

Key Conquest Email Strategies
that Boost Fixed Ops & Sales



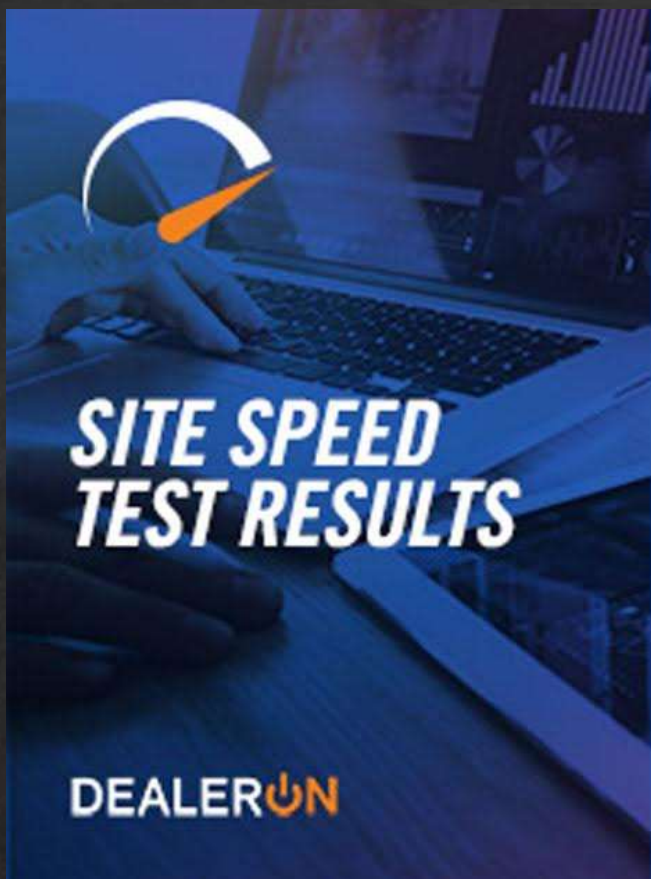
@DealerOn
@ElianaRaggio
@WebDocPeter



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%





Losing traffic to a **slow** mobile site?

Get a **Mobile Site Speed Test** after the webinar!

Customized test includes:

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

Say Hello To...



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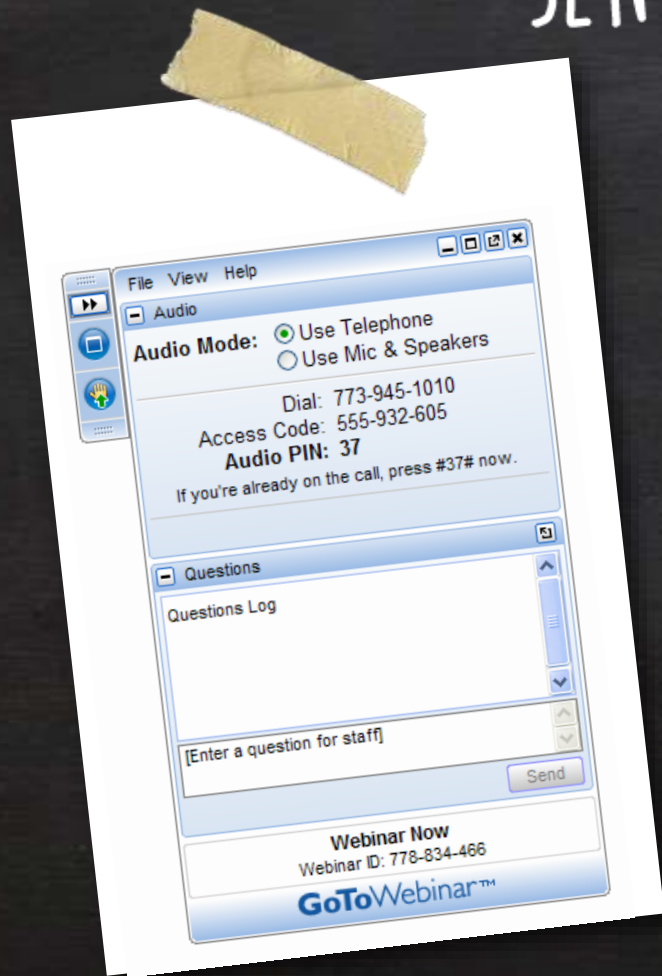
@WebDocPeter



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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



PRIZE ALERT



After the presentation, be the first to answer
the giveaway question correctly to win this awesome prize!



@DealerOn
@ElianaRaggio
@WebDocPeter



AFTER THE SHOW



After the webinar, please fill out our short survey
and let us know what YOU thought of today's presentation!



