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# Increasing Lead Gen Starts With Integrated Marketing



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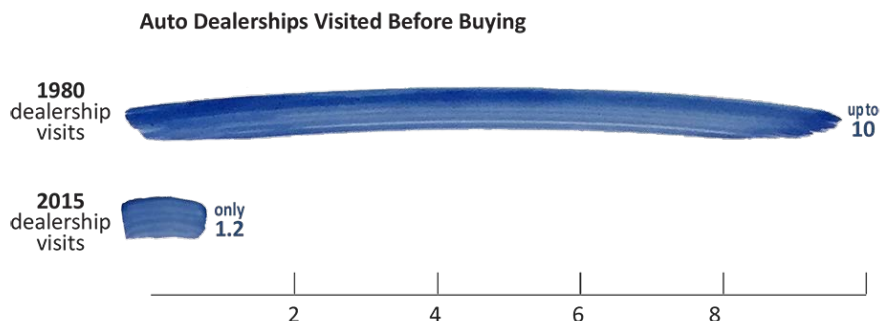
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## Learning Objective

At the completion of this workshop you'll have a complete understanding of how a true integrated marketing strategy will generate more leads. You'll leave with the understanding of how to create, develop and execute this plan. Nine innovative strategies will be presented using media tools at your disposal. Finally, we'll illustrate how the Marketing Integration HUB along with these proven concepts can take your dealership's efforts to an entirely new level.

## The Need For Integration Is Here

- Consumers Visited An Average of 1.2 Dealerships in 2015
- Consumers Visited An Average of 6-10 Dealerships in 1980



*Less dealership visits indicate a need to engage your customers with an integrated marketing plan.*

## Define Your Brand In Four Steps

- Discover Your Unique Selling Propositions
- Develop Your Point Of View "POV"
- Develop Your Visual Signatures
- Develop Your Audio Signature

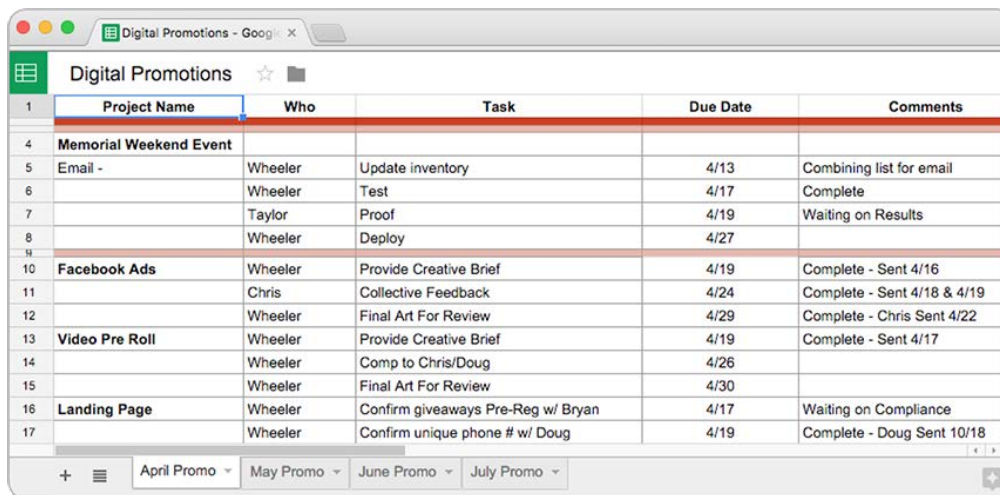
## Proper Point of View Development

- Can You Stand Behind It?
- Can Your Store Deliver It?

- Does It Have Creative Legs?
- Is It Unique To Your Market?

## Building An Integrated Plan

- Proper Planning (Details Are Where Most Plans Fail)
- Check Lists Work
- Accountability
- Live Document
- Multiple Users



	Project Name	Who	Task	Due Date	Comments
4	Memorial Weekend Event				
5	Email -	Wheeler	Update inventory	4/13	Combining list for email
6		Wheeler	Test	4/17	Complete
7		Taylor	Proof	4/19	Waiting on Results
8		Wheeler	Deploy	4/27	
10	Facebook Ads	Wheeler	Provide Creative Brief	4/19	Complete - Sent 4/16
11		Chris	Collective Feedback	4/24	Complete - Sent 4/18 & 4/19
12		Wheeler	Final Art For Review	4/29	Complete - Chris Sent 4/22
13	Video Pre Roll	Wheeler	Provide Creative Brief	4/19	Complete - Sent 4/17
14		Wheeler	Comp to Chris/Doug	4/26	
15		Wheeler	Final Art For Review	4/30	
16	Landing Page	Wheeler	Confirm giveaways Pre-Reg w/ Bryan	4/17	Waiting on Compliance
17		Wheeler	Confirm unique phone # w/ Doug	4/19	Complete - Doug Sent 10/18

*A good planning document will allow multiple stack holders to stay organized and on plan*














## Integrated Marketing's Number One Priority

- Implementation Of An Integrated HUB

## The Integration HUB Provides Critical Tools

- Deploys Emails
- Creates Landing Pages

- Tracks Behavior
- Scores Leads

<div>  <input type="text" value="Filter Contacts by Name, Company, etc..."/> </div> <div>Sort by Lead Score ▾</div> <div>Filters: Off ▾</div>					
	<b>Bill Ragland</b> sragland5@cox.net Added 11 weeks ago	 Direct Traffic	 Unassigned	<b>65</b> Lead Score	
	<b>Robert Anderson</b> Vanderson12@cox.net Added 11 weeks ago	 Direct Traffic	 Unassigned	<b>64</b> Lead Score	
	<b>Gail Southerland</b> Gsouthe477@att.net Added 11 weeks ago	 Direct Traffic	 Unassigned	<b>60</b> Lead Score	

*Based on the individual's behavior over time with your dealership a lead score is automatically calculated.*

- Builds Customer Dossier



*Your Integration HUB will track the customers behavior with your media sources and your website.*

- Lead Notification



*When a customer hits a predetermined lead score the stakeholders at the dealership are notified.*

### **Email Capture + Lead Scoring = Lead Generation**

- Website Forms
- Landing Pages
- Customers
- Social Media
- Third Party Lead Sources
- Factory Leads

## **Nine Integrated Marketing Strategies**

### **1) Integrate With Landing Pages**

#### **Sole Purpose To Generate Leads**

- Capture: Name, Email, Phone Number
- What Are You Offering In Return?
- Is It A Fair Trade?

