

Features and Benefits

Sensible Driver Components:

- ✓ Satellite website
- ✓ Seasonal promos
- ✓ Monthly e-mailings
- ✓ Custom e-magazine
- ✓ Extensive reporting
- ✓ Coupons and specials
- ✓ Data Base Management

Target Current, Past & Future Customers

- ✓ Increase Dealers Ups
- ✓ Help Fixed Opts
- ✓ Build Brand Awareness

Informed Customers Are Better Consumers

- ✓ Dealer Branding
- ✓ Vehicle Promotion
- ✓ New & Used Car Sales
- ✓ Seasonal Coupons
- ✓ Informative Articles

Feature Comparison

	Sensible Driver	Newsletter Services	CRM	Web Providers
Service Reminders			✓	
e-Newsletter	✓	✓		
e-Blast	✓	✓	✓	
e-Database Mgmt	✓		✓	
SEO	✓			✓
SEM	✓			✓
Integrated Appts	✓			
Integrated Coupons	✓			
e-Brochure	✓			
e-Mail Confirmation	✓			
In-Store Promos	✓			
Seasonal Specials	✓			

Kihon
M E D I A

Focus on the **basics**.

Sensible DriverSM, the e-magazine for people who care about their cars.SM

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PROGRAM INFORMATION



Sensible DriverSM

Internet Sales and Marketing Program

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Sensible DriverSM Program

Sensible Driver is an internet sales and marketing program designed to increase dealer ups to your website and brick & mortar. It also helps retain existing customers while attracting new prospects at a fraction of the cost of direct mail or newspaper marketing.

The flagship of the Sensible Driver program is an e-magazine sent to your customers and prospects. The e-magazine is a “soft sell” packed with high-quality editorial content. It targets all four profit centers for your dealership: new cars, used cars, service and parts.

After all, the best people to buy your products and services are those customers who have purchased from you in the past. Sensible Driver integrates seasonal specials to drive traffic and prompt recipients to take action through exclusive offers.

Your satellite website integrates tightly with your existing website to maximize its value and improve SEO for your dealership. It also integrates SEM campaigns to deliver new customers via PPC advertising.

The web site is refreshed every 90 days to drive customer interest throughout the year. All aspects of the program include extensive campaign reporting.



Sensible Driver e-magazine

Informed customers are better consumers. The Sensible Driver e-magazine delivers relevant content and helps turn buyers into loyal customers. It drives traffic to your dealership and website.

The e-magazine is distributed each quarter with fresh and reliable content written in traditional journalism style. Delivered in a custom template, the links and articles direct readers to your website. Coupons, seasonal service maintenance, safety features and new car articles generate interest in parts, service, used cars and new car departments.

Every click is tracked automatically so you can find out what interests your customers most.

Vehicle Promotion

Introduce your customers to the latest models and features found on brand-specific vehicles.

New & Used Car Specials

Drive customer traffic to your web site vehicle specials.

Informative Articles

Become a resource for your customers with relevant and “rich” content, instill safety and encourage good service maintenance habits.

Seasonal Coupons & Specials

Drive traffic and develop customer loyalty through on-line offers. Specials are integrated with editorial content and your main dealer website—and we make sure they’re “always on.”

Dealer Branding

Complementary design helps promote your dealership by replicating the look and feel of your dealership.

Dealer Web Links

Make it simple for customers to set up service appointments, buy parts, request vehicle information and investigate new or used cars.

On-site photos

Photos of your people and your facility add a friendly, personal touch.

24/7 Statistical Data

Track what your customers view, adjust promotions to suit customer needs and set up automated reporting