



blueSky Marketing enters into the new car sales vertical with its leading-edge Direct Car Quotes platform.

Automotive dealer clients can now identify more qualified new car buyers and experience increased ROI for new vehicle sales.

San Ramon, CA ([PRWEB](#)) February 17, 2016 -- Nationally recognized automotive direct marketing leader, [blueSky Marketing](#), adds to its award-winning product line with [Direct Car Quotes](#). The platform is twofold in its purpose: primarily, it provides car buyers with a mobile-friendly platform to quickly research vehicles and get competitive pricing from local dealers. In turn, dealers get access to additional new car shoppers, who are ready to buy with quote in hand, that they might not otherwise find through traditional channels.

According to Brian Hall, President of blueSky Marketing, “the decision to migrate into the new car lead vertical was driven by our expertise in developing, optimizing and marketing websites, as well as the opportunity to offer our current dealer clients a more complete product line.” Hall further states that “with new car sales reaching an all-time high in 2015, the timing couldn’t be better.”

Direct Car Quotes gives dealers a turnkey platform that they can add to their [new car sales](#) strategy, reach more car shoppers, sell incremental units and consistently hit their target ROI without significant changes to their infrastructure or operations. Also, the platform's DirectTarget technology enables automotive dealers to build completely customized campaigns to target specific makes and models all the way down to the zip code level, optimizing their budget for their primary marketing areas.

Dealers can feel confident partnering with Direct Car Quotes as all [new car leads](#) are backed by a comprehensive Lead Quality Guarantee and are scrubbed using the same proprietary Lead Decisioning Technology developed over blueSky's 10+ years of experience in the lead generation business. Additionally, Direct Car Quotes' low risk/high yield pricing model is 'pay as you go' with no subscription or long-term commitments.

With blueSky’s award-winning lead generation and innovative dealer marketing programs, you can sell more cars and make more profit - starting today.

Dealers call 1-800-715-0975 to speak with a knowledgeable blueSky representative and find out how blueSky can help you generate incremental vehicle sales.

About blueSky Marketing Group, Inc.

blueSky Marketing is a nationally recognized automotive direct marketing company that provides auto dealerships with an award-winning suite of customer acquisition and sales conversion products which produce incremental vehicle sales and higher gross profits without significant change to dealers existing infrastructure. At the core of blueSky is its Auto Finance lead generation platform powered by proprietary technology, innovative processes and industry-leading strategic relationships. Founded in 2004, blueSky Companies, Inc. is the parent company of blueSky Marketing Group, Inc. and blueSky Financial Services, Inc. Corporate offices are located in Northern California’s premier business park, Bishop Ranch in San Francisco’s East Bay.



Contact Information

Charlie Crowder

BlueSky Marketing Group Inc.

<http://www.blueskymarketing.com/contact-us/>

+1 8007150975

Online Web 2.0 Version

You can read the online version of this press release [here](#).