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IMN Shares Marketing Tactics of Successful Dealers in Podcast Series

Podcast series, online [at http://resources.loyaltydriver.com](http://resources.loyaltydriver.com), follows three successful dealers as they share the secrets of their marketing success

Waltham, MA — March, 2009 — IMN, provider of the most widely used e-communication service for automotive dealerships, announces the posting of a three-part podcast series based on interviews with top Business Development Center (BDC) Managers at leading dealerships. The podcasts feature BDC Managers from Germain Motor Co., Bill Marsh Automotive Group and Penske Chevrolet and delve into tactics that have helped their dealership drive leads, sales and service business in today's challenging economy.

Each podcast, moderated by Brian Epro, Director Automotive Services Group for IMN, is conducted in a Q&A style and reveals marketing initiatives that create additional revenue for each dealership. Some of the suggestions within the podcasts include using parts and service coupons to upsell customers, highlighting a vehicle "deal of the month" and promoting the dealership through charity and non-profit events to encourage loyalty and enhance brand recognition. The ideas shared by these industry leaders can be implemented immediately and serve as a way to build customer relationships today and lay the foundation for success tomorrow.

"As the leading provider of online marketing and e-newsletter solutions for auto dealers, we thought this would be an informative way to share ideas that work in the industry," said Epro. "By spending only a few minutes, listening to the podcasts, a General Manager can quickly become informed of the success that his or her peers are achieving with innovative marketing tactics that drive customer loyalty and increased revenue for their store, starting today."

To find the podcast series, visit <http://resources.loyaltydriver.com> and listen in today.

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About IMN:

Founded in 1999, IMN is a Software as a Service (SAAS) provider specializing in content-driven e-communications services. Since 2004, IMN has provided Loyalty Driver, an e-communications service to help automobile dealerships to communicate with their customers through multi-media email and e-newsletters 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 ING. Additional information can be found at <http://www.imnloyaltydriver.com> or by calling 1-866-964-6397.