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Key Conquest Email Strategies that Boost Fixed Ops & Sales

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About DealerOn

- Digital Dealer Website Excellence Award Overall Winner
  - ✓ An Unprecedented 6 Years In A Row!
- DrivingSales Top Rated Website Provider 2011 thru 2015
- Two time AWA award winner
- Google AdWords Certified Partner
- More Dataium Monthly ASI Winners than all others combined
- DealerOn's website customers have an average documented lead increase of 200%

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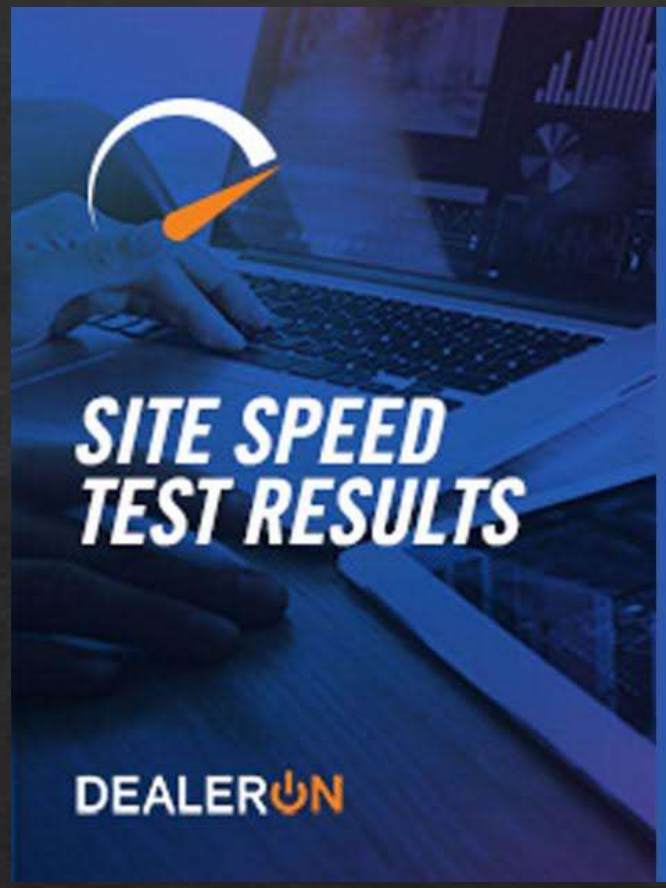

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Customized test includes:

Page Load Time
Average visitor loss
Easy-to-read graphics

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Say Hello To...

Peter "WebDoc" Martin

President, Cactus Sky Digital
& Testimonial Builder

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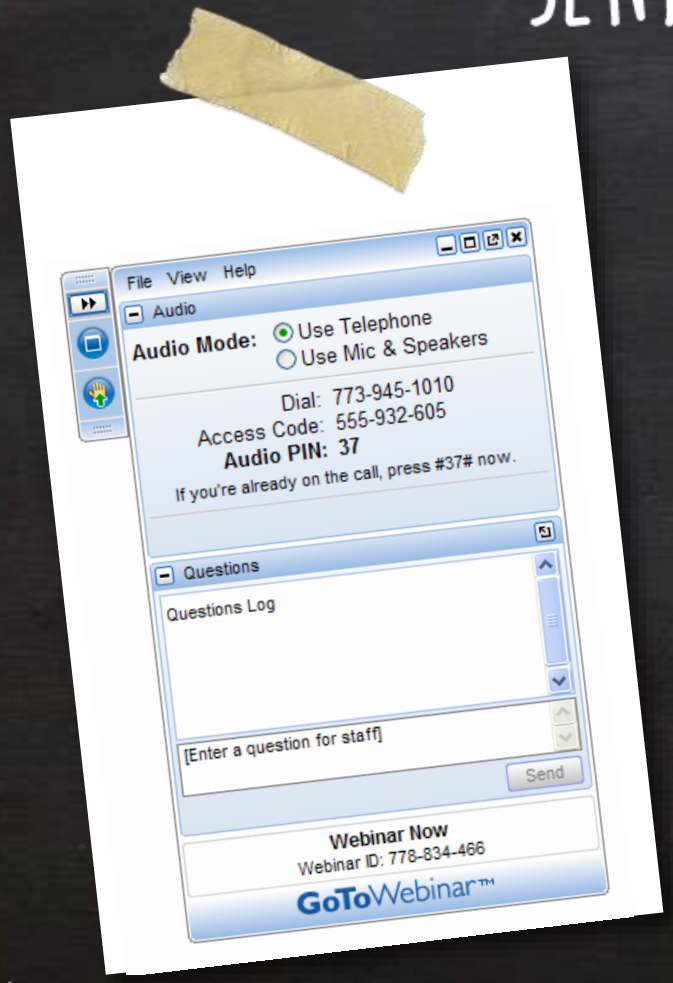
SEND IN YOUR QUESTIONS



- If you have questions during the presentation, please submit them using the "Questions" feature
- Questions will be answered at the end of the webinar
- A link to the recorded webinar will be emailed to you within 24 hours and will also be posted on DealerOn.com/webinar as an On-Demand Webinar

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Tweet Much?

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OBJECTIVES

* Introductions

* Conquest Overview

* Data Cleaning

* The Service Opportunity

* Question & Answer Session

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Conquest is a cost effective way to reach local prospects.

