



Email Marketing Campaigns

***Turning Challenges
Into Advantages***



Barrington, IL

Houston, TX

Birmingham, MI

Cary, NC

3334 E. Coast Hwy, #134 ♦ Corona del Mar, CA 92625 ♦ Phone: 800.577.8015 ♦ Fax: 775.213.1718
Email: info@PremierPerformanceGroup.com ♦ Web: PremierPerformanceGroup.com

Affordable Email Marketing

Email marketing works!

Email campaigns are an established medium for communicating with your customers. Ninety percent of consumers check email several times a day, according to a Double Click survey.

Forty-four percent of consumers report their use of email as "constant."

We can email to your own database or target consumers in your market based on selected criteria such as income, home ownership, or profession.

Our design staff will create dynamic HTML ads based on your input to coordinate with your current advertising.

Email marketing is a proven success for auto sales and service merchandising specials.

Our technology ensures delivery of 95 – 97% and our campaigns are 100% compliant against spam.

Prospects are compiled from your own email database and through the purchase of prospects in your market area that have double opted-in to receive email marketing promotions. Names are available from .03 to .55 depending on selection criteria and quantity purchased.

We are Can-Spam Act compliant and offer the prospects a one-click unsubscribe option.

Ads can be vehicle sale specific or service merchandising promotions. We offer many affordable programs including a one-time campaign to an ongoing 12 month campaign.

Are You Satisfied With Your Current Advertising & Marketing Results?

One-Time Email Blasts

Zip Code Targeting & Selected Criteria

Females 18-30 in age - Homeowners - Females 30+ in age - Parents - Small to Mid Size Businesses - Male 18-30 in age - Male 30+ in age - Household Income over \$100,000

We will obtain the email addresses by searching an expanding radius around the zip code area until we reach the number of emails you ordered. Larger cities/towns of course will not need as big of a radius to obtain the desired amount of emails ordered. All addresses are double opt-in so there are no spam issues or worries. We can also email to your email database.

- 10,000 for \$1,000
- 20,000 for \$1,800
- 40,000 for \$3,300
- 80,000 for \$6,400
- 120,000 for \$8,400

12 Month “Guerilla” Email Campaigns

Zip Code Targeting & Selected Criteria

Females 18-30 in age - Homeowners - Females 30+ in age - Parents - Small to Mid Size Businesses - Male 18-30 in age - Male 30+ in age - Household Income over \$100,000

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Prospects per Month

- 10,000 for \$700
- 20,000 for \$1,200
- 40,000 for \$2,000
- 80,000 for \$3,600
- 120,000 for \$5,000

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Saturation Email Campaigns

Select by State

300,000 Emails for \$2,000

(Minimum order)

500,000 Emails for \$3,000

1,000,000 Emails for \$4,000

Our customers usually see responses ranging from 600 to 1,800 clicks to their web per 300,000 emails sent. Remember, it usually takes 3-14 days to see the responses.

- Realtor/Mortgage Brokers (1.2 mil+)
- Parents (16 mil+)
- Pet Owners (18 mil+)
- General Male (19 mil+)
- General Female (12 mil+)
- Small Business Owners (17 mil+)
- Multi-level Marketing (MLM) Business Opportunity, (15 mil+)
- Cars and Accessories (11 mil+)
- Trucks and Accessories (6 mil+)
- Boats and Accessories (4 mil+)
- Dating and Relationships (12 mil+)
- New Product Announcements (8 mil+)
- Medical Drugs (8 mil+)
- Tax Preparation (3 mil+)
- College Students (13 mil+)
- Grad Students (6 mil+)
- Free Giveaways and Sweepstakes (8 mil+)
- Education (9 mil+)
- Tobacco Products (14 mil+)
- Surveys (8 mil+)
- Senior Citizens (7 mil+)
- Books (6 mil+)

- Entertainment (12 mil+)
- Office Supplies (6 mil+)
- Music (16 mil+)
- IT Professionals (3 mil+)
- Credit Cards (13 mil+)
- Debt Consolidation, (9 mil+)
- Investments (11 mil+)
- Gambling (8 mil+)
- Health and Fitness (7 mil+)
- Weight Loss (9 mil+)
- Vitamins (9 mil+)
- Webmasters (5 mil+)
- Software (8 mil+)
- Sales Management (5 mil+)
- Systems Admin(3 mil+)
- Home Owners (15 mil+)
- E-commerce (6 mil+)
- Sports (12 mil+)
- Guns (5 mil+)
- Clothing (9 mil+)
- Internet Shoppers (14 mil+)
- Networking (8 mil+)
- Web Security (3 mil+)
- Home and Auto Security (7 mil+)
- Lawn and Gardening (5 mil+)
- Travel and Recreation (7 mil+)
- Web hosting (4 mil+)
- MP3 (3 mil+)
- Finance (9 mil+)
- Web Design (8 mil+)
- Home Mortgages (9 mil+)
- Affiliate Programs (11 mil+)
- Hobbies (3 mil+)
- Beauty and Supplies (4 mil+)
- Doctors/Physicians (7 mil+)