@DealerOn
@ElianaRaggio
@WebDocPeter



Tweet Much?

@Dealeron

@ElianaRaggio

#dealeronwebby

@WebDocPeter

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OBJECTIVES

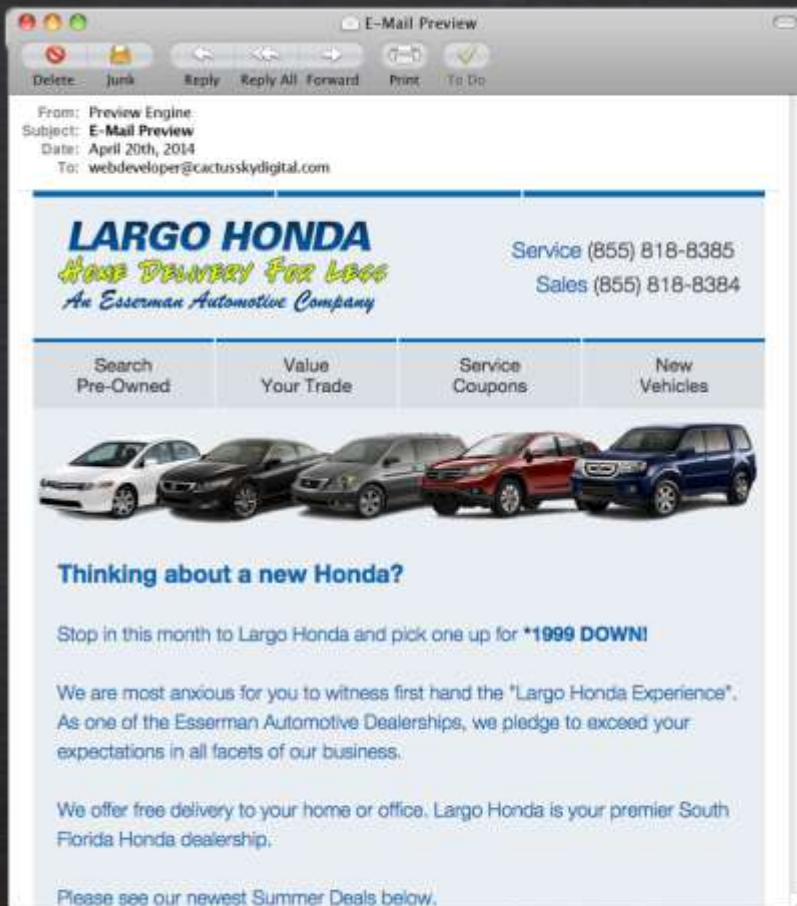
- * Introductions
- * Conquest Overview
- * Data Cleaning
- * The Service Opportunity
- * Question & Answer Session



Conquest is a
cost effective
way to reach
local prospects.

POLL QUESTION





Sample Email Campaign



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@ElianaRaggio
@WebDocPeter





You can target local
prospects based upon
brand.

Sample Conquest Campaign

LEXUS OF LAS VEGAS
8000 W Sahara
Las Vegas, NV 89148
www.lexusoflasvegas.com
Sales (702) 879-4021

NEW VEHICLES CERTIFIED PRE-OWNED VEHICLE SPECIALS LEASE SPECIALS SERVICE

FOR A LIMITED TIME

2017 Lexus RX 350

\$399 / 36 mos.
\$2,799 cash price
1.9% APR, 15 mos.*

VIEW INVENTORY

DECEMBER TO REMEMBER
SALES EVENT UNTIL MONTH'S END!

Holiday season is here at last and the December to Remember Sales Event is back. You can afford to drive a Lexus this month thanks to our incredible lease prices. Lexus is very meticulous with the design and structure of each model, and it is our duty at Lexus of Las Vegas to ensure you have the perfect car for you or your loved one. Come into our dealership this month and see why so many people choose Lexus for life.

GET A CAR

LEXUS THE ART OF THE UNEXPECTED

2018 Lexus

#DEALERONWEBBY



LEXUS THE ART OF THE UNEXPECTED

2018 Lexus NX 300

\$319 / 36 mos.
\$3,999 cash price
1.9% APR, 15 mos.*

VIEW INVENTORY

LEXUS STAND OUT LOUD

2018 Lexus Lexus IS 300

\$309 / 36 mos.
\$3,999 cash price
1.9% APR, 15 mos.*

VIEW INVENTORY

LEXUS SOPHISTICATION SHARPENED

2018 Lexus ES 350

\$319 / 36 mos.
\$3,999 cash price
1.9% APR, 15 mos.*

VIEW INVENTORY

Thank-You Discount Plan

Eligible customers only. See dealer for details.

