

**Challenge:** Create an effective email marketing strategy to boost customer retention rates and turn more buyers into repeat customers.

**Solution:** Implement email marketing activities to inform customers about the new campaigns and offers.

**Results:** Borusan Otomotiv achieved the highest number of leads through their e-mailing activities.

Bu e-postayı görüntülemekle sorun yaşıyorsanız lütfen tıklayınız.



BMW  
Borusan Otomotiv



Sheer  
Driving Pleasure

Sayın <##Adınız##> <##Soyadınız##>.

**Bugün bir Borusan Otomotiv Yetkili Satıcısı'na gelin,  
hayallerinizdeki sürüş keyfini hemen yaşamaya başlayın.**  
İster ayda 365 Euro'ya, ister 6.000 Euro peşinatla.

Son gün **28 Şubat**

Lütfen model seçiniz.

• BMW 116i - 5 Kapı 	• BMW 316i Sedan 	• BMW 318i Sedan 
• BMW 320d Sedan 	• BMW 520d Sedan 	• BMW X3 xDrive20d 

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## **Challenge**

### **To Increase Customer Retention Rates**

Borusan Otomotiv, was founded as the importer of BMW automobiles and motorcycles in Turkey in 1984. With the participation of Land Rover, the best 4x4 vehicle, in 1998; and MINI, which is the creator of small vehicle segment eliminating the class difference, in 1999, Borusan Otomotiv has completed its brand range it offers.

Borusan Otomotiv's priorities have been based on customer demands and they have directed their projects accordingly. Borusan Otomotiv is already one of the biggest importer in Turkey in the automotive sector, but it knew it could boost sales even further by informing customers about the new offers and campaigns via email channel. To reach the right customers with the right content was important for Borusan Otomotiv. Thus, it decided to take advantage from euro.message's email marketing experts.

## **Solution**

### **To Implement Email Marketing Activities**

Since the online market has been growing rapidly, Borusan Otomotiv considers e-marketing as one of the most important tools to communicate with its customers and would like to contact with them via email and keep them up-to-date due to its new offers and new campaigns. Therefore, euro.message email specialists support them with the very best email designs.

euro.message team delivers emails that includes general offers under the Borusan Otomotiv ID to all its customers who have signed up for newsletters. Additionally, when there is a special campaign or an offer for one of its brands, such as MINI or Land Rover, then euro.message sends emails only to those brands' customers. By providing effective email designs and HTML optimization, it aims to be clicked more and consequently purchased more.

## Results Lead Generation

euro.message's email marketing strategies has helped Borusan Otomotiv to achieve the highest number of leads through their e-mailing activities.

Bu e-postayı görüntülemekte sorun yaşıyorsanız lütfen tıklayınız.



BMW  
Borusan Otomotiv



Sayın <##Adınız##> <##Soyadınız##>,  
**Üç gün Paris mi,  
ömür boyu BMW mi?**  
Ayda sadece 365 Euro'ya BMW.

Detaylı Bilgi

Bu Fırsatı Paylaş

Son gün **28** Şubat

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### **About euro.message**

euro.message offers wide range of e-marketing solutions such as email marketing, search engine optimization, web site marketing, web analytics and improved campaign management. These solutions help companies strengthen their relationships with current customers and also attract new customers. euro.message has been strategically assisting to sector leading companies and the relationships with their customers. Servicing the world's most recognizable brands, euro.message's diverse client base includes Turkcell, Siemens, Garanti Bank, Deloitte, Soyak and AIG. With euro.message's easy-to-use, integrated, multi channel marketing program; companies can satisfy their customers' needs with low costs but obtain high ROI. euro.message LIVE can support companies in any sector with its email marketing and improved campaign management software. It is the only leader in Turkey in terms of delivering automated, measurable right messages to the right segments at the right times.

**euro.message**  
e-marketing solutions

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