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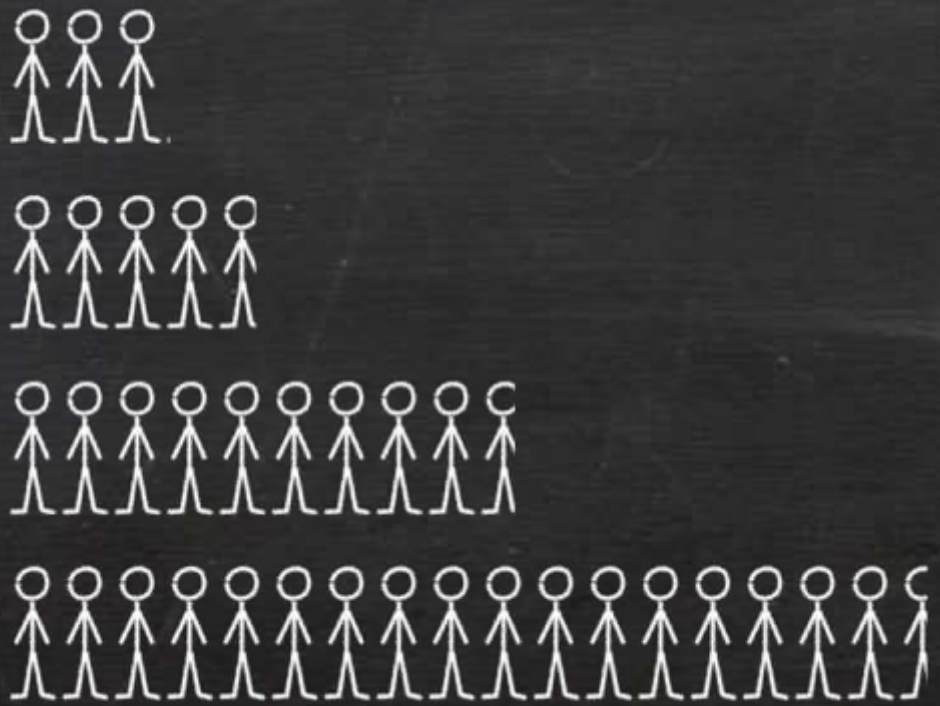

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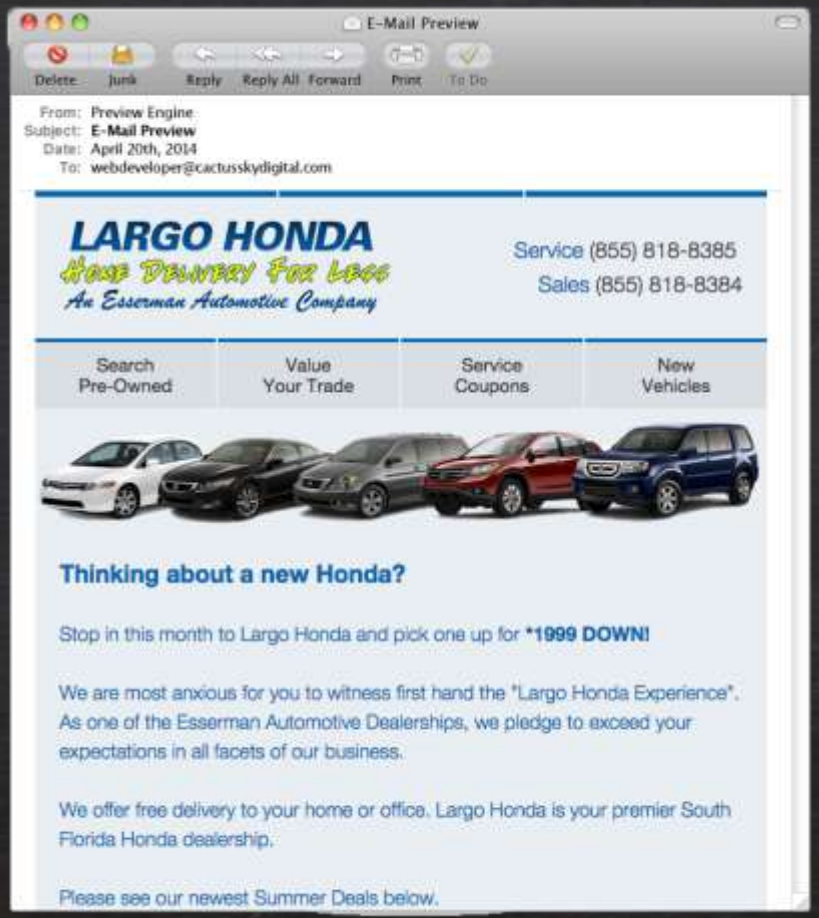

Sample Email Campaign

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You can target local prospects based upon brand.

