



Email + Social + [DataLynx](#) = Big-Time Results!!!

Combining Email and Social Media is a cost-effective, highly responsive means of communicating with your customers. Add DataLynx® to this highly responsive method and you will see a [measurable](#) increase in response.

How does adding Social Media work?

One of the many benefits of social media marketing is that it allows your customers and readers to easily tell everyone they know how much they like your company's products, staff and services. If you're running your business right, why not encourage this kind of behavior by including [Social Media Links](#) in your emails or eNewsletters. For no additional cost, Corporate iM may have your email or eNewsletter automatically posted as a Tweet or added to your Facebook "wall", Yelp or Linked In, providing links to your Social Media venue(s) directly from your email or eNewsletter.

Your company does not even need a social media account or profile to receive the benefits of social media in your email or eNewsletter. It's more about making it easy for your excited readers to share your content with their social circle. We may simply add our Social Share feature to any outgoing email or eNewsletter when your campaign is delivered.

Promoting social media through email

Of course, social media marketing is about more than just putting a Social Share and Like button in your email campaigns. You also have to consistently promote your social media presence in your emails and your email list on social media. Don't assume a fan of your Facebook Page is on your email list, or conversely, that an email subscriber is a fan of your Page as well.

In all your emails, make sure to add links to each of your business or organization's major social media profiles. This way, new subscribers getting their first email or newsletter will be aware that they can connect with you on social media as well. If you've just joined one or more social networks, we may [send a special campaign to your customer group](#) announcing and asking recipients to join you at your new social outpost.

Next, drive people to action with your content. Ask your readers a question and tell them to post their response on your Facebook Page or tweet it along with a hashtag -- which will allow you to track and aggregate all responses more easily. For example, one of our key venues is to create rich content about automotive care and safety for your company newsletter and ask customers to tweet along with the articles to provide their experience with customer care and how your company helped them to better maintain their vehicle. Plus, the information shared could be used as the basis for future newsletter content.



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Using DataLynx® to automate your campaigns

As you're probably already aware, DataLynx® automates your campaigns for you. By integrating with the most popular point-of-sale (POS) systems in the automotive aftermarket, DataLynx® automatically personalizes your customer communications, communicating with individual customers at the right time with the right message. DataLynx® Intelligence chooses those customers who are ready to receive a communication based on service history and buying habits, personalizing the message based on customer, vehicle and purchase information from your our POS system.

In addition, the creative staff of Corporate iM provides rich, industry-related content that is sure to get your readers excited. Our newsletters are created on behalf of your company and customized to fit your company's personality. Combining interesting content with your company-specific news and special offers helps personalize your communication with your customers even further.

Using DataLynx® to measure your campaigns' effectiveness

If not known for anything else, DataLynx® is a powerful measurement tool. Other digital CRM marketing services provide measure "opens", "click-throughs" and maybe social media "likes". These are all important measurements to understand how responsive your campaigns are. However, the proof of your campaign effectiveness is, "Who came into your shops as a result of your campaign, and what did they purchase?"

.DataLynx® provides all this information and much more. And that is why

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