

## NHCE EMAIL MARKETING JUST GOT EASIER

Marketing via email is a cost effective way to get more touches with your customers and qualified prospects. Today's economic times make it important to move your marketing efforts to a cost-effective medium. The new NHCE-sponsored email program will help you communicate professionally with email.

Each quarter, email templates will be provided to help make your email marketing easier. The pre-approved program is customized with logo and contact information - and emailed for only \$300 after co-op\*. (Dealers with their own programs can use html files provided.)

The new NHCE-sponsored email marketing program uses a full-service mail marketing solution that sends out email blasts, manages email addresses - including opt-ins and opt-outs, and abides to anti-spam rules. It's a cost-effective email marketing solution for your dealership.

### Need ideas for obtaining email addresses?

- We can help

### Need help creating an email database?


- Give us a call

**309.682.7500**

### SAMPLE EMAIL TEMPLATE

- Customized, pre-approved, quarterly email templates with your logo and contact information sent out to your email lists. **\$300\* After Co-op**
- Completely customized email to promote your upcoming open house, rental promotion, parts & service offers, etc. **\$500\* After Co-op**

Dealer logo/locations and numbers for easy contact reference.



The sample email template features the New Holland Construction logo at the top, followed by images of a skid steer loader and a backhoe loader. Below the images is a section for the dealer logo and contact information, including a placeholder for the dealer's website. The main body of the email contains a promotional message about the dealer's services, followed by two promotional offers: a percentage discount for a certain number of months and a percentage discount for a certain number of days. The offers include placeholders for the dealer's details and the offer's end date. The email also features two sections with images of New Holland equipment: 'BIGGER, BADDER & BETTER' for the 200 Series skid steer loaders and 'OUT PUSH, OUT DIG, OUT POWER THE COMPETITION' for the Series Loader Backhoes. Each section includes a brief description of the equipment's features and benefits.

**For more information, call Mcomm Group office at 309.682.7500.**