



START

CAMPAIGN TOOL KIT

BY ONECOMMAND®

JANUARY 2015



NEW YEAR EVENT



NEW YEAR SERVICE EVENT



PULL AHEAD PROGRAM



FOOTBALL



DID YOU KNOW? WINTER CAR CARE TIPS

Deliver creative, compelling, and relevant marketing campaigns each month to your current customers and prospects through voice, text, email, and mail. Leverage this turn-key, multi-channel seasonal Campaign Tool Kit to drive additional traffic and revenue to your dealership. Visit our online order form at www.onecommand.com/campaigntoolkit today to get started today!

ORDER NOW

COMING SOON!

February

- Valentine's Day
- Presidents' Day
- Heart Health
- Winter Sales Event
- Did You Know? Remote Starter

March

- Daylight Saving Time
- St. Patrick's Day
- Easter
- Basketball
- Spring Car Care Tips
- DYK? Get Ready for Spring



PRODUCT SPOTLIGHT



EMAIL IN MOTION



What is Email in Motion?

Thirty-four million Americans are planning to purchase a vehicle in the next six months¹; how will you attract these ready-to-buy prospects? Auto buyers are two times more likely to be swayed by digital marketing during the purchasing process¹, making OneCommand's Email in Motion product the competitive edge you've been looking for. This unique conquest turn-key digital email marketing solution attracts your ideal buyers and influences them to make their next vehicle purchase at your dealership.

How Does Email in Motion Work?

Email in Motion generates an ideal in-market prospect list and delivers these recipients a timely, relevant, branded, creative email piece to drive purchase behavior and increase response rates.

Enroll now and get started today!

¹Abramovich, Giselle. "15 Mind-Blowing Stats About Automotive Brands." CMO. CMO Exclusives, 09 Apr. 2014. Web. 9 July 2014.

Tap In-Market Buyers with a Cost Effective, Branded Email to Drive Purchase Behavior



BENEFITS OF EMAIL IN MOTION

- Lower Conquest Marketing Budget
- Fully Customized and Optimized Email Campaign
- Target In-Market Buyers
- Increase Brand Awareness
- Increase Response and ROI
- Stay Compliant and Be Optimized
- In-Depth Reporting

Find buyers in your ideal market area and communicate to them with a timely, relevant email campaign. Email in Motion influences potential buyers with dealer branded creative to generate response. **Sign up for Email in Motion today!**





HOLIDAY MAIL IS AVAILABLE!



It's time to plan your holiday mail strategy. Nothing spreads goodwill and top-of-mind awareness like holiday greeting cards. By delivering a personalized, dealer-branded direct mail piece to each customer, your dealership will see additional sales and service revenue, an increase in end-of-the-year traffic, an increase in end-of-the-year revenue, and an improvement in owner loyalty and retention.

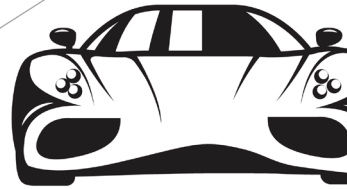
Deliver your holiday greeting cards with dealer-specific branding and offers. Choose from our selection of direct mail themes, then customize them with your own incentives. Lastly, select your campaign add-ons. [Click here](#) to view sample holiday cards available for order.

Please contact us with any questions about your holiday greeting cards at 866.789.8236 or conquestmail@onecommand.com.

ORDER NOW 



NEW YEAR EVENT



VOICE

Hello. This is [Name], the [Title] at [Dealership]. On behalf of the entire team at [Dealership], we'd like to wish you a happy beginning to 2015. We hope this is the best year yet for you. We also want to truly thank you for your loyalty throughout 2014. Our phone number is [Phone]. Have a great day and cheers to a new year!



TEXT

[Insert Dealership Name] wishes you a great beginning to 2015. Thank you for your loyalty! [Insert Phone Number]. STOP to Cancel, Msg&Data Rates May Apply.

Character Count: 155



EMAIL

SUBJECT LINE:

Start the New Year Right at %%Dealer_Name%%





MAIL


Direct Mail is an additional cost. Get started today by contacting

conquestmail@onecommand.com.

out with the old & in with the new





Start the new year right at %%Dealer_Name%%!



Vehicle Model
Your coupon offer here

\$ XX,XXX **XX MPG**




Vehicle Model
Your coupon offer here

\$ XX,XXX **XX MPG**

out with the old & in with the new





COUPON

Coupon Offer

Service Includes:

- Get 2015 Ford and new 2014 model coupe, sedan and SUV on available vehicles.
- Full 24-month/50,000-mile warranty.
- Prepaid maintenance and tire service.
- Prepaid license, title and taxes.
- *Check the pressure and tire wear.
- MPG (EPA 24/34/31)

Not valid in MD. This dealer has several locations. Call us for the nearest one. Call your customer. Not valid for multiple requests. This offer expires 12/31/15.