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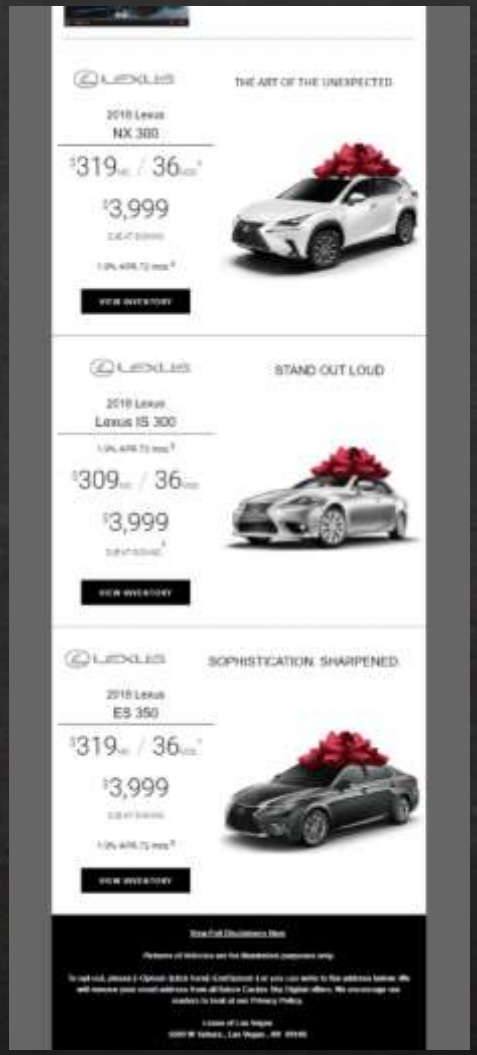
Sample Conquest Campaign



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Sample campaign focused on Service that is co-op able

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Sample campaign that incudes a service offer

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Sample campaign that incudes a service offer

Our service is built around YOUR schedule. 7 days a week – no appointment necessary. Browse our coupon page for a variety of offers to help you afford that much needed maintenance.

Quick Lane® at Springfield Ford Lincoln

THE WORKS

$39.95

*Click for details

View More

Quick Lane® at Springfield Ford Lincoln

PA State Inspection & Emission Testing Special

$49.95

*Click for details

View More

SEE DEALER FOR DETAILS

Springfield Ford Lincoln
50 Baltimore Pike, Springfield, PA 19064
Springfieldford.net

Pictures of Vehicles are for illustration purposes only.

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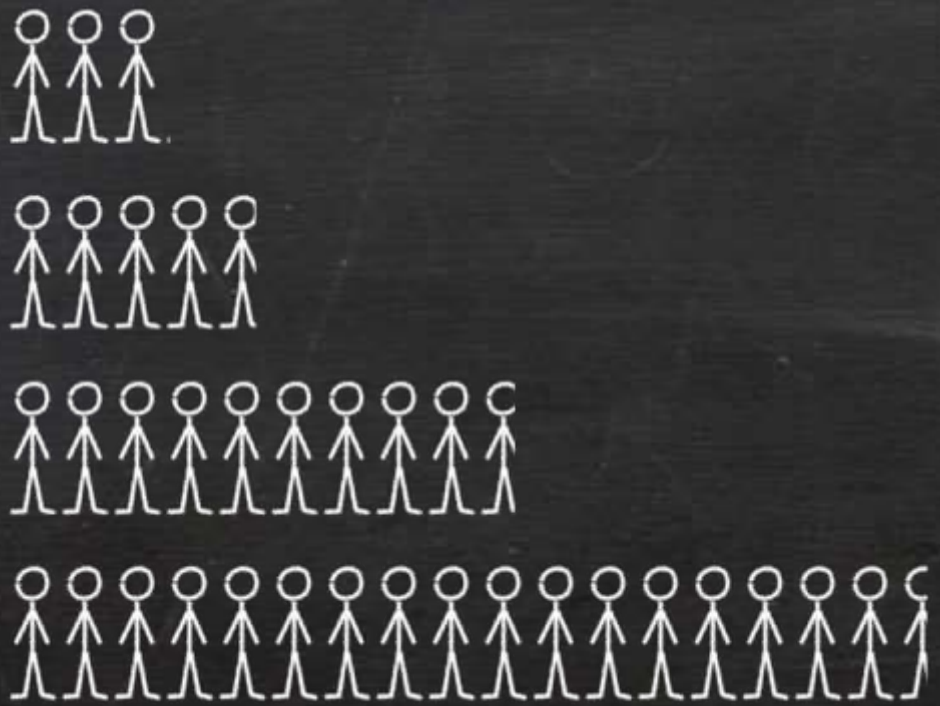

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Unsold Internet Leads in the CRM

