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E-mail and Text Message Marketing for your Business



If you aren't already collecting e-mail addresses and cell phone numbers from your prospects and customers, now is a good time to start! How many customers do you currently have? Some have hundreds and others have thousands of customers. Perhaps as important, how many prospects have you communicated with over the last several years? If you are in the dealership business (Franchised Automobile Dealer, Independent Automobile Dealer, Recreational Vehicle -RV Dealer, Boat Dealer, Motorcycle Dealer, All-Terrain-Vehicle Dealer, etc.) you will have communicated with as many as ten time more prospects than you have customers.

For most of you, your customer base and your prospect base include thousands of people. How are you communicating with them? For years, businesses have been sending "Thank You" cards, "Anniversary" cards, "Birthday" cards, "Service Reminder" cards, postcards, mailers, etc. And while some businesses still send these cards and mailers, many businesses fail to respond to consumers via email and text messaging. Why aren't you communicating with your customers and prospects in this way? Most likely, because communicating with your customer base via email and text messaging is difficult to do yourself. Read on for an easy solution.



L.J. King and Associates makes communicating with your prospects and customers easy by email and text messaging your customers for you. Simply upload your contacts to L.J. King and Associates and let us do the work! L.J. King and Associates will write professional custom monthly newsletters for your dealership and send them to your prospects. Our custom newsletters include your logo, your photographs, and your custom message. L.J. King and Associates will prepare valid content that your customers will appreciate.

L.J. King and Associates offers a fabulous text-messaging product. Utilize this tool to send short notes or offers to your customers such as oil change specials, special discounts, or free offerings. One of our clients gives away surplus tickets to local events in his community. He offers these tickets via text messaging on a first-come-first-served basis. Of course, the lucky recipients must pick up the tickets at the dealership. Not only does this drive traffic to the dealership but it keeps the recipient interested in receiving and reading future messages from the dealer.

So, how do you begin? Start by collecting email addresses and cell phone numbers on every prospect you encounter. Submit your addresses to L.J. King and Associates and we'll do the rest! We'll prepare the professionally designed communiqué and forward it to your customers. Your customers will contact you via email, in person, or by phone – however you decide! Newsletter programs begin at 150 per month and text-messaging programs begin at 50. Remember, we do all of the work! All you have to do is collect the information.

Contact LJ@LJKing.com to discuss a marketing program for your dealership or business.