To get this plan, please e-mail: lexus@lexusoflasvegas.com or call us at 702-879-4021. We will review your credit history and determine if you are eligible for this plan. We encourage you to visit us at our Las Vegas location to see why so many people choose Lexus for life.

Lexus of Las Vegas
8000 W Sahara, Las Vegas, NV 89148



@DealerOn
@ElianaRaggio
@WebDocPeter



Sample campaign focused on Service that is co-op able

#DEALERONWEBBY

Quick Lane
TRUCK & AUTO CARE
at Springfield Ford Lincoln

50 Baltimore Pike
Springfield, PA 19064
Service (610) 546-0700

Great Service Deals

- We Service All Makes and Models -

[Schedule Your Service](#)



Slip and Slide Savings!

Have you faced vehicle damage as a result of the recent winter storms? Springfield wants to help. We know that ice, snow, and sleet can cause a variety of damage to your vehicle from scratches and paint damage to significant dents from collisions.

At Springfield Ford we:

- work with all insurance companies
- service all makes and models
- offer FREE estimates

Peruse our special Slip and Slide Savings coupons and get your vehicle back in tip-top shape.

[New Vehicles | Pre-Owned | Value Your Trade | Get Pre-Approved](#)

Quick Lane® at
Springfield Ford Lincoln

**Bumper Repair
Special:
Starting at**

\$299.00

*Click for details

[Print Coupon](#)

Quick Lane® at
Springfield Ford Lincoln

**Full Interior
Detail**

\$125.00

*Click for details



[Print Coupon](#)

Quick Lane® at
Springfield Ford Lincoln

Quick Lane® at
Springfield Ford Lincoln

Sample campaign
that includes
a service offer

Customer-First Unpretentious Expertise

Springfield
  (610) 544-0700
50 Baltimore Pike
Springfield, PA 19064


New Ford New Lincoln Pre-Owned Vehicles Value Your Trade Service Specials

New 2017 Ford Escape FWD SE

\$165 /mo. for 36 mos.¹

\$3,740 Cash or Trade Due at Signing

[VIEW OFFERS](#)



YEAR END SAVINGS UNTIL MONTH'S END


Come into Springfield Ford Lincoln before 2018 to get incredible end of the year savings. You deserve to ring in the New Year with a brand new vehicle, and we want to guide you through every step of the process. Come into our dealership today and see why so many people choose Springfield Ford for the life of their vehicle and beyond.

New 2017 Ford Fusion FWD SE

\$165 /mo. for 36 mos.²

\$3,620 Cash or Trade Due at Signing


[VIEW OFFERS](#)






New 2017 Ford Focus

\$4,000 Cash Back³

[VIEW OFFERS](#)




Low price tires.
High caliber techs.


 **LOW PRICE TIRE GUARANTEE**

[Click for offer details](#)



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Sample campaign that includes 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**

\$39⁹⁵

*Click for details

[View More](#)

Quick Lane® at
Springfield Ford Lincoln

**PA State Inspection
& Emission Testing
Special**

\$49⁹⁵

*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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POLL QUESTION