Prospect
for Service

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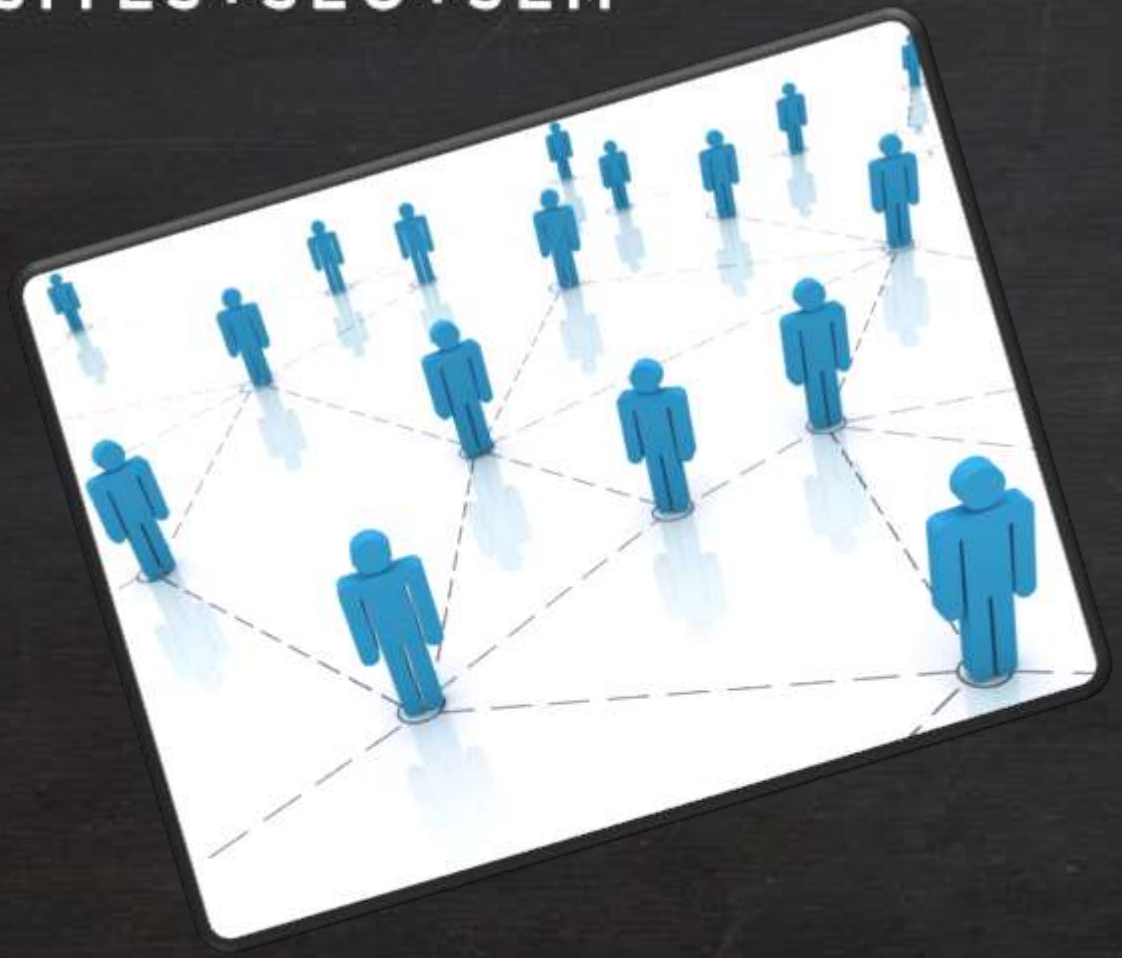

?

Customers in DMS

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Existing Customers in DMS

Customer Composition

Vehicle Sales
Active Service
Lost Service
Orphan Owners

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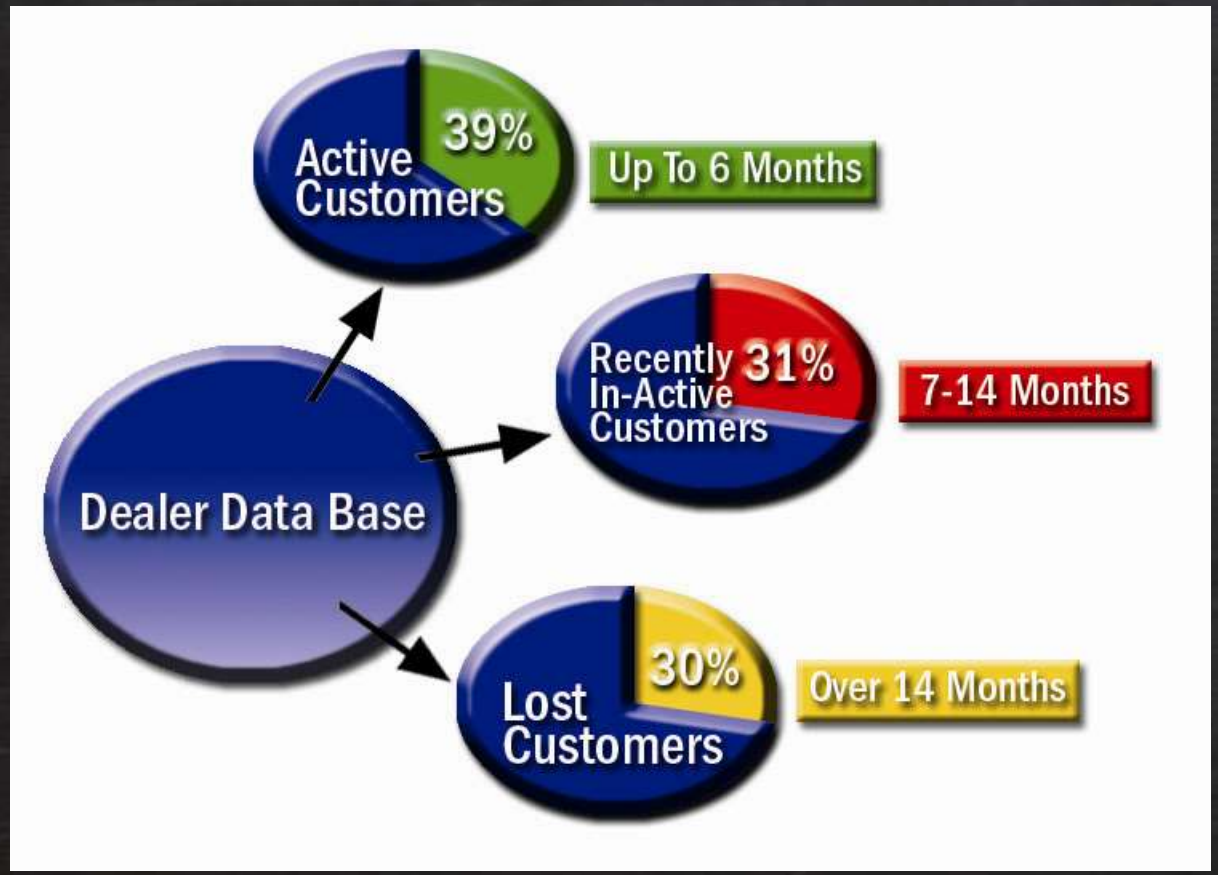
Orphan Service Customer Conquest Marketing

