

Web. Mobile. Print. E-mail. Text. Survey.



alias
market better.

Mobile.

alias mobile

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 with unique keywords
- Add keywords to existing advertising to measure effectiveness
- Mobile dealership websites available with inventory search
- 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 service, parts and body shop representatives communicate easily and 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...



877.264.6266

Web.



Customers are waiting for easy to use, cutting edge technology solutions, not just a coupon.

Virtual Garage provides your automotive dealership or service center with a cost-effective customer acquisition and retention solution with your customer's needs in mind. To build long-term relationships, it's essential to communicate efficiently and provide useful tools for today's tech savvy consumers.

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 or text

Earn customer rewards toward future services

Receive valuable, customized offers

Navigation: Lexus of Car City | Contact Your Dealership | View Factory Recalls | Buying and Selling Information | Schedule an Appointment | Web-Only Coupons! | Log Out

Welcome John Carman

My Lexus
2010 Lexus RX350
Current Mileage: 50,456 (as of 1/20/10)

My Maintenance

Service	Status	Due Date
Oil and Filter Change	DUE NOW	6/25/2011
Tire Rotation and Balance	DUE NOW	6/25/2011
Windshield Wiper Replacement	UPCOMING	9/14/2011
Replace 4 Tires	UPCOMING	11/12/2011

[View Service History](#)

Service Contact: Phone: 218-888-9902 | E-mail: service@lexusofcc.com
Service Hours: Mon-Fri 8am-6pm | Saturday 8am-2pm

[Schedule an Appointment Online](#)

My Info
John Carman | 123 Anywhere Street | Minneapolis, MN 55555 | 612-323-4321 | E-mail: jcarman@hotmail.com
Preferred Service Reminder Method: E-mail

Rewards
Service: 65 pts (500 Points for a \$50 Service Coupon)
Sales: 245 pts (500 Points for a \$500 off New Vehicle)

Web Coupons (Click Coupon to Print)

- \$5 OFF** Oil Change and Filter (Expires 3/31/12)
- 20% OFF** Synthetic Oil Change (Expires 3/31/12)
- \$500 OFF** any New of Used Vehicle priced over \$5,000 (Expires 3/31/12)

Footer: Home | Terms of Use | Privacy Policy | FAQs | Your Ad Here (Call 877-264-6266 for advertising info)

info@aliasmg.com

Fusion CRM

Fusion CRM Automotive is a comprehensive, world-class marketing solution for automotive dealers and service centers. 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.**



Alias Marketing, Inc.
P.O. Box 46378
Minneapolis, MN 55446

phone: 877.264.6266
web: aliasmg.com
e-mail: info@aliasmg.com
text "alias" to 55678

Get on the Cutting Edge Today!

Engaging

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

Empower the Customer!

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

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

Enhance your Brand

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

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 ---->

alias  P.O. Box 46378 • Minneapolis, MN 55446

Notice: We Need Your 2005 Chevrolet Malibu

Dear John Carman,

We need to acquire several pre-owned vehicles to increase our inventory immediately and our records indicate that you may own one of these vehicles. This is NOT a trade-in or new car sales event, we simply need to purchase pre-owned vehicles.

We have been authorized to value and purchase your current vehicle for the best possible price. If you have had another dealership give you an offer you aren't satisfied with, stop by and we'll get you the best price we can.

As I said, this is not a trade-in or new car sales event but if you are in the market for a new vehicle, we will give you an additional \$1,000 over the Kelly Blue Book value if you plan to replace your vehicle with a new one from Alias Chevrolet.

Thank you! Please visit our website at www.aliasmg.com for additional information on all of the services we offer.

Sincerely,
Alias Chevrolet

0%
Financing for Well Qualified Buyers

TRUCK MONTH

alias  Service: 877.264.6266
Toll Free: 877.264.6266

Service Hours
Mon - Thurs 7:00 AM - 8:00 PM
Friday 7:00 AM - 6:00 PM
Saturday 7:00 AM - 3:00 PM

www.aliasmg.com

Print.

Fusion Direct

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

LEXUS OF FIVE TOWNS
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