



ONECOMMAND<sup>®</sup>  
An **Affinitiv** Company



# CTK

C A M P A I G N T O O L K I T

## APRIL 2017



### COMING SOON!

#### MAY

- Increase Service RO Count
- Memorial Day
- Military Appreciation
- Mother's Day
- Did You Know? A/C Check

#### JUNE

- Father's Day
- Lost Soul
- Summer Event
- Did You Know? Road Trip Tips

800.211.7614 | [onecommandmarketing@onecommand.com](mailto:onecommandmarketing@onecommand.com)

# The Next Generation CRM Has Arrived!

SOMETHING **BIG** IS HERE  
THE NEXT GENERATION CRM



The next generation HigherGear CRM provides dealers an even more simplified user interface with industry-leading plug-ins, increased sales, and world class support. The HigherGear CRM has always been the undisputed industry-leader in ease-of-use among CRMs. With the new platform, dealers are experiencing 15 years of features and functionality moved into a modern, mobile first, responsive design. HigherGear is optimized for use on any Windows, Apple, or Android device to make the selling process natural and fluid without having to rely on a separate app or sync issues between devices. With streamlined modules and work flows, flattened layout, and tab navigation, users are finding it easier to perform their daily job functions.

**Dealers who are utilizing HigherGear are tracking more leads, bringing back more prospects, and closing more sales than ever before!**

[CLICK TO SCHEDULE A DEMO](#) 

# Leverage the Baseball Season to Boost Revenue

CLICK TO ORDER  
THIS CAMPAIGN



BASEBALL

## EMAIL

### Subject Line

Get a Grand Slam Deal Today!

## SOCIAL ADS\*

## MAIL\*

CLICK TO ORDER  
DIRECT MAIL

## VOICE

Hello. This is [Name], the [Title] at [Dealership], with a baseball fun fact! Did you know that only 14 players have hit four home runs in one game? This fun baseball fact was brought to you by [Dealership]. Our phone number is [Phone]. Have a great day and batter up!

## TEXT\*\*

[Insert Dealership Name] baseball fact: Only 14 players have hit four home runs in one game. [Insert Phone Number]. STOP to Cancel, Msg&Data Rates May Apply.

\*Available at an additional cost.

\*\*Please check with compliance for restrictions on using this text script.



# Utilize Fun Marketing to Stock Your Pre-Owned Inventory



CLICK TO ORDER THIS CAMPAIGN

BRAND RETENTION

## EMAIL

### Subject Line

We're on the Hunt for Your Trade!

ABC MOTORS QUALITY VEHICLES

WE'RE ON THE HUNT FOR YOUR TRADE

We've been looking for your trade! Contact [Dealer Name] to get the best trade-in value for your vehicle!

 <b>Vehicle Model</b> Your coupon offer here Click here to view inventory! <b>\$XX,XXX</b> Disclaimer goes here.	 <b>Vehicle Model</b> Your coupon offer here Click here to view inventory! <b>\$XX,XXX</b> Disclaimer goes here.
<b>Coupon Header Here</b> Your coupon information here Click here to schedule an appointment now! <b>\$XX.XX</b> Expires on x/xx/xx	<b>Coupon Header Here</b> Your coupon information here Click here to schedule an appointment now! <b>\$XX.XX</b> Expires on x/xx/xx

Small print and contact information at the bottom.

## SOCIAL ADS\*

ABC MOTORS Sponsored

We've been looking for your trade! Click to get the best trade-in value for your vehicle!

On The Hunt for Your Trade!

Shop Now

Instagram

ABC MOTORS Sponsored

Shop Now

We've been looking for your trade! Click to get the best trade-in value for your vehicle!

## MAIL\*

CLICK TO ORDER DIRECT MAIL

WE'RE ON THE HUNT FOR YOUR TRADE

ABC MOTORS QUALITY VEHICLES

2.5 x 2.5 Coupon

2.5 x 2.5 Coupon

2.5 x 2.5 Coupon

We've been looking for your trade! Contact [Client Name] to get the best trade-in value for your vehicle!

ABC MOTORS QUALITY VEHICLES

12345 Any Street, Any City, ST 12345

U.S. Postage

## VOICE

Hello, this is [Name], the [Title] at [Dealership]. Our records indicate you purchased a [Year] [Make] [Model] from us. If you still own this vehicle and would consider selling it, please let us know. Again, this is [Name] at [Dealership] and our phone number is [Phone]. Have a great day!