- Service customers to whom you did not sell a car.
- Happy service customers will eventually purchase a new vehicle.



Only 39% of your Customers in the DMS are active service customers

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Build a Combined Customer and Unsold Prospect Database

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Key to INCREASING Sales and Service Revenue

- Deliver mobile-enabled emails to your customers and prospects monthly

Data Cleaning

- Remove potential spam traps
- Hard bounces
- Invalid email addresses

20 to 30 percent of the data is lost by the dealership during this process

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Engagement ISPs:
ENGAGE or get "BULKED"

50 to 70 % of Your Customer and Prospect Database is Comprised of these ISPs

Gmail YAHOO!

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Data Cleaning

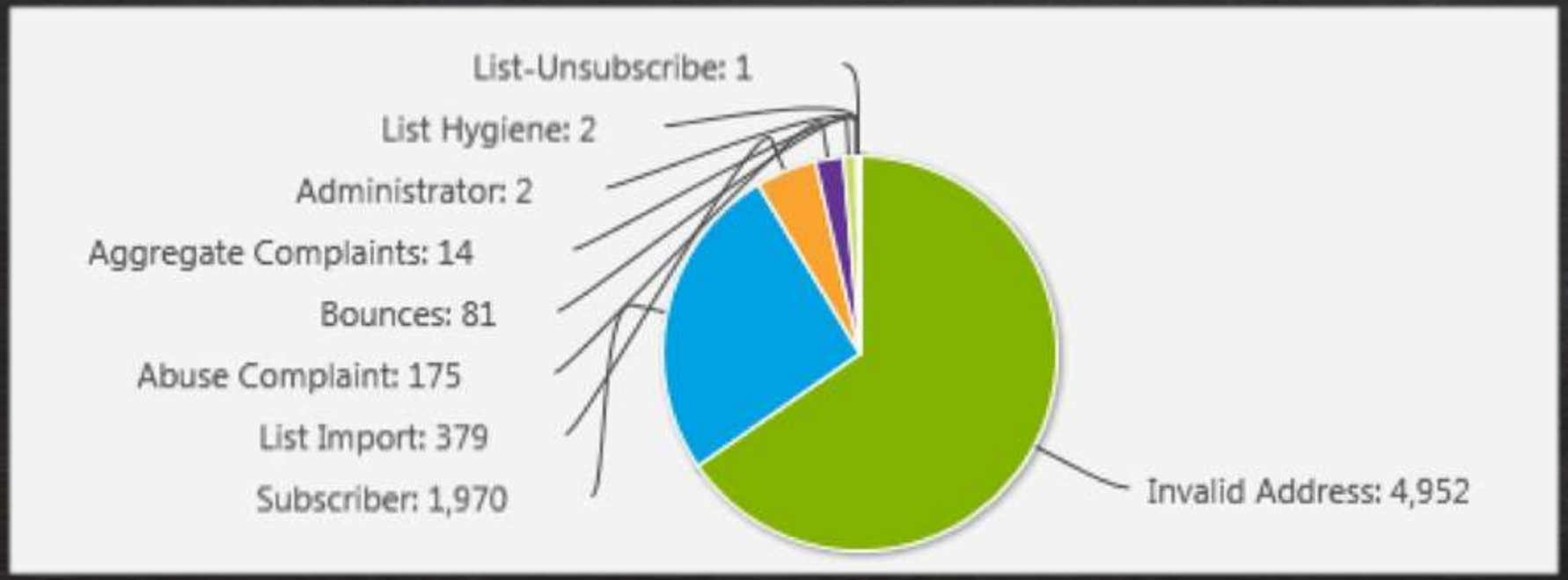
Sample of a Dealership Hygiene Report

Remove Reason	Description	Matched	%
Reputation			
FCC SMS Domains	SMS Domains	23	0.1%
HPR	Heuristic Pattern Recognition	2,148	5.2%
Malicious Moles	Malicious Moles	43	0.1%
Blacklisted Domains	Blacklisted Domains	68	0.2%
Blacklisted Emails	**Blacklisted Addresses**	**1,426**	3.4%
Disposable Domains	Disposable Domains	2	0.0%
Legal Traps	Legal Emails	4	0.0%
Spam Trap Incubator	**Spam Trap Incubator**	**2,342**	5.6%
Deliverability			
Improper RFC Rules	Improperly Formatted Based on RFC Rules	88	0.2%
Improper Domain Rules	Improperly Formatted Based on Domain Rules	201	0.5%
Historic Bounces	**Historic Bounces**	**832**	2.0%
DNS MX Record Analysis	MX Response Filter	424	1.0%
Conversion			
Intl Emails	International Addresses	121	0.3%
Complainer Emails	**Historic Complainers Emails**	**978**	2.3%
Numeric Usernames	Addresses Containing Only Numbers	2	0.0%
Bogus Usernames	Bogus Usernames	49	0.1%
Profanity Usernames	Addresses Containing Profanity	0	0.0%
	Initial Records:	**41,671**	**100.0%**
	Total Filtered:	**8,751**	**21.0%**
	Corrections:	1569	3.8%
	Total Clean:	**32,920**	**79.0%**

