

Get Tailormade Solutions for Your Automotive Business at Johnson Advertising

This press release informs you about the new range of marketing services of Johnson Advertising.



Georgia, Auburn, May 24, 2021 ([Issuewire.com](https://www.issuewire.com)) - Auburn, Georgia: Johnson Advertising currently provides direct mail campaigns, ongoing digital marketing, and dealership consulting services. The [automotive advertising agency](#) has over 100 years of experience in the field of sales and marketing. The services would increase the market effectiveness for automotive dealers while taking care of their budgets.

The Johnson Advertising (JA) Services

The services provided by the company consist of:

- Direct mail marketing

The mails are printed with premium quality color on glossy papers. Robotic hands are used to make the writings look like handwritten letters. The language of the mails is clear and to-the-point and a business card are attached with the mails. The service includes the following:

- Email marketing
- Mobile marketing
- Promotional items
- Envelopes
- Postcards
- Cards and invitations
- E-Publications

This category of marketing has a personal touch to it which helps in connecting with the clients, resulting in better sales and revenues. Also, direct mails give a respite to the target audience from digital fatigue. It is a multi-channel approach for promoting different brands and more effectively reaching out to potential clients.

There is a team of experts who excellently designs marketing campaigns. Starting from

conceptualization to completion of the project, they would help you to convert your target to long-term clients.

Digital marketing

Under this process, they use several types of campaigns like dealer email marketing, geofencing, social marketing (Facebook and Instagram), capturing abandoned shoppers, creating News Feed Ads for the target audience.

The company would send 100,000 emails to shoppers and upload their addresses in DPM. They have a seamless process to capture the information of website shoppers and send personalized and dynamic Facebook Carousel Ads which would show the vehicles.

The shoppers who visit the websites but do not leave their information or feedback are categorized as Lost/Abandoned shoppers. JA's advanced technology captures their details and stores them in a customized dashboard.

There is also a Call center service that answers all client queries and sets appointments with the concerned automobile dealers.

They are going to introduce an unlimited automotive texting platform called JA Synergy. It would be affordable and unique.

Apart from the above services, the [automotive advertising agency](#) also provides at affordable rates:

- Event coordination
- Staffed events
- Dealership consulting
- Dealership management

For more information on the services offered, visit <https://johnsonads.com>.

About Johnson Advertising:

The automotive advertising agency is 100% owned and operated by Americans. Its expertise is in the fields of digital and direct marketing and sales training.

One of their team members is an accomplished author of a book titled "From Zero to Hero." The book is about automotive sales and it has been sold in over 14 countries, including Australia and China.

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Source : Johnson Advertising

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