



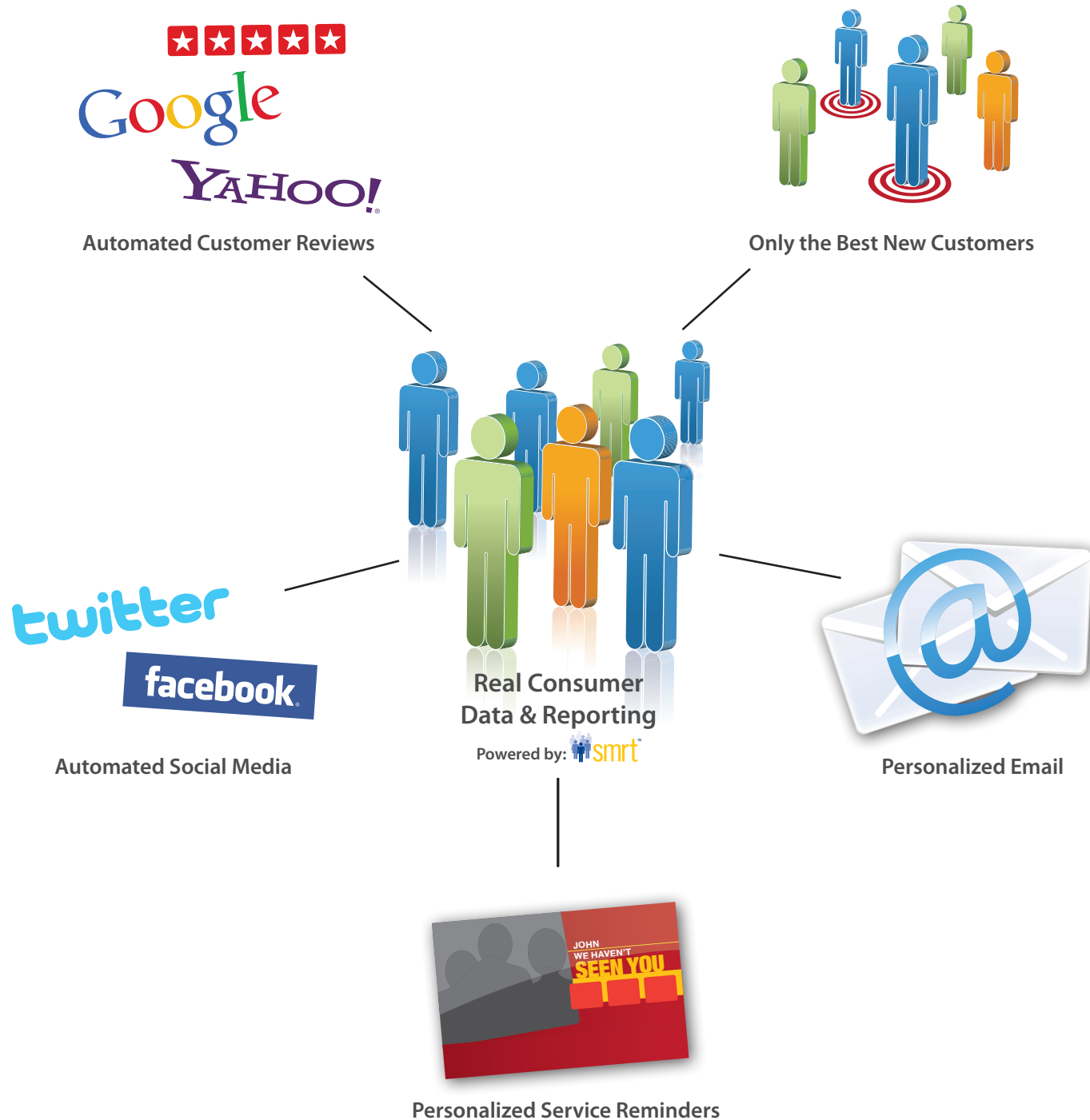
# CustomerLink®

DEDICATED TO THE PROFESSIONAL SINCE 1957

2012

## All the marketing you'd do if you had the time.

### 100% Automated



FIRSTCALLONLINE.COM

CustomerLink works with your unique needs to find the right combination of marketing services to automatically find you better new customers and keep them for life. Then, we track and measure it all so it's easy to see how profitable your marketing is. At CustomerLink, we know automotive marketing and how complicated it can be. We also know how to make it work for your shop.



## Real Consumer Data & Reporting

*This is the engine of CustomerLink.*

We use information gathered from your customer database and combine it with cutting-edge consumer and demographic data to create accurate profiles of your customers.

- Tailor your service to please your highest spending customers
- Find new customers who spend like your best current customers do, and get them to come in
- Build and keep a base of more profitable customers

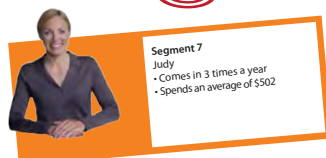


## Automated Customer Reviews

*Make sure your business has the best possible online reputation.*

We help you send surveys and review requests to your customers and post star ratings and reviews to your search engine optimized customer review site.

- Only your customers leave reviews on your customer review site
- See and fix a bad review before it posts online
- Stay on top of all Internet reviews on one screen



## Only The Best New Customers

*Get new customers that fill your bank account, not just your calendar.*

We use leading-edge technology to find the high-value prospects living around your business and weed out the people you don't want.

- Only send customizable offers to new customers who spend like your best current customers
- Stop wasting money on new customer marketing that brings in only the coupon clippers who come once for a deal and never come back
- Every new campaign can be more profitable than the last with easy-to-use and accurate results tracking



## Automated Social Media

*Your customers are on Facebook and Twitter; your business should be too.*

We automatically post weekly content to your Facebook and Twitter pages, giving you more marketing channels to help your business get found online.

- Enhance your online reputation with relevant, interesting and automatic posts
- Use custom appointment setting, coupon and customer review Facebook applications, automatically
- Look cool and relevant to the growing social media audience



## Personalized Service Reminders & Email

*Send the right message, to the right person, at the right time.*

We use high-tech consumer research and data analysis to help you create targeted customer communications.

- Save marketing dollars by sending service reminders based on the actual vehicle's make, model and mileage
- Get your customer's attention with oversized postcards and emails that are customized based on that customer's lifestyle
- Get more email addresses with our "email finder" service

To learn more or request a demo, call **866.608.1546** or visit **www.customerlink.com**

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