



# OCTOBER MULTICHANNEL MARKETING CAMPAIGN

## STEP 1

### MULTIPOINT DIGITAL MARKETING EBLAST

- > Dealer database upload
- > Ram email blast with pixel tracking
- > Facebook website traffic builder with custom Ram audience ad set. Ad retargeting 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 custom Ram Power Days targeted mail offer
- > Ram mail offer will include a handwritten envelope with First Class postage. (Mail open rate increases 600% from saturation.)
- > Ringless voicemails to every customer promoting the sale offer

## STEP 3

### BDC LIVE PHONE FIRE

- > Our BDC representatives will call all database equity customers that can fit in a 15-hour window leading up to and throughout the mail drop
- > Set up calls to mail customers. Our agents will call customers before their mail hits, setting appointments and pushing appointments into CRM.

## STEP 4

### TRAFFIC REPORT

- > We will push all the 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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