

Owner Marketing Sales Essentials | Description of Services

Overview of Services Provided:

Owner Marketing Sales Essentials is a comprehensive email marketing solution that utilizes email campaigns, customer surveys, and phone and email lead tracking to support the following goals:

- Provide a specialized email marketing solution that promotes your vehicle sales profit centers
- Contribute to the generation of sales revenue as well as the building of long-term, profitable customer relationships between dealers and dealership customers
- Increase quality engagements on your website (inventory views, hours & directions visits, phone calls, email leads etc.) from email recipients

Participation:

Successful delivery of this service requires your active participation in the following areas:

- Provide a Primary Point of Contact who will engage on monthly reporting calls to best optimize your email campaigns and review recommendations
- Participate in strategy development by providing existing assets or insight into creative direction
- Assist in achieving DMS integration with your chosen provider
- Implementing an effective email collection process inside the dealership

Service Description:

After implementing a series of 128 Google My Business posts, the results showed rapid turnaround for most of the highlighted used vehicles.

- Prior to the launch of your package, your dedicated Email Marketing Specialist will attempt an onboarding consultation to align your dealer goals with your email strategy, including customizing dealer logos, taglines, profit center focus and reporting cadence.
- Sincro will provide email marketing list building services, including:

- Historical DMS customer data poll (2 years for service, 5 years for sales)
 - Ongoing daily DMS customer data polling
 - Your Email Marketing Specialist will use the information you provided during the consultation to align your campaigns with the goals and objectives of your dealership.
 - Your Email Marketing Specialist will help develop and execute custom campaigns on an ongoing basis as requested by you, which may include:
 - Sales lifecycle email (triggered/automated emails)
 - On-demand custom campaigns
 - Customer satisfaction surveys
 - Monitoring successful delivery of communications
 - Your Email Marketing Specialist will target customer segments and manage timing of email campaigns and provide counseling as needed regarding email best practices.
 - On a monthly basis, your Email Marketing Specialist will attempt to reach your Dealer Principal or General Manager to review your email marketing strategy and results. If the specialist is unable to reach the Dealer Principal or General Manager, additional attempts will be made to other primary contacts.
 - On an ongoing basis your Email Marketing Specialist will:
 - Establish campaign priorities based on your dealership's varying business goals
 - Evaluate key performance indicators including open rates, clicks and conversions, and review sales and repair order matches for results reporting
 - Refine campaign strategies based on performance analysis including OEM and industry trends, regional market conditions, and consumer behavior
 - Execute all custom campaigns to reach the dealers desired audience and goals
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