

fusionZONE Releases Mobile Text Coupons for Sales & Service

Auto Dealers Increase Service Leads Over 200% With Mobile Text Coupons

PACIFIC PALISADES, CA, USA, December 20, 2018 /EINPresswire.com/ -- In response to the rapidly growing number of consumers currently using the internet via mobile devices, [fusionZONE Automotive, LLC.](#), today announced a new tool for auto dealers, Mobile Text Coupons. With Mobile Text Coupons, customers no longer have to use their desktop to print them off. Instead, they can choose a coupon, enter their phone number and store this coupon in their smartphone's wallet. The customer can then present their smartphone to the dealership's sales or service department and redeem their desired discount or deal.

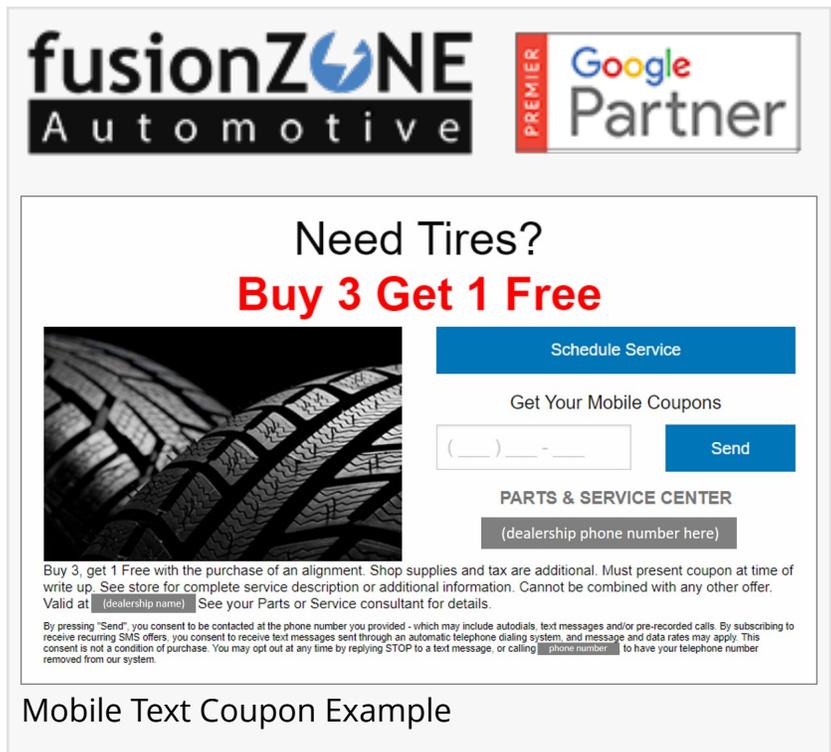
"Dealers on their game regularly add prominent specials to their website. However, we discovered a big problem – in most cases, those specials only offer a "click to print" option and aren't optimized for mobile devices. As 60-70% of consumers use the internet via mobile devices, we saw a need for change and created Mobile Text Coupons for both sales and service," said Brett Sutherlin, FusionZONE Founder.

fusionZONE tested Mobile Text Coupons at several large volume dealers with excellent results. According to William Finsilver, General Manager at BMW of Bloomfield, his dealership enjoyed a 200+% increase in service leads. "In the past, if the service customer printed a sheet of coupons, we were not capturing a lead. Now our service team proactively reaches out to the customer and books the appointment," Finsilver said.

Through the use of Mobile Text Coupons, Sun Toyota increased tire sales by 60%. "Using Mobile Text Coupons with paid search to increase awareness that we are in the tire business has been huge for Sun Toyota. It allows us to contact the customer and book the appointment," said John Marazzi, Managing Partner.

Commenting further on the successful use of the coupons in dealerships Sutherlin stated, "Mobile Text Coupons are for both sales and service, but we have found that they finally give an identity to the service department. While most dealers concentrate solely on sales, this product provides fusionZONE dealers with an upper hand by generating leads for the service department, something dealerships have struggled with forever."

Mobile Text Coupons are available to add to any fusionZONE website or can be purchased as a



fusionZONE
Automotive

PREMIER Google Partner

Need Tires?

Buy 3 Get 1 Free

Schedule Service

Get Your Mobile Coupons

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Send

PARTS & SERVICE CENTER
(dealership phone number here)

Buy 3, get 1 Free with the purchase of an alignment. Shop supplies and tax are additional. Must present coupon at time of write up. See store for complete service description or additional information. Cannot be combined with any other offer. Valid at (dealership name) See your Parts or Service consultant for details.

By pressing "Send" you consent to be contacted at the phone number you provided - which may include autodialers, text messages and/or pre-recorded calls. By subscribing to receive recurring SMS offers, you consent to receive text messages sent through an automatic telephone dialing system, and message and data rates may apply. This consent is not a condition of purchase. You may opt out at any time by replying STOP to a text message, or calling phone number to have your telephone number removed from our system.

Mobile Text Coupon Example

stand-alone product for use with other website platforms. For more information call: 888-576-1136.

Mobile Text Coupons will be demonstrated at the 2019 NADA show, January 25-27, 2019, at booth 7935W. To schedule a booth visit, or demo, visit: <https://www.fzautomotive.com/nada/>

About fusionZONE Automotive, LLC.

fusionZONE Automotive offers automotive dealers the nation's fastest, most cutting-edge customized and responsive websites. fusionZONE Automotive websites help dealers sell more cars with the sole objective of driving website conversions and leads. fusionZONE also offers complete, progressive digital marketing solutions, streamlining the digital process for dealerships of all sizes.

fusionZONE Automotive websites are designed to not only garner as much traffic as possible for dealer clients but also to actively convert that traffic into leads and sales.

fusionZONE is based in Pacific Palisades, CA Lakeland, FL and Seattle, WA.

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