Visit us at:
[Dealer_Advt]
[Dealer_City], [Dealer_State] [Dealer_Zip]

Start the new year right at [Dealer_Name]

Sales Hours
[Dealer_Sales_Hours]

COUPON

Coupon Offer

Service Includes:

- Get 2015 Ford and new 2014 model coupe, sedan and SUV on available vehicles.
- Full 24-month/50,000-mile warranty.
- Prepaid maintenance and tire service.
- Prepaid license, title and taxes.
- *Check the pressure and tire wear.
- MPG (EPA 24/34/31)

Not valid in MD. This dealer has several locations. Call us for the nearest one. Call your customer. Not valid for multiple requests. This offer expires 12/31/15.

ABC Motors

[Customer_First_Name] [Customer_Last_Name]
[Customer_Add1]
[Customer_City] [Customer_State] [Customer_Zip]

U.S. Postage



NEW YEAR SERVICE EVENT



VOICE

Hello. I'm [Name], the [Title] at [Dealership]. The National Safety Commission advises changing your vehicle's oil, as well as checking your vehicle's tire tread, fluid levels, battery, and wiper blades to ensure it is in top-running condition. This helpful automotive tip was brought to you by [Dealership] and our phone number is [Phone]. Again, this is [Name], and I hope you have a great year.



TEXT

National Safety Commission Tip: Check oil, tires, battery & fluids. [Insert Dealership Name] [Insert Phone Number]. STOP to Cancel, Msg&Data Rates May Apply.

Character Count: 157



EMAIL

SUBJECT LINE:

Keep Your Resolution at %%Dealer_Name%%



MAIL

Direct Mail is an additional cost. Get started today by contacting

conquestmail@onecommand.com.

A resolution you should keep

Start the new year off right by having your %%OEM%% serviced at %%Dealer_Name%%.

Coupon Header Here	Coupon Header Here
Your Coupon Information Here	Your Coupon Information Here
\$XX.XX	\$XX.XX
expires on xx/xx/xx	expires on xx/xx/xx

ABC Motors

A resolution you should keep

<p>COUPON</p> <p>Coupon Offer</p> <p>Service Includes:</p> <p>Oil and oil filter change, tire rotation, and wash or wax (select vehicles). All other services to be performed at the discretion of the technician.</p> <p>Check the pressure and tread.</p> <p>Valid at all ABC Motors. The dealer must be notified and approved for the coupon. Not valid on other vehicles. For an instant coupon, please see the coupon details. Expires 12/31/12.</p>	<p>[Dealer_Name] [Dealer_Main_Phone] [Dealer_Website]</p> <p>Visit us at: [Dealer_Addr] [Dealer_City], [Dealer_State] [Dealer_Zip]</p> <p>Make a resolution to keep your vehicle running in tip-top shape at [Dealer_Name].</p> <p>Service Hours [Dealer_Service_Hours]</p> <p>Sales Hours [Dealer_Sales_Hours]</p>
<p>COUPON</p> <p>Coupon Offer</p> <p>Service Includes:</p> <p>Oil and oil filter change, tire rotation, and wash or wax (select vehicles). All other services to be performed at the discretion of the technician.</p> <p>Check the pressure and tread.</p> <p>Valid at all ABC Motors. The dealer must be notified and approved for the coupon. Not valid on other vehicles. For an instant coupon, please see the coupon details. Expires 12/31/12.</p>	<p>ABC Motors</p> <p>U.S. Postage</p> <p>[Customer_First_Name] [Customer_Last_Name] [Customer_Addr] [Customer_City] [Customer_State] [Customer_Zip]</p>



PULL AHEAD PROGRAM



VOICE

Hello. This is [Name], the [Title] at [Dealership]. On behalf of the team at [Dealership], we would like to thank you for your continued business and loyalty. It is customers like you that keep us going and we truly appreciate it. Once again, this is [Name] at [Dealership] and our phone number is [Phone]. Have a wonderful day and a great 2015!



TEXT

[Insert Dealership Name] thanks u 4 ur loyalty in 2014. We hope u have a great 2015. We are at [Insert Phone Number]. STOP to Cancel, Msg&Data Rates May Apply.

Character Count: 159



EMAIL

SUBJECT LINE:


Pull Ahead at %%Dealer_Name%%





MAIL


Direct Mail is an additional cost. Get started today by contacting

conquestmail@onecommand.com.



Bring in your %%OEM%% for trade during %%Dealer_Name%%'s Pull Ahead Program and enjoy unprecedented trade-in incentives, including [Insert Offers].

