
EnterEcom Web Solutions

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Automotive Sales Blitz

Designed for Automotive Dealers by Automotive Professionals

OVERVIEW

EnterEcom Web Solutions is an internet and direct sales marketing firm that specializes in increasing customer engagement and sales for businesses of all sizes. Our services will re-engage your entire database of previous customers and prospects using 4 channels of marketing. With our service, we will place phone calls, send emails, leave personal voicemails and send text messages to your entire database. Our strategies will effectively and efficiently market your dealership's programs and services, resulting in more sales and increased profits per customer.

GOALS

1. Create, re-engage and re-establish positive relationships with lost prospects and previous customers
2. Increase dealership showroom appointments
3. Increase dealership's service center appointments
4. Completely scrub your dealership's database ridding it of bad phone numbers, do not contact numbers and bounced email addresses
5. Separate prospects into relevant defined lists for consistent and relevant marketing messages
6. Deliver proven marketing messages, that cause prospects to engage from direct emails, phone calls, voicemail messages, and text message marketing campaigns
7. Maximize the dealership's opportunities for sales and service appointments
8. Minimize the dealership's lead waste and overhead costs due to lack of correspondence, lack of marketing skill set and lack of employee follow up

SPECIFICATIONS

Using our service we will contact each and every contact in your database using the following marketing strategies: (Each method is customized with your approved marketing message to your liking and desire)

1. Phone calls - We will call and set showroom appointments for test drives, auto refinancing, collecting referrals, market dealerships service center with incentives, and gather information for future sales opportunities. (Your script can be implemented or we can use ours if you don't have one)
2. Voicemail - (When Phone Call Goes To Voicemail) Deliver pre-recorded voicemail messages tailored to the individual prospect called. This results in a consistent marketing message that is proven to get results. (ex: Bad credit prospects receive a voicemail that they can relate to.) (New car prospects receive a new car incentive message. etc.) (Previous customers receive incentives to upgrade, refinance and or get their vehicle into service.)
3. Personalized email based upon phone call outcome. (Ex: Customer answers phone, is happy, and not in the market to upgrade or refi, so they would then be sent an email, marketing a free oil change when they purchase two, or they would get a free brake inspection with oil change. Etc.)
4. Text message marketing - Each prospect that is left a voicemail will also receive a customized text message directing them back to their voicemail and email. Enticing them to reply. All designed to increase engagement.

Milestones

Your Results

You will receive daily:

- Minimum 500 outbound contact attempts. (1 attempt includes: phone calls, emails, text messages and voicemails left if necessary)
- Full reporting and breakdown of all calls showing the number of connected live calls, disconnects, emails sent, emails opened, text messages sent, and voicemails left.
- Outcome of all contacted prospects and appointments set
- Hot list of hot prospects that should be contacted and worked immediately

Packages

Each dealership's service is customized. Our services will be conducted at your location with a dedicated on site representative who is an automotive professional with years of experience in appointment setting, auto sales and internet marketing.

For all packages: Service includes a phone call, email, voicemail, and text message sent to each prospect.

- Silver package: 5000 prospects \$3,000 Set up fee of \$699
- Gold package: 10000 prospects \$5,000 Set up fee of \$599
- Platinum package: 15000 prospects \$8,000 Set up fee of \$299

Until the end of November we are cutting the set up fee for all packages to \$299

CALL RIGHT NOW TO GET YOUR END OF THE YEAR BLITZ STARTED.