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A Strategic Marketing Program entails efficient use of the top two marketing mediums, based on effective return on investment (ROI); this includes E-Mail Marketing as well as Direct Mail. Customer retention in the automotive industry is currently at 3-8%, which in our professional opinion, can be directly linked to the current vibe in the marketplace.

To begin picking up the pieces, not becoming them, we feel that it is best to first retain all of the customers who know and love your dealership name, then prospect to gain a greater market share. The most effective way to do this is through an attention-grabbing initial message, and a consistent follow-up campaign.

A third of the companies failed to send any mail at all to new subscribers in 30 days. - Return Path (2008)

According to Ad:Tech Attendees, 31% of US Marketing Executives surveyed say direct response programs (email and mailings) have greatest ROI, more than double all other marketing programs (p.r., event marketing, website, advertising). - *CMO Council* (2006)

Another added advantage to E-Mail and Direct Mail marketing is the ease and proficiency in tracking. A good campaign can determine many factors to ensure that you are getting the results you deserve.

30% of practicing marketers don't take the time to figure out their actual rate of delivery. - *MarketingSherpa* "Email Marketing Benchmark Guide 2008" (2008)

In the current marketplace, brand recognition is no longer acceptable and will not put money in your pocket. The key to success is an aggressive, real call-to-action.

Upon reading a case study that was done on Meade Automotive in the Detroit metro area, their first E-Mail marketing campaign produced over a 300% ROI. If somebody could guarantee results to run parallel with this case study, we would be sitting on an island somewhere; however through a targeted message to a precisely targeted audience, there is only success in our future.

Compliance is an important factor to us as well. You should work closely with your State Association; "squeaky clean" is a good rule of thumb.

Remember: Quality is not cheap, and cheap does not deliver.

E-mail and Direct Mail marketing proves time and time again to be a cost effective, high ROI-yielding, with easy-to-track results.

If you're looking for a way to drive traffic to your online credit application, we can help.

If you have received this message in error, please accept our apology as a responsible emailer. You will be automatically excluded from future emailings. Thank you for your consideration and help in making the Internet spam-free. [UNSUBSCRIBE](#)



Auto loans are still available!

Get pre-approved before you start shopping. Save time and money.

Good Credit or Credit Problems, we can help.

If you have had credit problems in the past and need a new start, we can help re-establish your credit with our new programs.

Even the most prominent people can experience credit problems. We may be able to help you buy the new or late model pre-owned car you've been wanting.

[Click Here!](#)

Mailing address is: Premier Lead Solutions, 117 S. Cook St. #106, Barrington, IL 60010

Our telephone: 800.577.8015 Click Here to [UNSUBSCRIBE](#)

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We can assist in developing a subprime presence with a dedicated, vanity domain name. Visit this lead generating site:

DFWLoanOnline.com

Sample

If you have received this message in error, please accept our apology as a responsible e-mailer. You will be automatically excluded from future e-mailings. Thank you for your consideration and help in making the Internet spam-free. [UNSUBSCRIBE](#)



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\$9.95**

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\$9,500 Total Savings**

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+ \$1,000 Tow & Go Discount

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*Excludes Harley-Davidson™ edition, F-650 and F-750. \$7,000 Cash Back on Ford Super Duty F-250/350 Gas. \$8,000 Cash Back on Ford Super Duty F-250/350 Diesel. Cash Back includes \$1,000 Bonus Cash which requires Ford Credit financing. Not all buyers will qualify. Take new retail delivery from dealer stock by 11/03/08. See dealer for residency restrictions, qualifications and complete details. **Excludes Harley-Davidson™ edition. \$1,000 Ford Credit Bonus Cash requires Ford Credit financing. Not all buyers will qualify. Take new retail delivery from dealer stock by 11/03/08. See dealer for residency restrictions, qualifications and complete details.

Auto loans are still available!

Financing from 0.9% on selected models.

Good Credit or Credit Problems, we can help.

[Click Here!](#)

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