

Maximize your revenue by delivering the right message, at the right time, to the right customer!

Remain First in the Mind of Your Customers

Take Advantage of miDirect Mail's Simple 4-step Process to Track and Manage Your Direct Mail Campaigns

INSIGHT

www.midealersolutions.com

Your customers' mail boxes hold the key to driving traffic to your dealership. With easy-to-order customized messaging, eye-catching creative and relevant campaigns: your dealership can target your customers with powerful marketing campaigns that drive traffic!

A successful direct mail campaign is just a few clicks away. Our campaign management platform coupled with our simple 4-step online process makes it easy to track and manage all of your miDirect Mail campaigns. Using our pre-designed templates, your dealership can insert your own logo and images to create an effective and professional direct mail piece. Simply select your campaign, segment your list, add your custom design elements and approve your campaign!

WHY DIRECT MAIL?

Direct mail continues to be an effective way for your dealership to communicate with your customers. Our miDirect Mail program ensures your customers get the right message at the right time in order to maximize your dealership's return. Our campaign management platform makes it easy for you to customize offers to customers whether they are due for service, looking for a new car, or need parts.

LEARN MORE ABOUT miDIRECT MAIL

Edit, design and approve your campaign with the click of a button. miDirect Mail lets your dealership segment and send mail pieces to all your dealership's customers; sales, service, or parts. An easy way to continue customer communications outside of the sales floor or service department, miDirect Mail helps to ensure your dealership remains first and foremost in the mind of your customers.

The screenshot displays the 'Welcome to OnDemand' dashboard. At the top, there are three main navigation buttons: 'Start New Campaign', 'Edit Existing Campaign', and 'My Campaigns'. Below these are 'Recommended Campaigns' with thumbnails for 'Seasonal Campaign', 'Holiday Campaign', and 'Sales Campaign'. A 'BULLETIN BOARD' on the right shows a message about seasonal mailers. The bottom half of the image shows a detailed view of a selected campaign named 'JGN test'. It includes a progress bar with four steps: 1. Setup, 2. List, 3. Design, and 4. Approve. The 'Approve Campaign' section shows campaign details like 'Design Option', 'Media Type', 'Media Format', 'Scheduled Mailing Date', 'Created By', and 'Created Date'. A table shows 'Campaign Totals' for '5x11 Postcard' and 'Totals'. A 'List Summary' section is also visible with buttons for 'View Current Selections' and 'Download Customer List'.

miDirect Mail

Write to sales@midealersolutions.com or call us at **1.866.575.8731** for more information or to meet with a miDealer Solutions Marketing Consultant.



Minacs Marketing Solutions