



For Immediate Release

## **IMN to Lead Webinar on Automotive Digital Marketing Best Practices**

*Auto Dealers to Benefit from Learning How to Increase Engagement with Consumers and Nourish Continuous Relationships*

**WALTHAM, Mass. – January 5, 2012 –** [IMN](#), the digital marketing company that delivers branded newsletters and content, today announced details of its upcoming webinar, “Mining Sales at the Edge of the Net.” The session will discuss automotive digital marketing best practices, outlining actionable steps dealers can take to engage and interact with consumers in order to nourish continuous relationships and drive sales. IMN’s [Loyalty Driver](#)<sup>™</sup> is the most widely-used e-communication service for automotive dealerships.

**Who:** David Fish, media strategist, IMN

**What:** In addition to search-based activities, automotive consumers’ time online is increasingly focused on utilizing social media to engage with brands. As a result, dealers must evolve their marketing strategies to reach potential buyers in these ever more connected environments. During this session, Fish will provide dealers with recommendations on how to best harness the power of numerous communications channels including email, chat and mobile, in order to establish and maintain strong customer relationships and generate leads. Specific topics include:

- How custom email content can drive social sharing;
- How integrating chat functionality with email, social networks, dealer fan pages and e-newsletters can drive more, higher quality leads;
- How to best take advantage of the mobile channel, offering consumers convenience and content to get their attention and engage with a dealership; and
- How to put social networks in context by comparing to email benchmarks.

**When:** Thursday, January 19 from 2:00 – 3:00 p.m. ET

**How:** To attend the webinar, please visit: <http://bit.ly/AjOQrL>

### **About IMN**

IMN is the [digital marketing](#) company that delivers [branded newsletters](#) and content for more than 4,000 organizations worldwide. By combining custom, vertically-oriented content with advanced publishing technology and services, IMN enables companies to engage with their prospects and customers to drive business results via email, mobile and social platforms. In addition to taking advantage of IMN’s expertise within the automotive, banking and direct selling industries, customers benefit from analytics-based intelligence that provides insight into buying behavior and purchase preferences to successfully encourage [brand loyalty](#) and generate leads. For more information, visit <http://www.imninc.com>.

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