



OCTOBER MULTICHANNEL RAM/FARMERS OF AMERICA STRATEGY

STEP 1

DIGITAL MARKETING BLAST

- > Dealer database upload
- > Ram email blast with pixel tracking
- > Facebook website traffic builder with Ram truck (owner, Farmers of America, and Farm Bureau criteria included)
- > Conquest specific digital ad targeting with specific offers for Chevrolet, Ford, and GMC truck owners

STEP 2

TARGETED MAIL OFFER

- > The customers we nurtured in Step 1 will receive a mail offer specific to Year End Ram Sale
- > Mail piece will include tax benefits and why now is the best time to buy
- > "Farmers of America Dealer Specific Incentive": Time sensitive, sense of urgency

STEP 3

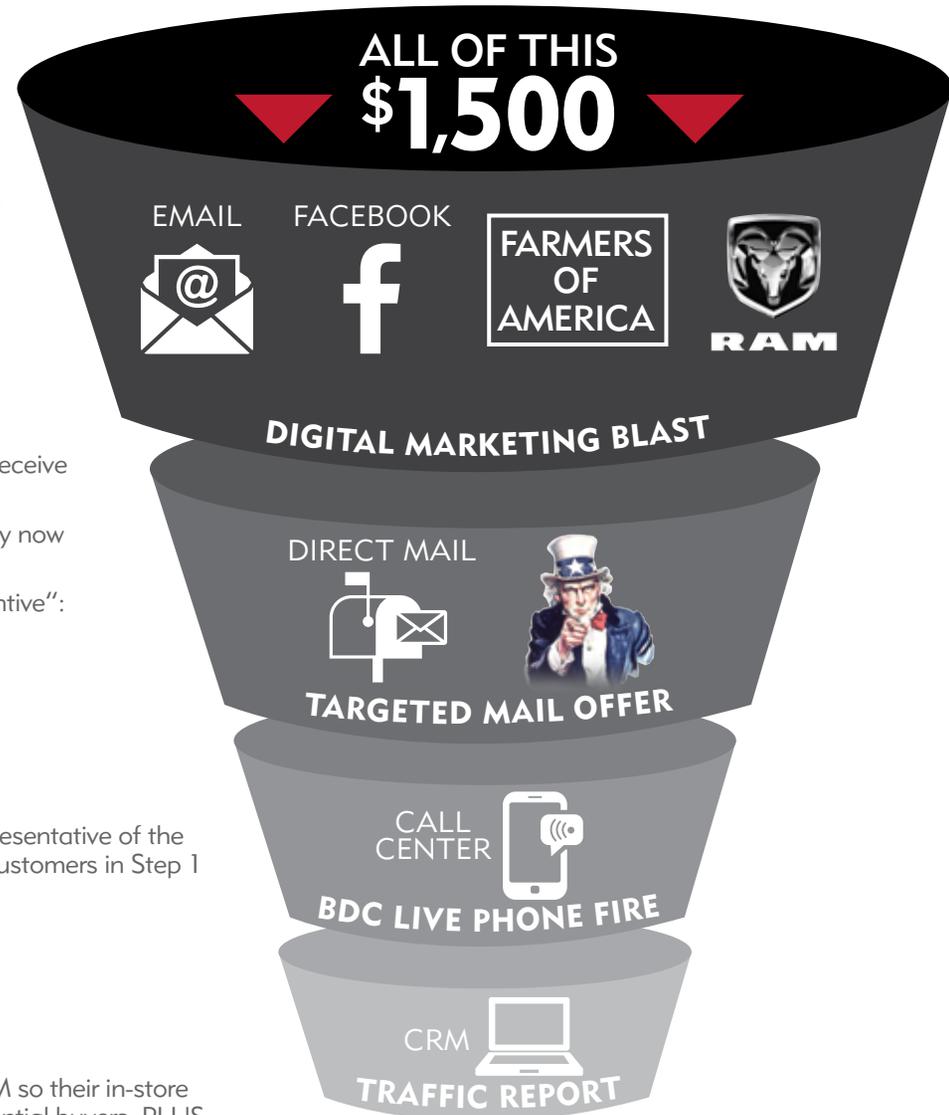
BDC LIVE PHONE FIRE

- > Our BDC representatives will call as a representative of the dealership and set appointments for the customers in Step 1 and Step 2 for the dealership.

STEP 4

TRAFFIC REPORT

- > We will push all data into the dealer's CRM so their in-store process can continue nurturing these potential buyers. PLUS report all sells from the funnel campaign.



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SALE ADD-ONS

TEXTONIX FACEBOOK LEAD GENERATION CAMPAIGN

100 Leads

30 NRO's GUARANTEED!

- > Custom mail shop - you can add on more mail! Custom mail designed to drive high to low funnel showroom traffic to the dealership. Pieces start at 35 cents each.
- > Staffed and hosted events - from lead host manager to closers, sales professionals - we staff the events, drive the traffic, close the deals, you sort out the cash!
- > Remote consult - from internet departments, BDC development, innovative pay plans, web design and creation, to just about everything you can think of, ADS provides consulting for automotive dealers.
- > Consults are free for qualified dealer reviews.



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