

AUTOCONQUEST PRESENTS THE 4 PART PROGRAM

HANDWRITTEN LETTER W/ CUSTOM BUSINESS CARD | CELL PHONE DATA | EMAIL BLAST | SOCIAL MEDIA AD TARGETING

100% CO-OPABLE WITH ALL MANUFACTURERS

WE HANDLE THE PRE-APPROVAL, FILE THE CLAIM & GUARANTEE REIMBURSEMENT



HANDWRITTEN LETTER W/ BUSINESS CARD

Offers sent to customers meeting the credit criteria chosen by your dealership.



PHONE DATA

Cell phone data shared on all customers not on DNC list for your team to call.



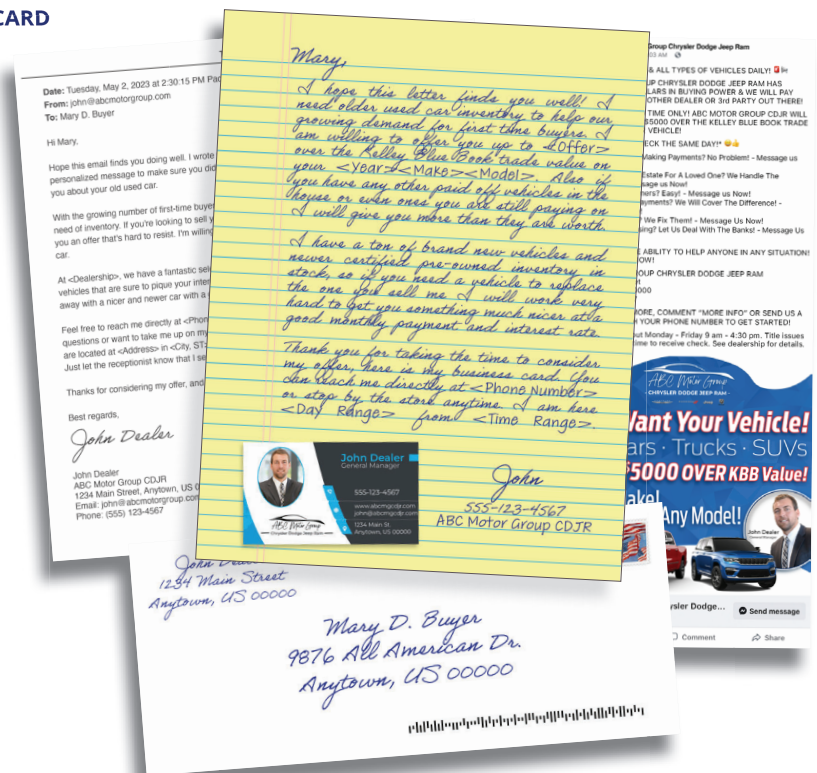
EMAIL BLAST

Customers receive 3 follow up emails on behalf of dealership.



FACEBOOK / INSTAGRAM AD

Ad run targeting recipients of offer on dealership's official Facebook / Instagram page.



	<p>\$9,950</p> <p>5,000 Customers Mailed 2500 - 4500 Cells 15,000 Emails 2 Week FB/IG Social Ad</p>	<p>\$13,875</p> <p>7,500 Customers Mailed 3500 - 6750 Cells 22,000 Emails 2 Week FB/IG Social Ad</p>	<p>\$17,950</p> <p>10,000 Customers Mailed 5000 - 9000 Cells 30,000 Emails 2 Week FB/IG Social Ad</p>	
<p>\$21,375</p> <p>12,500 Customers Mailed 6250 - 11250 Cells 37,500 Emails 2 Week FB/IG Social Ad</p>	<p>\$24,000</p> <p>15,000 Customers Mailed 7500 - 13500 Cells 45,000 Emails 2 Week FB/IG Social Ad</p>	<p>\$31,000</p> <p>20,000 Customers Mailed 10000 - 18000 Cells 60,000 Emails 2 Week FB/IG Social Ad</p>	<p>\$43,500</p> <p>30,000 Customers Mailed 15000 - 27000 Cells 90,000 Emails 2 Week FB/IG Social Ad</p>	<p>\$56,000</p> <p>40,000 Customers Mailed 20000 - 36000 Cells 120,000 Emails 2 Week FB/IG Social Ad</p>

OMNI CHANNEL CONQUEST BUY-BACK EVENT

DATA ACQUISITION: All of our data is pure conquest with the option to include your database. Conquest data powered by Equifax's new national auto file. All customer data includes VIN details. All data scrubbed against the Vin Dispenser Database at time of data download to remove and replace any VIN's no longer associated with the customer. We provide all data in lead form which includes (First Name | Middle Initial | Last Name | Address, City, State, Zip | Year, Make, Model, Vin | Cell Phone, Email Address). You select years, makes, models of vehicles we target for the store.