	
Vehicle Model Your coupon offer here	Vehicle Model Your coupon offer here
\$ XX,XXX XX MPG	\$ XX,XXX XX MPG



<p>COUPON</p> <p>Coupon Offer</p> <p>Service Includes: <small>Offer is good on new and used vehicle models, limited to one offer per customer. Offer is not applicable to other programs. Offer is subject to change without notice. Offer is not valid on other vehicles. For full and complete terms please contact your sales representative. Expires 12/31/15.</small></p>	<p>[Dealer_Name] [Dealer_Main_Phone] [Dealer_City], [Dealer_State] [Dealer_Zip]</p> <p>Visit us at: [Dealer_Addr]</p> <p>Bring in your trade to [Dealer_Name] and enjoy unprecedented trade-in incentives.</p> <p>Service Hours [Dealer_Service_Hours]</p> <p>Sales Hours [Dealer_Sales_Hours]</p>
<p>COUPON</p> <p>Coupon Offer</p> <p>Service Includes: <small>Offer is good on new and used vehicle models, limited to one offer per customer. Offer is not applicable to other programs. Offer is subject to change without notice. Offer is not valid on other vehicles. For full and complete terms please contact your sales representative. Expires 12/31/15.</small></p>	<p>ABC Motors</p> <p>[Customer_First_Name] [Customer_Last_Name] [Customer_Addr] [Customer_City] [Customer_State] [Customer_Zip]</p> <p>U.S. Postage</p>



FOOTBALL



VOICE

Hello, this is [Name], the [Title] at [Dealership]. The team here at [Dealership] is excited about the big game on February 1st! To ensure a maximum fun time at your tailgate, Mothers Against Drunk Driving suggests choosing a designated driver beforehand and if everyone is celebrating, make sure to call a taxi. If you have any questions, our phone number is [Phone]. Again, this is [Name] and we hope you have a safe and exciting tailgate.



TEXT

MADD advises designating a driver or calling a taxi for safe tailgating. [Insert Dealer Name] at [Insert Phone Number]. STOP to Cancel, Msg&Data Rates May Apply
Character Count: 160



EMAIL

SUBJECT LINE:
It's Football Time at %%Dealer_Name%%



MAIL

Direct Mail is an additional cost. Get started today by contacting conquestmail@onecommand.com.



Don't Miss %%Dealer_Name%%'s Endzone Savings!



Vehicle Model
Your coupon offer here

\$ XX,XXX **XX** MPG

Coupon Header Here

Your coupon information here

\$XX.XX
expires on xx/xx/xx



Vehicle Model
Your coupon offer here

\$ XX,XXX **XX** MPG

Coupon Header Here

Your coupon information here

\$XX.XX
expires on xx/xx/xx



<p>COUPON</p> <p>Coupon Offer</p> <p>Service Includes: <small>Call or visit our store, check vehicle condition and test on an applicable vehicle. Not all dealerships in certain markets. Excludes leasing, freight and charges. Check tire pressure and tire wear. (MSRP) (2015-2016)</small></p> <p><small>Not valid in Body Shop dealers' territories. Coupon valid only on the coupon per the vehicle model and not on other models. For use on applicable model only. Expires 12/31/15.</small></p>	<p>[Dealer_Name] [Dealer_Main_Phone] [Dealer_Website]</p> <p>Visit us at: [Dealer_Agdt] [Dealer_City], [Dealer_State] [Dealer_Zip]</p> <p>Don't miss [Dealer_Name]'s Endzone Savings!</p> <p>Service Hours [Dealer_Service_Hours]</p> <p>Sales Hours [Dealer_Sales_Hours]</p> <p>ABC motors</p> <p>[Customer_First_Name] [Customer_Last_Name] [Customer_Addl] [Customer_City] [Customer_State] [Customer_Zip]</p> <p>U.S. Postage</p>
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DID YOU KNOW? WINTER CAR CARE TIPS



VOICE

Hello, this is [Name], the [Title] at [Dealership] with a helpful automotive tip. Did you know for every 10 degrees the temperature drops, your tires lose 1 PSI of pressure. Loss of PSI sacrifices handling, traction, and durability, according to the Car Care Council. The council recommends checking your tire tread and pressure periodically during the winter months. This winter weather car care tip was brought to you by [Dealership]. If you have any questions, our phone number is [Phone]. Have a safe winter!



TEXT

[Insert Dealership Name] Tip: Check tires, fluids, brakes and battery during winter months. ?s [Insert Phone Number]. STOP to Cancel, Msg&Data Rates May Apply.
Character Count: 159



EMAIL

SUBJECT LINE:
%%Dealer_Name%% Provides Vehicle Education



MAIL

Direct Mail is an additional cost.
Get started today by contacting
conquestmail@onecommand.com.