



AutoLoop Appoints Scott Kane as Marketing Strategist

CLEARWATER, FLORIDA, UNITED STATES, April 19, 2016 /EINPresswire.com/ -- [AutoLoop, LLC](#), a leading provider of auto industry marketing and customer relationship management solutions that successfully drive the Sell, Service, Repeat cycle, today announced that Scott Kane has



been hired as a Marketing Strategist. In his new position, Kane is responsible for driving ongoing growth and building brand equity/awareness for AutoLoop's customers by developing and executing defined, pro-active marketing strategies. Reporting directly to the VP of Marketing, he oversees the planning, organizing, and managing of all marketing initiatives. He ensures that growth and visibility targets are met and that all customer campaigns continue to see improvement.

Kane brings over 15 years of creative and strategic marketing experience to AutoLoop, the majority of which has been spent in the retail automotive industry, providing a rich knowledgebase for his current position. Before joining AutoLoop, Kane served as Associate Vice President, Client Success, for Marketing Evolution, where he consistently uncovered a 10-to-1 upside ROI potential via big data analytics and optimizing client campaigns in real-time. He even helped one client realize a 20 percent increase in marketing ROI in just one quarter.

Prior to that, Kane worked for six years at the global marketing information services company J.D. Power and Associates. He first served as Senior Research Manager in the Automotive Marketing and Media Department, and then as Senior Research Manager in the Automotive Analyst Department. During his tenure he contributed executive analysis for their most public-facing OEM and dealer studies, including Initial Quality Study; Customer Satisfaction Index; and Sales Satisfaction Index. Prior to J.D. Power, Kane worked as a Media Planner for the Omnicom Group (PHD/BBDO), where he managed an annual budget of \$30-\$50 million in total media for Chrysler, Dodge, and Jeep regional dealer groups.

"We're delighted to have Scott driving continuous growth and brand equity/awareness for our OEMs and dealer partners," said Graham Annett, AutoLoop Vice President of Marketing. "He brings a wealth of experience, expertise and insight to help our clients in that all important Sell, Service, Repeat cycle. His long-term tactical and strategic thinking, creative mindset and the ability to quickly adapt to changing circumstances make him a perfect fit for the role."

Commenting on his new position, Kane stated, "In an ever evolving marketing landscape where personalized, one-to-one communications have never been more important – I'm excited to join AutoLoop. They are the best at what they do and I look forward to helping them continue to deliver great value for their OEM and auto dealer clients."

AutoLoop has created the industry's only true [end-to-end complete single-vendor marketing and](#)

[engagement solution](#) for streamlining operations and boosting dealer revenue. With full product integration, dealers are able to seamlessly access, utilize, manage and customize program modules, ensuring a streamlined workflow and eliminating the need for multiple products from various vendors.

Dealers interested in finding out more about how to optimize the Sell, Service, Repeat cycle through AutoLoop's full customer engagement suite, can call: 877-850-2010, or visit: AutoLoop.com.

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[About AutoLoop:](#)

Since 2005, AutoLoop has helped automotive dealerships nationwide increase sales, improve client retention and achieve overall higher customer satisfaction ratings throughout the Sell, Service, Repeat cycle. With the AutoLoop Customer Engagement Suite -- an all-encompassing platform that includes everything from CRM and automated messaging to equity mining, service scheduling and more -- AutoLoop is the industry's first and only single-vendor, end-to-end marketing and engagement solution. An Inc. 500 company with nearly 50 million names in its database and over a billion individual communications initiated, AutoLoop is passionate about being America's best customer retention partner for progressive dealerships.

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