CREATIVE: All creative is customized for your dealership and maintained in our database for future use. You provide to us a headshot for the business card & social ad, phone number, email, hours of operation and buy-back incentive to be included. Handwritten Envelope, Letter, Business Card & Emails all utilize variable data to personalize every consumers offer.

EXECUTION: Turn-around time is the fastest in the industry. From the time all assets are received our jobs are printed and shipped out within 48 hours. With our production/shipping facility located in Dallas, TX we can get our offers to arrive anywhere in the country within 5-7 business days. USPS Tracking used on all mail to ensure there is no delay in delivery with the USPS SCF's.

TRAINING: We have our own CRM for your BDC/Sales Team to work all the leads during the campaign with the ability to automatically push all the data into your own CRM if you elect to use your own. Full training on our CRM provided up front prior to launch.

RETARGETING: Retargeting via cell phone, email & social media runs for 2 weeks following in-home delivery confirmation of offers. Cell phone data provided to store for BDC/Sales Team to call. Custom Email Blasts delivery on the two following Thursdays after delivery of offer. Facebook & Instagram ad runs for 2 weeks on a daily basis following delivery of offer.

CRM

Access to online CRM that has a lead on all targeted customers.

CHOOSE CRITERIA

You choose the year, make, and model of all customers targeted.

ADFXml

ADFXml integration with your in house CRM.

SEAMLESS

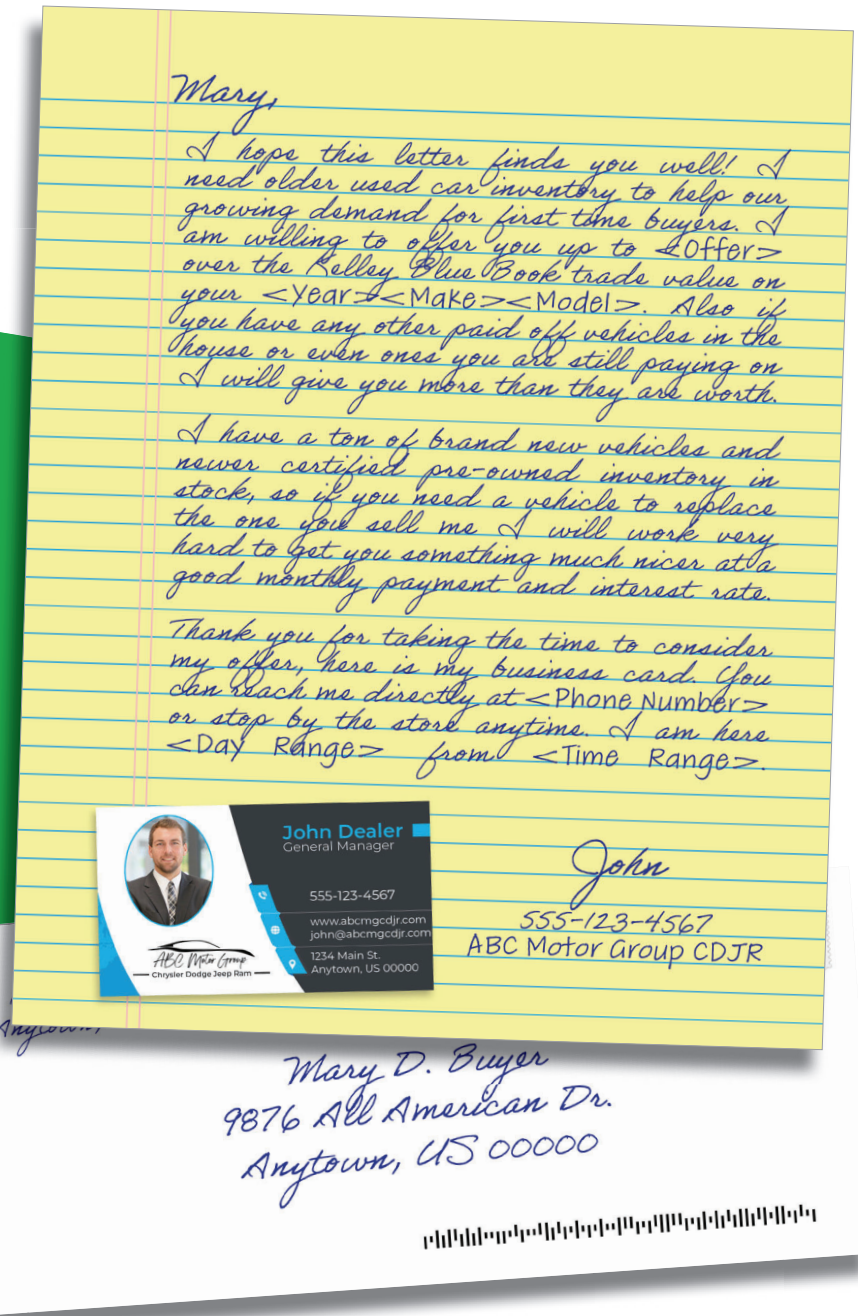
Complete transparency from start to finish.

