



Strategic Marketing Services receives approval for their EMPOWER Automated Marketing Platform to be added as a GM iMR Turnkey Plus Up Product

Nov. 15th, 2017 Louisville, Ky: Strategic Marketing Services, a data-driven marketing firm supporting Tier 1, Tier 2 and Tier 3 clients in the automotive industry, is excited to announce that their EMPOWER Automated Marketing Platform has been added as a GM iMR Turnkey Plus Up Product. Approval of the Empower platform will now allow every Chevrolet, Buick, GMC and Cadillac dealership to more precisely identify customers who are entering the Purchase Cycle. With its proprietary data mining features, EMPOWER runs algorithms using thousands of key data points inside and outside of the dealer's database to identify these potential customers entering the Purchase Cycle. The system Automatically deploys messaging to these targets through various advertising mediums to communicate on the dealer's behalf. This process allows EMPOWER the ability to drive industry leading ROI for dealers. The automation component of EMPOWER removes any additional dashboards or processes for the dealer to manage.

Todd Strause, CEO and President of Strategic, states: "As we continue to evolve our services to the GM Dealer Body, it's exciting for us to share this Automated Marketing platform. We have been doing work with GM dealers for years and to add our EMPOWER platform to the GM iMR Turnkey list is very exciting."

About Strategic Marketing: Strategic Marketing is a high performance, data-driven marketing firm that performs multi-channel marketing exclusively for the automotive industry. Strategic approaches marketing from a Predictive Data and Analytics perspective allowing key insights into the ever-changing buying cycle and customer's purchasing behavior. Strategic Marketing provides Tier 1, Tier 2, and Tier 3 marketing programs. Currently, Strategic is a preferred vendor for 10 different brands who represent over 8,000 dealerships nationwide.

For further information about Strategic Marketing, please contact:

Sales Inquiries:

Todd Strause
President | CEO

OEM Inquiries:

Mike Gottschalk
Executive VP of OEM

Related Links:

www.StrategicMarketing.com