

Email Campaigns

Dominion Email Campaigns offer the most efficient, cost-effective channel dealers can use to consistently communicate with customers.

Recurring email campaigns deliver perfectly timed communication to your customers. Dominion Email Marketing sends regularly scheduled trigger messages that align with your customers' habits, leading to increased revenue.

One-time email campaigns fuel your digital marketing with on-demand messaging centered around specials, events, and promotions. These email campaigns drive leads and strengthen your brand.

Dominion's Marketing Specialists handle the entire process. They begin by developing a powerful customized email strategy and follow-up with straightforward reports. Each campaign is based on defined best practices and proven successes.

Features

- Dynamic campaigns, promotions and real-time data segmentation
- Custom, in-house design
- Consistent branding
- ROI reporting
- Delivery, open, and click-through tracking

Benefits

- Increase customer satisfaction with immediate benefits to service and sales retention
- Stay informed with instant feedback and campaign response trending
- Enjoy the convenience of A to Z process management
- Ensure brand success with a well-rounded, fully managed strategy:
 - Gain permission to communicate
 - Create an identity for your dealership
 - Establish trust with your customers
 - Deliver relevant information

