



# OCTOBER MULTICHANNEL MARKETING CAMPAIGN

## STEP 1

### MULTIPOINT DIGITAL MARKETING EBLAST

- > Dealer database upload
- > Jeep email blast with pixel tracking
- > Facebook website traffic builder with Jeep audience ad set. Ad retargeting included
- > Conquest and loyalty ad targeting with specific relevant offers. (i.e. Chevrolet SUV lineup, Ford SUV lineup, Honda SUV lineup, GMC SUV lineup, Toyota SUV lineup, Kia SUV lineup, and Hyundai SUV lineup)

## STEP 2

### TARGETED MAIL OFFER

- > The customers we nurtured in Step 1 will receive a custom Jeep Celebration targeted mail offer
- > Jeep 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 to 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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