



September is Back to School Month!

Why not carry that theme into your newsletter?

- > Do you offer special financing for graduates? Add an article including some details and the contact information for the appropriate staff members.
- > What about some great specials on inexpensive used vehicles for students?
- > Maybe your clients would like a seasonal check-up done on their current second cars before letting their kids drive them back and forth to school?
- > As a human interest story, feature some or all of the students that you employ at the dealership and reinforce your commitment to helping the young people in the community. Or perhaps the dealership sponsors a youth football or soccer team you could write a small piece about?
- > Consider a survey asking for more information about how many vehicles your clients currently own, the year, make and model. Are they in the market for a second car? What would be important to them when looking for a second car? Do they have a budget? Are they aware of the specials you are currently featuring on your used lot? Are they aware of the warranties available on your used vehicles? Survey responses are a great place to start some target marketing!

Helpful links

Pic resize – free online tool for resizing and adding effects to images <http://gui.picsize.com/picsize2/>

Snag-it – tool useful for “grabbing” images and information from any page you can display on your computer. <http://www.techsmith.com/screen-capture.asp?CMP=KgoogleStmhome>

Car Care Council – Info and articles on a varied selection of car care topics <http://www.carcarecanada.ca/cclinks.cfm>