A consumer's cell phone is a walking billboard – one on which you could now **see your brand.**

Why are mobile phone solutions important now? According to the GSM Association, **four cell phones are sold for every one computer.** That means you could be missing the opportunity to bring in more customers through timely, relevant messaging that lands right in their pockets. Mobile solutions allow for **uniquely personalized advertising** at a level the market hasn't seen until now.

Ten years ago it was time to get online... today, go mobile!

Find out how mobile solutions can accelerate your business – visit www.reynoldswsolutions.com.

Drive for ERA[®] Customers
Volume 6 | 2009 | U.S.A.



ReminderTRAX[®] can help capture more repeat service and increase profits by using smart data management. With a proven average ROI of 67:1, this is a smart investment that allows you to meet your budget, promote your brand image, and take a proactive approach to retaining valuable service customers.

For more information, contact your Reynolds Document Consultant or call 800.344.0996.

PromotaG[™] turns your dispatch hang tag into effective advertising. Advertise special promotions, introduce new products and services, introduce your service advisors, and more. ScanTRAX CSI[®] takes PromotaG one step further by adding a customer survey card. Powerful online reporting allows you to review trend movement and compare service advisor performance against other advisors and the dealership average.

Unique Tools to Reach Customers and Increase Service Profits

Increase service profits and keep your dealership strong, regardless of the vehicle sales market. We have smart tools that help you give customers a reason to return.

at 800.767.0080.

If you have any questions in the meantime, please contact the Technical Assistance Center

coming soon!

for February 2010. Stay tuned for more details for February 2010. Stay tuned for more details for February 2010. Stay tuned for more details for February 2010.

We recognize your end-of-year schedule is hectic, so we are targeting ERA Release v.9.5

ERA Version 9.5 Update

What's New

DRIVE For ERA[®] Customers

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Upcoming Trade Shows

Come see what's new and how Reynolds' solutions can help you drive results. Visit us at the following trade shows!

NADA: National Auto Dealers Association Convention and Expo

- February 13-15, 2010
- Booth # 2543
- Orange County Convention Center – Orlando, FL

Consumer Bankers Association Auto Finance Conference and Trade Show

- April 18-20, 2010
- Westin Galleria – Dallas, TX

Visit www.reyrey.com/solutions for a link to updated information about trade shows.



One Reynolds Way
Dayton, OH 45430

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DAYTON, OH
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