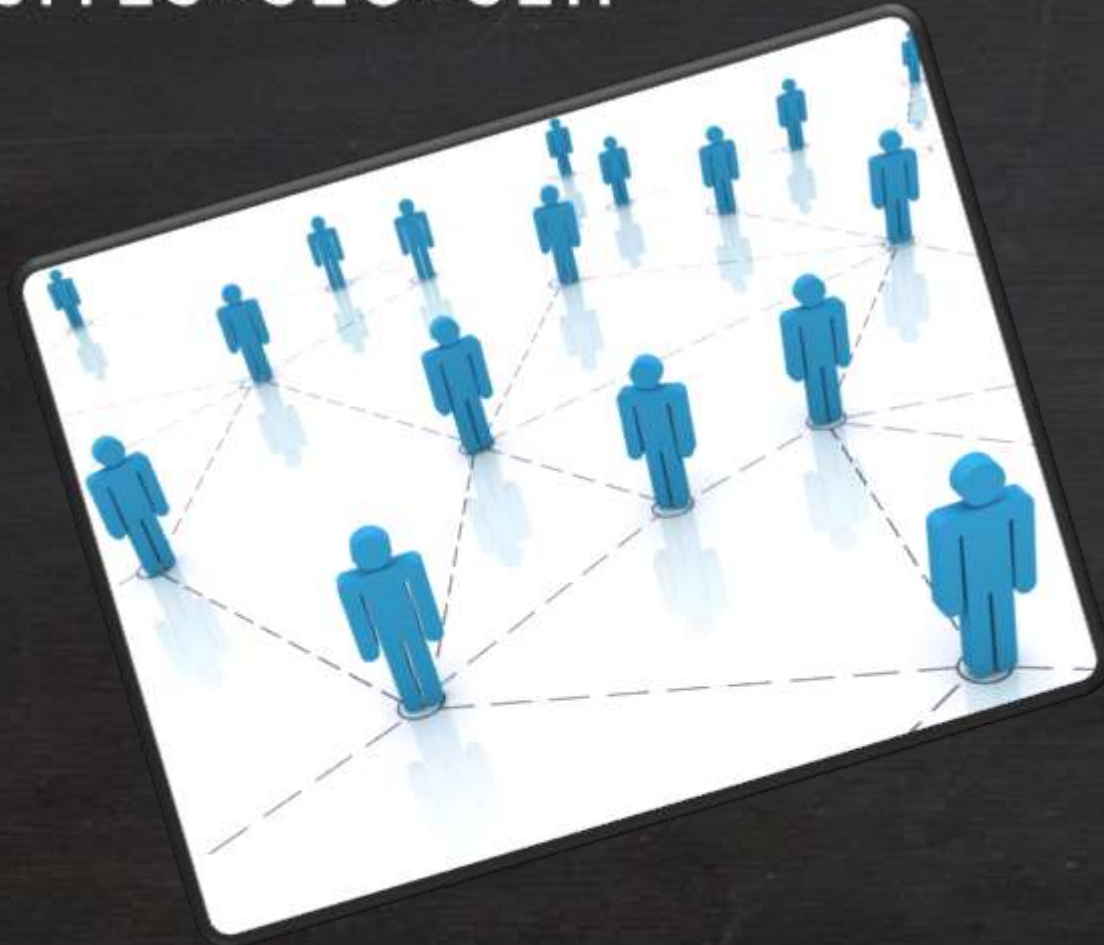


Unsold Internet Leads in the CRM



Prospect
for Service





Customers in DMS

Existing Customers in DMS

Customer Composition

Vehicle Sales
Active Service

Lost Service

→ Orphan Owners



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





**Build a Combined
Customer and
Unsold Prospect
Database**



Key to **INCREASING** Sales and Service Revenue

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



Data Cleaning

20 to 30
percent

of the data is lost by
the dealership during
this process

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



Engagement ISPs:
ENGAGE or get “BULKED”

50 to 70 %

of Your Customer and Prospect
Database is Comprised of these ISPs

Gmail

YAHOO!