Monthly Sales and Service Marketing on a Preset Schedule

- **Send monthly emails out to the ENTIRE database – every month**

Remove Hard Bounces



Service Opportunity

Satisfied Service Customers Eventually BUY Cars

- **Convert service customers to NEW car buyers**
- **Keep local prospects engaged with your dealership**

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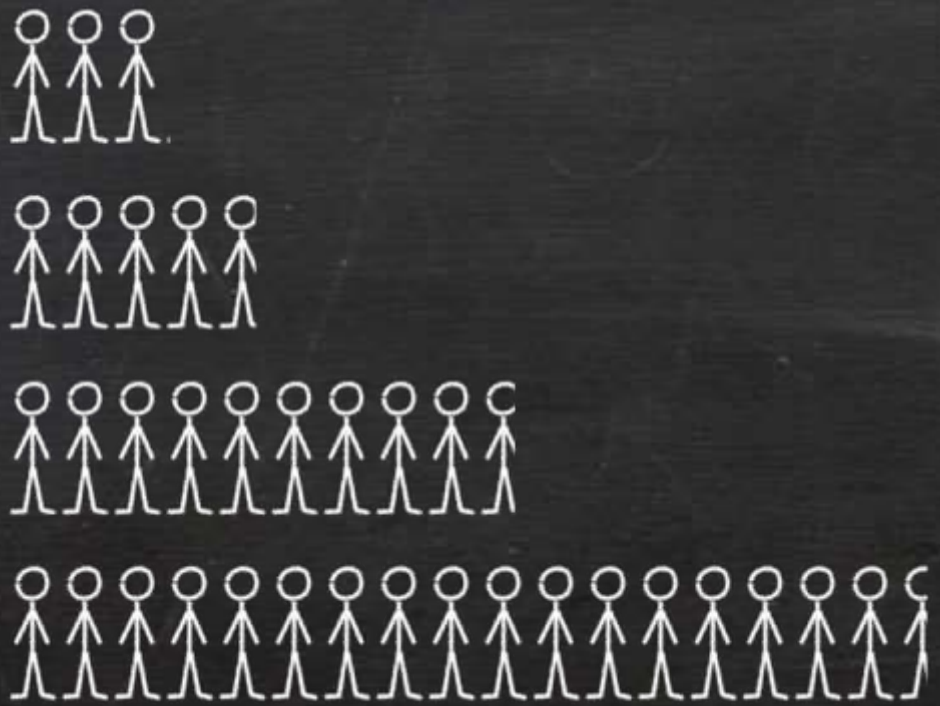

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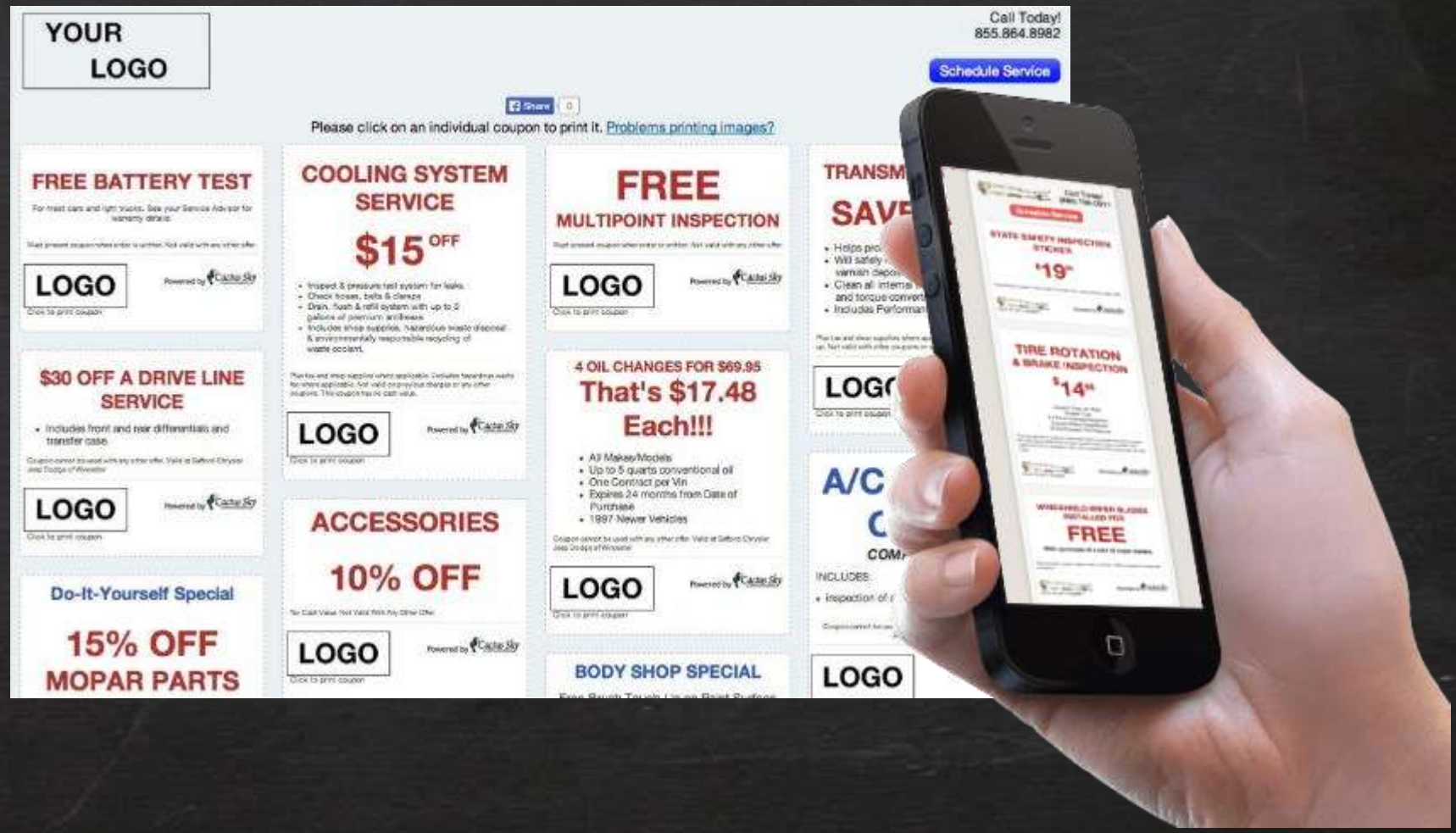
Mobile Coupons

