

product / solution: mobile marketing



Benefits of Mobile Marketing

Immediate Call to Action

Customers can receive coupons, vehicle images and inventory on their mobile device. Because they are requesting this information, you can increase response rates by 10%.

Instant Alerts & 100% Follow Up

Your dealership can receive instant alerts via text, email or data feeds that can be pushed directly into your CRM. No customer or prospect requests will go unattended.

Extended Reach & Presence

Communicating with consumers on their mobile devices provides more relevancy and immediacy than any other media.

Increased Speed of Sales Cycle

Receiving inventory requests and information will speed up the sales process, and save your dealership money.

Try It Now!

Text ONE to 48696

Browse a sample directory of vehicle inventory, including vehicle descriptions and full screen images.

Text SRV OIL to 48696

Access service coupons, discount offers and the convenience of requesting an appointment from your mobile phone.

Mobile - Always On and 100% Personal

OneCommand's **Mobile Marketing** solution offers a powerful method for engaging customers and prospects. The convenience and simplicity of the solution lets consumers be more proactive and more in control than ever when it comes to obtaining additional information from your dealership. Whether they want to access inventory details, service coupons, or request a service appointment, the power to do so is at their fingertips – literally!

Mobile Marketing extends your dealership's reach and allows your messages to cross the boundaries of your website, showroom and other traditional advertising mechanisms. Unlike other communication channels, mobile marketing is always present and offers instant gratification to the consumer.

The Mobile Advantage - Your Opportunity

Mobile subscriptions reached 3.3B in 2008, more than 1/2 the global population



84% of mobile subscribers expect a dedicated mobile site for sites they frequently visit

