



## **Automobile Dealerships Have Found the Solution to Slothful Months With What Business Insiders are Calling the Hottest Promotion Company in Automotive Industry**

*Intelligent Direct Marketing, the lead provider of high quality mailers for U.S. car dealers, will have a strong presence at NADA this year. Last year, IDM's customers, car dealerships nationwide, delivered over 1,350,000 cars from IDM's promotions including mail, inserts, and web based programs. What is the driving force behind this machine? Not surprising, "Old Fashioned Customer Service with Today's Technology." Owner, Todd Vowell attributes IDM's Success to his customer oriented staff who are available 24/7/365 making IDM the automobile industry's hottest direct mail fulfillment company, and quite possibly, California's best place to work! Details on what IDM plans to serve up this year at the National Automotive Dealer Association in New Orleans on January 30- February 1, 2005.*

Rocklin, CA ([PRWEB](#)) January 16, 2005 - Automobile Dealerships nationwide have found the solution to slothful months auto sales with what business insiders are calling the hottest promotion company in automotive industry: Intelligent Direct Marketing.

This year's NADA conference, set for January 29-February 1 in New Orleans, IDM will have a fun, and professional presence. Leather couches, plasma TV screens, footballs, basketballs, and beverages will be inviting to dealer principles looking for a new promotional event vendor.

Best known for their end of year Turkey Bonanza, Intelligent Direct Marketing's success has been a well kept secret with the auto dealerships that are lucky to get their Turkey orders in for October, November and December. Last year, dealer's celebrated record breaking months while giving over 1 million families a free Thanksgiving Turkey dinner.

This month, the company plans to move into a futuristic state-of-the-art facility unlike any other on the West Coast. With sound proof cubicles designed by NASA engineering, Owner Todd Vowell hopes to provide an environment with dutiful precision, and modern technology enabling his employees to offer more to their clients.

With their network of vendors supplying ample means of tracking return on investments, IDM has gained the loyalty of over 3,000 dealers nationwide. "We practice what we preach, old fashioned customer service with today's technology keep our company on the threshold of this business" Says Vowell. And it shows. While most competitors can not survive in the most challenging economic cycles, IDM has become a pillar in the marketing industry.

Intelligent Marketing's 4th quarter newsletter featured several direct mail events that averaged 3.3% response rates, over \$100,000 in gross profit per event, 45.1 vehicles delivered per event and averaged over 300 ups per event. It is no wonder that 9 out of 10 IDM customers repeat with IDM's promotions.

With TIVO eliminating the effectiveness of television advertisements and satellite radio stations doing the same for radio advertisements, direct mail is now being rated by marketing experts as having the highest return on



investment. For example, a Cleveland area dealership delivered 39 vehicles with a Saturday and Monday in late December. This was promoted with only 10,000 mailed pieces.

The success of IDMA's programs transcends dealer make, model, new, preowned and other marketing dimensions. IDM events work well for highline, economy, mid-range, domestic and import dealerships who need to track an exact return on their investment.

If an automobile dealer wants to have an extraordinary sales promotion, stop by at Intelligent Marketing's Booth #4423 in New Orleans. Kick your feet up, have a tall cold one, and listen to some the top sales professionals in the nation discuss how they can help you grow your business. No other promotion or direct mail company has had so many consecutive successful promotions in the last ten years.

For more information on other direct mail and newspaper promotional events for the automobile industry, contact Intelligent Direct Marketing  
1-800-368-7436. <http://www.intelligentmarketing.com>

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