Email Coupons are Cost-Effective and Trackable



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Service Coupons for All Makes and Models

- Bring in additional customers
- Reactivate dormant leads

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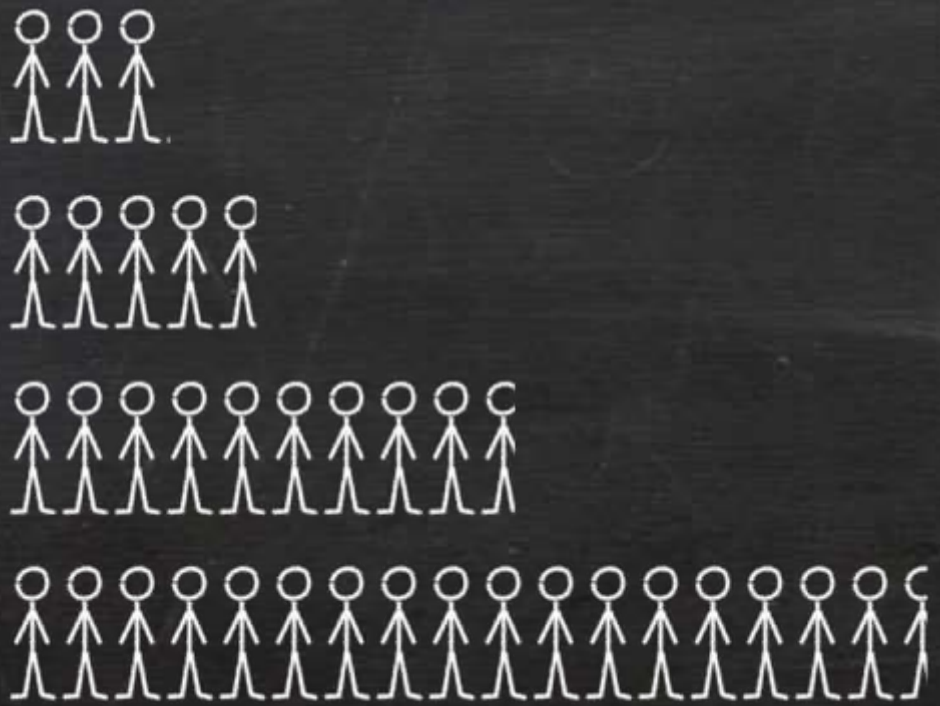

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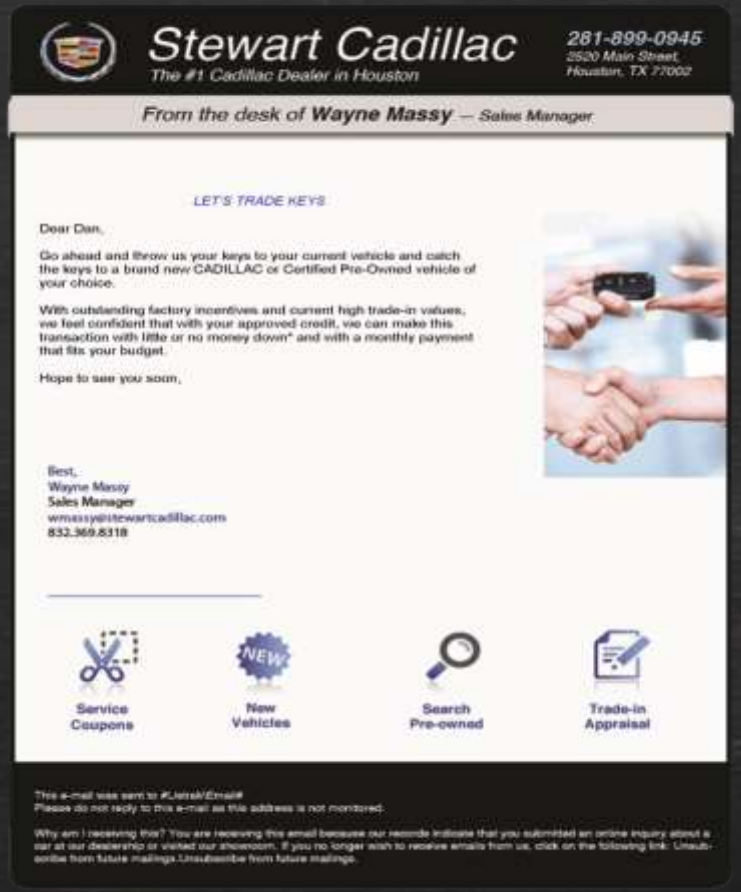
Email is a Relationship Building Tool