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%

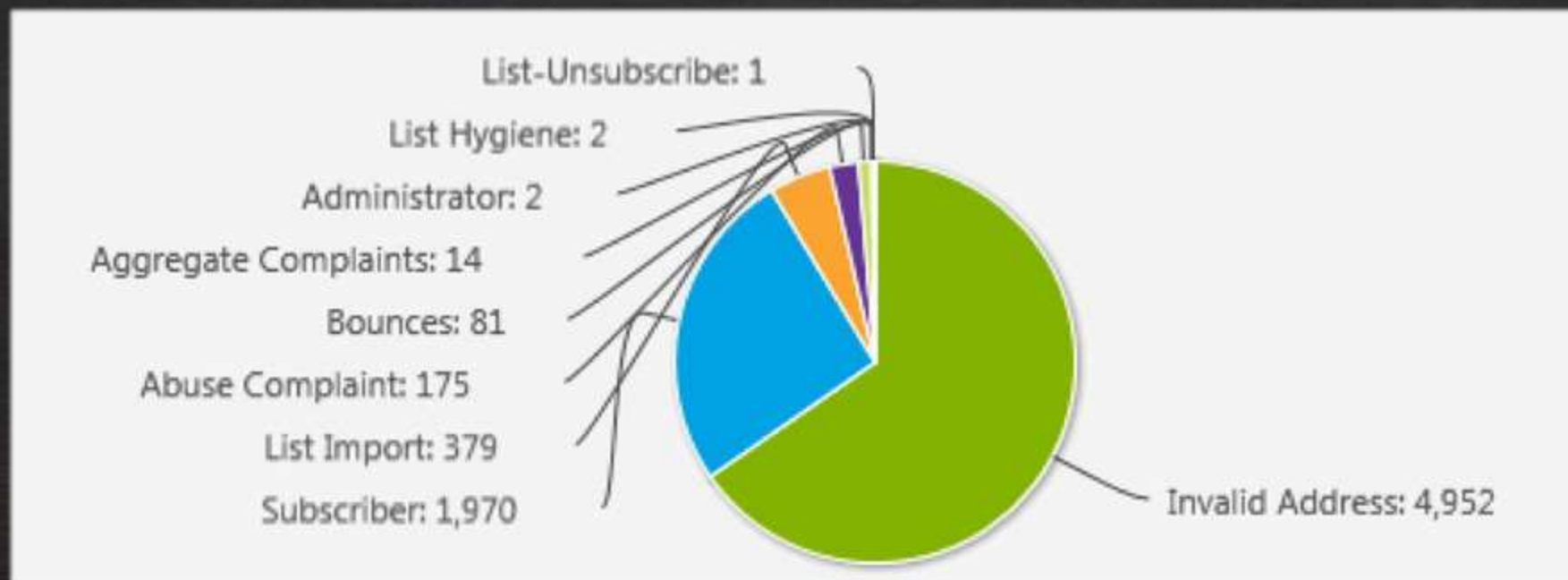


Monthly Sales and Service Marketing on a Preset Schedule



- 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



POLL QUESTION



Email Coupons are Cost-Effective and Trackable



Service Coupons for All Makes and Models



- Bring in additional customers
- Reactivate dormant leads



POLL QUESTION



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



Drive More Leads to Your Dealership's Website



Email Drives High Quality Website Traffic

<div> <div>Site Avg: 01:56 CRM Gold: 02:45</div> <div>Total Traffic Sources: 177 CRM Gold Rank: 3 & 4</div> <div>Pages / Visit Site Avg: 3.51 CRM Gold: 4.19</div> </div>						
Source / Medium	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	12,087 <small>% of Total: 100.00% (12,087)</small>	87.95% <small>Site Avg: 87.81% (0.18%)</small>	10,630 <small>% of Total: 100.18% (10,613)</small>	30.02% <small>Site Avg: 30.02% (0.00%)</small>	3.51 <small>Site Avg: 3.51 (0.00%)</small>	00:03:03 <small>Site Avg: 00:03:03 (0.00%)</small>
1. google / organic	5,728 (47.39%)	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%)	82.76%	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

To-Do Checklist

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

Q&A: ASK OUR EXPERT



@DealerOn
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Today's Expert



Peter "WebDoc" Martin

President, Cactus Sky Digital &
Testimonial Builder

954.205.7716

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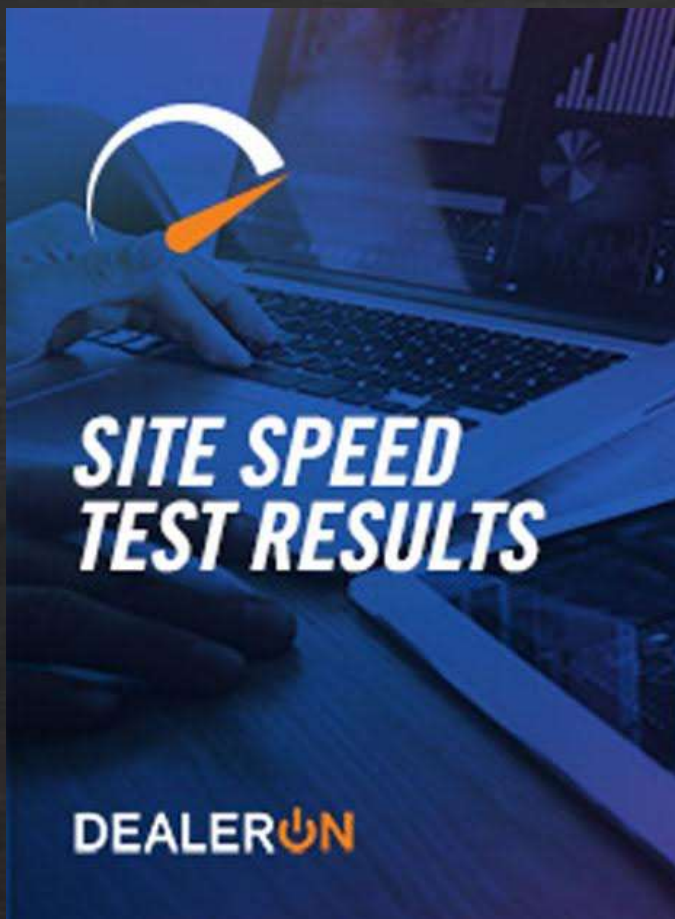


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CHECK OUT OUR NEXT WEBINAR

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

Advanced Lead Handling
Like a Rockstar



Bobbie Herron

Automotive Rockstar



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@ElianaRaggio
@WebDocPeter

