



ADCO - Online Market Capture (OMC)

Computerized Targeted Marketing for Automobile Dealers

COMMUNICATE

- Boost showroom traffic**
- Sell more vehicles**
- Gain new and used vehicle market share**
- Increase parts and service business**
- Maintain business relationship with valued customers**

The Internet and Online Marketing has truly reshaped the automobile industry. The ADCO Online Market Capture (OMC) produces **Targeted Online Marketing** and not only Drives Online Traffic to your store; it maintains your ongoing business relationship with your Valued Sales and Service Customers, taking advantage of the Latest Technology in Targeted Online and Email Marketing.

Advertising on national websites and search engines without **Targeting Your Local Market** is using a national shotgun approach to obtain local customers, which equates to wasting valuable advertising dollars, obtaining misguided, wasted responses and ultimately, reducing the return on your investment.

Online Marketing

OMC targets prospective buyers from your local market and makes a **Compelling Premium Online Offer** to drive prospective buyers to your Landing Page where basic contact information is obtained and then they are able to receive an Instant Premium Offer, compelling them to come to your store.

There are many destinations to advertise online and ADCO will capitalize on the best locations to make your chosen online offers. We manage your online marketing and maintain your desired advertising budget, while maximizing your return on investment.

Email Marketing

OMC Captures Email Addresses from prospective buyers which afford you the competitive advantage of contacting these prospective buyers via a **Professional Email Newsletter** created and delivered by ADCO.

Your Professional Email Newsletter is delivered to every contact on a regular basis and includes promotional offers, discounts, contests, product, and company information.

OMC delivers comprehensive Targeted Online and Email Marketing that not only captures new business, it maintains business and fosters customer loyalty and referrals.

Voice Broadcast

Let's not let anyone slip through the cracks! In addition to Online and Email Marketing, Voice Broadcast Marketing is an effective way to communicate special offers and information to customers and prospective customers without email addresses. It adds an additional layer of communication and support, and when used properly, develops and maintains your valuable business relationships.

In today's market, it is vital to use technology to capture new business, communicate with new business prospects and maintain business relationships with valued customers.

Call your Account Executive today to find out more about how OMC can help you maximize your marketing efforts or for additional information on ADCO Marketing Solutions 980.722.5555.