HANDWRITTEN LETTER W/BUSINESS CARD

In today's digital age, receiving a handwritten letter is a rare and special experience that can leave a lasting impression on the recipient.

Our personalized letters are crafted with care and attention to detail, making your customers feel valued and appreciated.

Plus, with a business card attached, they have all the information they need to reach out and start the conversation.



EMAIL CAMPAIGN

In addition to our handwritten letters, we also offer a comprehensive email campaign designed to reach even more potential customers.

Our team of experts will work with you to create compelling email content that grabs attention and drives engagement, helping you build relationships and generate leads.

Tuesday, May 2, 2023 at 2:30:15 PM Pacific Daylight Time

Date: Tuesday, May 2, 2023 at 2:30:15 PM Pacific Daylight Time

From: john@abcmotorgroup.com

To: Mary D. Buyer

Hi Mary,

Hope this email finds you doing well. I wrote you a letter the other day, but I wanted to follow up with a more personalized message to make sure you didn't miss it. I'm <Name> from <Dealership>, and I wanted to talk to you about your old used car.

With the growing number of first-time buyers in the market, there's a huge demand for used cars, and I'm in need of inventory. If you're looking to sell your <Year> <Make> <Model> or any other vehicle, I'd like to make you an offer that's hard to resist. I'm willing to pay up to \$5000 over the Kelley Blue Book trade value for your car.

At <Dealership>, we have a fantastic selection of new and certified pre-owned inventory, including low-mileage vehicles that are sure to pique your interest. If you sell your car to me, I'll work hard to make sure you drive away with a nicer and newer car with a good monthly payment and interest rate.

Feel free to reach me directly at <Phone Number> or send me an email at <Email Address> if you have any questions or want to take me up on my offer. If you have some time to stop by, I'd love to show you around. We are located at <Address> in <City, ST>. I am personally here to assist you every day, from <Time Schedule>. Just let the receptionist know that I sent you this letter when you get here.

Thanks for considering my offer, and I hope to hear from you soon! Have a fantastic day.

Best regards,

John Dealer

John Dealer
ABC Motor Group CDJR
1234 Main Street, Anytown, US 00000
Email: john@abcmotorgroup.com
Phone: (555) 123-4567

SOCIAL MEDIA AD

To further expand your reach, we'll also create a custom social media ad promoting your program.

Our team of graphic designers will work with you to create a compelling and visually appealing social media ad that showcases your dealership's unique selling points and draws in new customers.

With our social media ad service, you can reach a wider audience and generate interest in your dealership's offerings. We'll help you stand out from the competition and connect with potential customers in a meaningful way.

Contact us today to learn more about how our conquest customer acquisition program can help your dealership grow, and take the first step towards a successful and profitable future!

ABC Motor Group Chrysler Dodge Jeep Ram
April 4 at 10:03 AM

📍 WE BUY ANY & ALL TYPES OF VEHICLES DAILY! 📍

ABC MOTOR GROUP CHRYSLER DODGE JEEP RAM HAS MILLIONS OF DOLLARS IN BUYING POWER & WE WILL PAY MORE THAN ANY OTHER DEALER OR 3rd PARTY OUT THERE!

⚠️ FOR A LIMITED TIME ONLY! ABC MOTOR GROUP CDJR WILL GIVE YOU UP TO \$5000 OVER THE KELLEY BLUE BOOK TRADE VALUE FOR YOUR VEHICLE!

★ GET YOUR CHECK THE SAME DAY!* 😊👍

- ✅👍 Are You Still Making Payments? No Problem! - Message us Now!
- ✅👍 Handling An Estate For A Loved One? We Handle The Paperwork! - Message us Now!
- ✅👍 Multiple Owners? Easy! - Message us Now!
- ✅👍 Behind On Payments? We Will Cover The Difference! - Message Us Now!
- ✅👍 Title Issues? We Fix Them! - Message Us Now!
- ✅👍 Are You Leasing? Let Us Deal With The Banks! - Message Us Now!

👉 WE HAVE THE ABILITY TO HELP ANYONE IN ANY SITUATION! COME SEE US NOW!

ABC MOTOR GROUP CHRYSLER DODGE JEEP RAM
1234 Main Street
Anytown, US 00000
(555) 123-4567

CLICK LEARN MORE, COMMENT "MORE INFO" OR SEND US A MESSAGE WITH YOUR PHONE NUMBER TO GET STARTED!

* Checks paid out Monday - Friday 9 am - 4:30 pm. Title issues may add extra time to receive check. See dealership for details.

We Want Your Vehicle!
Cars · Trucks · SUVs
Up To \$5000 OVER KBB Value!
Any Make!
Any Model!

John Dealer
General Manager

ABC Motor Group Chrysler Dodge...
Car Dealership

Send message

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