Murrieta Company Announces Strong Revival Of E Mail Marketing

May 08, 2017

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Email marketing is something that has been put on the back burner for many companies. However, Dealer Digital Group, a digital marketing company in Murrieta, CA, has continued offering these services, believing in its overall strength as a marketing tool. They are happy to see that there has been a strong revival in e-mail marketing over recent months.

Joel Miller from Dealer Digital Group says: "We are here to make sure you get the most out of your email marketing campaign. It was one of the most popular forms of marketing in the past, but campaigners have started to look at alternatives because only a few emails get read. However, we have systems in place to ensure that people actually read the messages they receive, leading to massive conversion rates."

Dealer Digital Group focuses specifically on vehicle dealers, who have very specific requirements and are targeting a niche market. The company's goal is to help dealers regain their online presence, making sure that their advertisements, be they online or in print, are once again seen by the world. To achieve this, they use both paid advertising on platforms such as Google, Bing, and Yahoo, and also traditional email marketing campaigns.

Those who have used the services of Dealer Digital Group have been very pleased with the results that they have experienced. "Dealer Digital Group put together a strategy that increased our website leads by 55% and increased cars sold by 30% in the first three months," says Russ W., VP of a Nissan dealer, on the company's website.

Through email marketing, Dealer Digital Group enables dealerships to significantly grow their digital presence. This, in turn, leads to greater conversion rates. The digital marketing agency helps their clients find their personal market, so that their pay per click (PPC) campaign has the greatest impact as well. Joel Miller adds: "As competitors use digital marketing to expand their presence into your area, it's important to keep your market safe. A failure to use effective digital advertising will affect your website performance as well as your direct mail marketing efforts. PPC advertising can help you regain your market and improve your digital

and print advertising across the board."

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