## TEXT\*\*

[Insert Dealership Name] shows u own a [Insert Year Make Model]. Would u consider selling? [Insert Phone Number]. STOP to Cancel, Msg&Data Rates May Apply.

\*Available at an additional cost.

\*\*Please check with compliance for restrictions on using this text script.

# Boost Hybrid and Electric Vehicle Sales with Earth Day Promotions



## EMAIL

### Subject Line

Don't Miss These Green Savings!

## SOCIAL ADS\*

## MAIL\*

## VOICE

Hello. This is [Name], the [Title] at [Dealership]. I would like to wish you a happy Earth Day. Did you know the first Earth Day was celebrated on April 22nd in 1970 and was created by Senator Gaylord Nelson? Now, the day is a globally celebrated holiday. This Earth Day fact was brought to you by [Dealership] and our phone number is [Phone]. Have a great Earth Day!

## TEXT\*\*

Happy Earth Day from [Insert Dealership Name].  
 ?s. [Insert Phone Number]. STOP to Cancel,  
 Msg&Data Rates May Apply.

\*Available at an additional cost.

\*\*Please check with compliance for restrictions on using this text script.



# Increase Service ROs with Spring Car Care Marketing



## EMAIL

### Subject Line

Care for Your Car in Spring!

Special savings from %/Dealer\_Name%/!

Vehicle Model  
Your coupon offer here

Click here to view inventory!

\$XX,XXX  
Dealer gives here

Coupon Header Here  
Your coupon information here

Click here to schedule an appointment now!

\$XX.XX  
Expires on %/Date%/

ABC MOTORS  
QUALITY VEHICLES

Don't blow it  
Care for your car this spring

CLICK TO ANIMATE!

## SOCIAL ADS\*

Search Facebook

ABC Motors  
Sponsored

Don't blow it! Care for your car this spring with these special savings from %/Dealer\_Name%/!

Vital Spring Car Care

ABC MOTORS.COM

Shop Now

Like Comment Share

Instagram

ABC Motors  
Sponsored

Shop Now

Don't blow it! Care for your car this spring with these special savings from %/Dealer\_Name%/!

## MAIL\*

CLICK TO ORDER  
DIRECT MAIL

Don't blow it  
Care for your car this spring

ABC MOTORS  
QUALITY VEHICLES

2.5 x 2.5 Coupon

2.5 x 2.5 Coupon

2.5 x 2.5 Coupon

Care for your car this spring with these special savings from %/ClientName%/!

ABC MOTORS  
QUALITY VEHICLES

12345 Any Street,  
Any City, ST 12345

U.S. Postage

## VOICE

Hello. This is [Name], the [Title] at [Dealership] with an automotive tip. Did you know salt from road chemicals, as well as the ocean air, can cause rust on your vehicle? Always make sure to wash your vehicle regularly to remove any harmful residue that could eat away at the paint and cause body rust. This helpful automotive tip was brought to you by [Dealership]. We can be reached at [Phone]. Have a great day!

## TEXT\*\*

Wash ur vehicle regularly 2 remove salt and chemicals. Tip from [Insert Dealership Name] at [Insert Phone Number]. STOP to Cancel, Msg&Data Rates May Apply.

\*Available at an additional cost.

\*\*Please check with compliance for restrictions on using this text script.

# Drive Service Traffic with Tire Education



CLICK TO ORDER  
THIS CAMPAIGN



DID YOU KNOW? TIRES

## EMAIL

### Subject Line

Don't Miss These Vehicle Tips

## SOCIAL ADS\*

## MAIL\*

CLICK TO ORDER  
DIRECT MAIL



## VOICE

Hello. This is [Name], the [Title] at [Dealership]. According to AAA, properly maintained tires improve your vehicle's traction and gas mileage, while extending the life of your tires. This tire maintenance tip was brought to you by [Dealership]. If you have any questions, our phone number is [Phone]. Thank you and have a great day.

## TEXT\*\*

[Insert Dealership Name] Tire Tip: AAA recommends checking tire pressure once a month. ?s [Insert Phone Number]. STOP to Cancel, Msg&Data Rates May Apply.

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