

96% of U.S. Adults Own a Mobile Phone 68% Text Frequently

97% of Text Messages are Read, Most Instantly

Are you communicating effectively with the mobile market?

Why Mobile Marketing?

- Affordable and easy to use, create a campaign to drive traffic in minutes
- Offer first time customers promotional discounts
- Alert current customers of new sales and tag vehicles or boats with unique keywords
- Add keywords to existing advertising to measure effectiveness
- Any other creative campaign you can imagine...

Powerful Database

People that opt-in to a mobile marketing campaign are not only showing interest in your current promotion, but you now have a database of potential customers for future promotions



Increase Your ROI by Implementing Innovative Mobile Marketing Campaigns



mText is a two-way instant text messaging solution designed to help your representatives communicate effectively with your customers.

mText Benefits

- Communicate directly with mobile phones from your computer
- Conduct multiple one-on-one conversations at the same time
- Maintain a complete messaging log of all conversations
- Secure, web-based application with monitoring and reporting
- Many people in your company can use it at the same time

Instantly SEND and RECEIVE...

- Service Status Updates and Reminders
- Repair Order Approvals
- Personalized Mobile Coupons and Customer Surveys
- Targeted Sales and Service Promotions and Notifications
- And much more...



Flexible. Easy to Use. Customer Friendly.

- Use as a replacement or in conjunction with your current marketing programs
- Customize recommended maintenance, rewards, coupons, and much more with ease
- Offer mobile coupons and promotions with Alias Mobile

Communicating Recommended Maintenance More Efficiently

Increased Service Frequency and Revenue

View custom recommended maintenance and service history

Set personal notification options: print, e-mail, text, social network

Earn customer loyalty points towards future services

Receive valuable, customized offers

Empower the Customer!

Virtual Garage provides customers with a 24/7, central location to manage their vehicle or boat and they can respond to mobile or e-mail marketing anytime, anywhere. Less frustration and more loyal, informed and satisfied customers

Enhance your Brand

More options to communicate with more customers continues to build your brand

Engaging

Give customers a reason to respond with the interactive nature of mobile, web and e-mail marketing

Cutting Edge

Customers appreciate companies that are innovative and offer something new and different. It's a great way to separate you from the competition

Contact us for a Demo
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Fusion CRM Marine and RV is a comprehensive, world-class marketing solution for Marine and RV dealers. We focus on your overall brand and most important asset, the customer. Our Virtual Garage, Alias Mobile, eDirect and Fusion Direct products integrate cutting edge web and mobile technology with powerful, traditional marketing avenues. The result: more informed and satisfied customers.

All of our products and solutions focus on ease of use for both your employees and your customers. This saves time, money and delivers directly to the bottom line.

**Think simple. Acquire. Satisfy. Retain.
And do it better.**

E-mail marketing is one of the most cost-effective ways to connect with your customers. Fusion eDirect is a full-service e-mail marketing solution that focuses on incorporating your ideas and marketing strategies with Alias' creative marketing and design solutions.

- Affordable, flexible and easy to use
- 100% customized e-mail campaigns
- Target customers by various filters: sales, service, year, make, model, etc.
- One solution to manage customers and campaigns
- Comprehensive click and delivery reporting for measuring results
- Create custom online surveys to track customer satisfaction

Sample eDirect Campaign ----->

Contact.

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Print.

Direct mail continues to be one of the most powerful and cost-effective marketing avenues. With the amount of direct mail consumers receive, it's becoming increasingly important to deliver high impact campaigns that stand out and require a call to action.

Why Alias? Simple. Better campaigns. Better customer service. Better results.

- Create custom, cutting edge marketing campaigns that provide superior results
 - Focus is on the customer and delivering the right message at the right time
 - Imaginative, creative, unique mediums to enhance your brand

Postcards - Many Sizes



Plastic Postcards - 30 Mil Stock



Fold Over Postcards



Fusion Direct

