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## **IMN Loyalty Driver™ Gets Social**

*Loyalty Driver tool turbocharges a dealership's social networking reach*

Waltham, MA – September 10, 2009 – IMN, provider of the most widely used ecommunication service for automotive dealerships, has added a new, trackable social networking feature within Loyalty Driver to help recipients share content with friends and colleagues, while spreading a dealership's brand virally. The cornerstone of the Loyalty Driver newsletter has always been its high-quality, original content. Providing the right mix of interesting, informative automotive and lifestyle articles with timely promotions has enabled thousands of dealers to stay connected with their customers. With this application, auto dealerships can leverage that content to reach their customer's social networks by making it easy for recipients to share their dealership's content and special offers on their social networking pages.

“As with good email marketing, good social marketing is content-driven. Loyalty Driver's combination of content and functionality allows a dealer's subscribers to easily do their viral marketing for them,” said Brian Epro, Director of Automotive Services Group, IMN. “This is a step further than a dealership posting a fan page on Facebook. Dealers can now tap into their customer's and prospect's sphere of influence by continuing to serve up the most relevant and valuable information, surrounded by tools to drive leads into the dealership.”

The application displays a “bookmark and share” invitation in the dealership's newsletter, inviting the reader to post articles and specials to their personal networking sites. Some of the more popular sites listed include: Facebook, MySpace, Twitter, LinkedIn, Delicious, StumbleUpon, and Google. By encouraging the readers to post valuable content to their personal profile pages, dealers are able to tap into the far-reaching influence of their customer base.

In addition to spreading content virally, the tool helps drive leads back to the dealership. Readers who click on posted content are connected back to the dealership newsletter and, if they submit a lead, an immediate Buy Signal™ is generated for the dealership for follow up. Dealers are able to capture prospects via their customer's network.

Unlike other social media marketing tools, Loyalty Driver allows the dealer to track who is posting their content to which social networking sites. This provides valuable viral marketing data to the dealership.

For more information on the social network application within Loyalty Driver, please visit IMN at [www.loyaltydriver.com](http://www.loyaltydriver.com).

**About IMN:**

Founded in 1999, IMN is a Software as a Service (SaaS) provider specializing in content-driven ecommunications services. Since 2004, IMN has provided Loyalty Driver, an ecommunications service to help automobile dealerships to communicate with their customers through multi-media email and enewsletters designed to drive measurable brand impact, product visibility, leads and sales. IMN serves customers worldwide and has formed relationships with more than 1,000 dealerships including the top ten auto groups in the United States. It also serves major corporations such as Shell Oil, Wachovia, Southern Living At HOME and Sage. Additional information can be found at [www.loyaltydriver.com](http://www.loyaltydriver.com) or by calling 1-866-964-6397.