

Put your dealership in your customer's inbox!

@utoEnews™ is @utoRevenue's electronic newsletter service. A cost effective, revenue-generating service, @utoEnews keeps your dealership in touch with customers, strengthening customer relationships, increasing revenue and building repeat business. Having a consistent brand image and top-of-mind awareness produces results.

@utoEnews Facts

- Artistically designed, easy-to-navigate, colorful and eye-catching.
- Permission-based, going just to those customers who sign up for email service.
- Between 40 to 50% (and sometimes as much as 65%) of customers who receive @utoEnews newsletters open them.
- 20% click-through rates compared to the industry average of 8.2%.
- 10,000, four page, color brochures cost a lot of money. Why not send it via email for free?

What We Do

- Design each newsletter and link all your dealership's associated web pages.
- Write original articles each month.
- Create offers to generate web site traffic.
- Maintain your database for unlimited emails.
- Email you the newsletter for approval prior to sending.
- Deliver the newsletter to your database.
- Scrub database against duplicates, process bounces and opt-outs.
- Ensure regulatory compliance for Can-Spam issues.
- Deliver readership tracking reports on the number of newsletters sent and opened, links clicked, articles read, etc.

How @utoEnews Works

- Links to your web site – @utoEnews connects service or warranty articles with links to service info on your web site.
- Interactive – Readers can download coupons, set appointments, click on special offers, email questions and answer online surveys.
- Personalized content for your dealership – @utoEnews uses photos of your dealership, your managers or employees, and includes news about your services, Employee of the Month, special offers and more.
- Customized layout to reinforce your dealership brand – Uses your logo, corporate colors, etc. to set you apart from your competition.
- Easy navigation – Menu bar quickly links readers to articles of interest.
- User friendly – Readers can forward newsletters to friends and family for a viral marketing approach.
- Information source – Give reader's seasonal maintenance tips, announce the latest models and provide value-added services.
- Integrated with @utoRevenue email service and databases – Eliminate multiple sources sending multiple emails which can lead to legal issues and lost revenue.

Deliver info your customers need to stay connected!

Spend less! Get more!
CALL TODAY!
(866) 628-6245



We do all the work... You make all the money!

@utoRevenue™