Key elements of every campaign:

- Should be HTML
- Local Phone Number
- Links to:
  - New Vehicles
  - Pre-Owned
  - Service Coupons
  - Trade-in Value
- Personalized



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Drive More Leads to Your Dealership's Website

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Email Drives High Quality Website Traffic

Site Avg: 01:56
CRM Gold: 02:45

Total Traffic Sources: 177
CRM Gold Rank: 3 & 4

Pages / Visit
Site Avg: 3.51
CRM Gold: 4.19

Source / Medium	Acquisition			Behavior		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	12,087 % of Total: 100.00% (12,087)	87.95% Site Avg: 87.81% (0.16%)	10,630 % of Total: 100.16% (10,613)	30.02% Site Avg: 30.02% (0.00%)	3.51 Site Avg: 3.51 (0.00%)	00:03:03 Site Avg: 00:03:03 (0.00%)
1. google / organic	5,728 (47.38%)	87.48%	5,011 (47.14%)	14.79%	4.17	00:03:35
2. (direct) / (none)	2,930 (24.24%)	84.71%	2,482 (23.35%)	21.67%	3.83	00:03:53
3. CRM Gold/ email	1,503 (12.43%)	94.08%	1,414 (13.30%)	66.53%	1.84	00:01:10
4. CRM Gold / email	709 (5.87%)	97.18%	689 (6.48%)	62.76%	2.35	00:01:35
5. bing / organic	263 (2.18%)	95.06%	250 (2.35%)	60.46%	2.01	00:01:16
6. yahoo / organic	234 (1.94%)	95.30%	223 (2.10%)	58.97%	1.94	00:01:29

Feed your BDC with warm prospects based upon their activities

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To-Do Checklist

- Clean Your Databases
- Follow Up Until They BUY or DIE
- Professional Email Content
- Conquest Coupon Page
- Use Mobile-Enabled Emails

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Q&A: ASK OUR EXPERT

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Today's Expert

Peter "WebDoc" Martin

President, Cactus Sky Digital &
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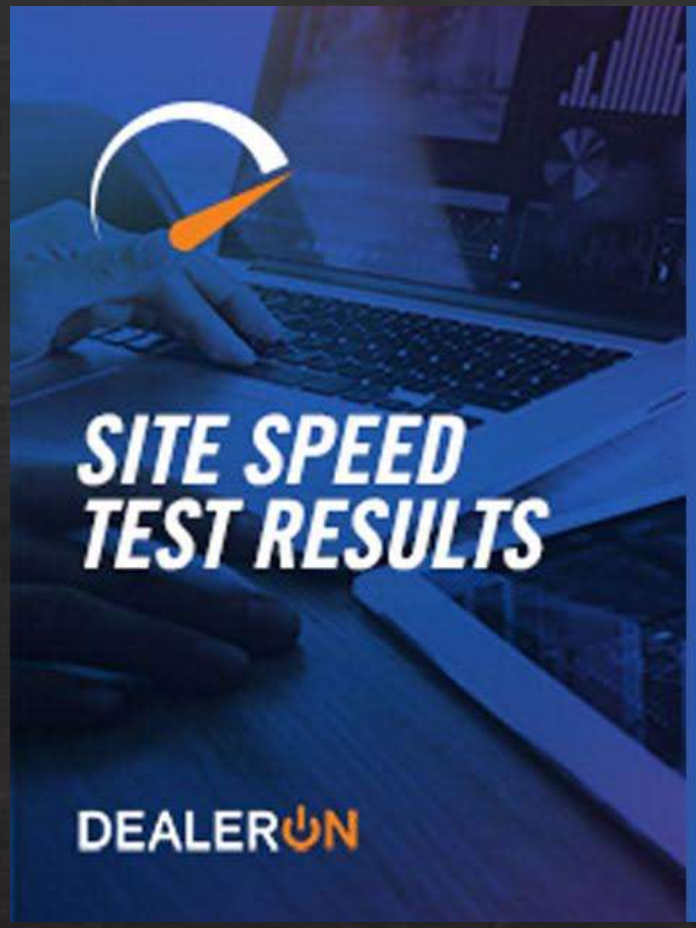

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Thursday, Feb. 15 **12pm EST / 9am PST**

Advanced Lead Handling Like a Rockstar

Bobbie Herron

Automotive Rockstar

ZMOT

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