#### **Key Takeaways**

- Less Is More

- Keep The Clutter Down
- Keep It Simple
- Make The Trade Easy



*Keep your landing page easy to follow and submit a lead.*

### Drive Landing Page Visits

- Direct Mail
- Email
- Display Ads
- Social Media
- Facebook Ads
- Traditional Media

## 2) Automated Email

### Integration HUB Engagement

- Emails In System
- Email Clicks Starts Tracking

### Connect And Engagement

- Personalize Message Based On Behavior
- List And Offer Segmentation
- Trigger Email Engagement

## Provide Personalized Messaging

- Truck Special
- Buy Back
- Pre-Owned Under \$10,000
- 2 For 1 Oil Change
- Credit Offer
- Lease Options
- Lead Score Engagement
- Trigger Email Based On Behavior

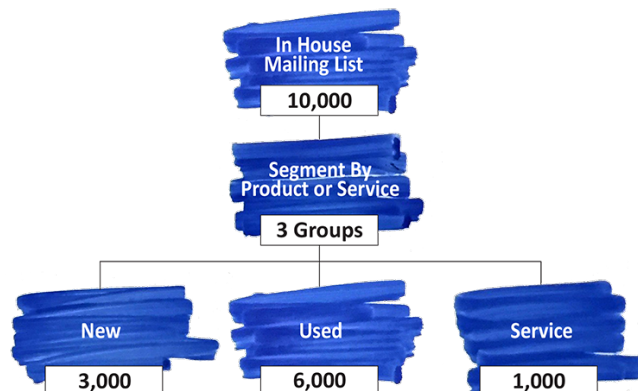
## 3) Mailing List Appended To Digital Ads

### Match Mailing List To IP Addresses

- Fifty Percent General Append Rate

### Segment Potential Message Points

- New Make And Model
- Pre-Owned
- Service
- Credit Buyers
- Lease Expiring
- Geography





*Segment your list before engaging the IP appending.*

### **Execution Cost**

- 3,000 Pre-Owned IP Addresses
- Frequency Of 20 Time Per Household
- 60,000 Impressions
- Cost Of \$1,200



*Segmentation of your mailing list allows for targeted individualized messaging.*

### **Execution Strategy**

- Support Major Selling Events
- Buy Back
- Aged Inventory
- Special Purchases
- Special Incentives
- Key Zip Codes



*Targeted display ads to a known audience allows for more direct messaging.*

## **4) Geo Fencing Digital Ads**

### **Digital Display Conquest Marketing**

- GPS Enabled
- IP Address / WIFI

### **Segmentation Strategy And Mobile Strategy**

- Geography Targeted GPS
- Specific Message Per Fence
- Special Offers
- Single Or Multiple Fences

### **Target Zones**

- Same Make Dealerships
- Auto Malls, Auto Rows
- Arenas and Event Centers
- Shopping Malls
- Office Centers And Buildings



*A Geo Fencing campaign can have as many fences as you would like.*

## 5) 100% Digital Promotion

### Direct Response Evolution

- Proven Concept
- Capture More Leads
- Work Leads More Effectively
- Conquest And Customer Driven
- Lower Cost Per Promotion

### The 100% Digital Pieces

- IHUB
- Landing Page
- Email Deployment (Three Times)
- In-Market Display Ads
- Facebook Ads
- Re-Targeting Ads
- Pre-Roll Video
- Home Page Banner

### IHUB Difference

- Capture More Emails
- Lead Generation
- Lead Scoring
- Behavior Tracking
- Dossier Building
- Cost: \$3,600



*Tracking each prospects behavior allows for effective follow up.*

## 6) Integrate Direct Response TV Model

### It's Everywhere

- Network TV
- Independent TV
- Cable TV

### All Types Of Products

- Drugs
- Household Products
- Coins And Collectables
- Weight Loss
- Many More

### Direct Response Formula

- Make A Special Offer To Low Purchase Funnel Prospect
- Give Them More
- Give Them A Little More
- Give Them This One Time Special
- Act Now
- Here's The Offer Again

### Lead Gen Formula

- Start With One Station

- Low Cost Programing
- Multiple Days
- Tracks Calls and Landing Page Visits
- Match Programing To Leads
- Determine ROI And Expected Results
- Repeat New Station
- Try New Offers
- 

### Predictable Results And ROI

<i><b>Saturday Lead Review</b></i>					
Station	#1	#2	#3	#4	#5
6:00 AM	2	1	2	3	0
Cost	30	40	50	30	25
Cost Per Lead	15	40	25	10	0
6:30 AM	4	4	0	1	1
Cost	40	40	50	30	25
Cost Per Lead	10	10	0	30	25
7:00 AM	2	4	0	2	1
Cost	50	40	50	30	25
Cost Per Lead	25	10	0	15	0

*Select stations and time slots that provide the lowest cost per lead.*

## 7) Integrate Reviews For More Leads

### Integration Strategy

- AdWords
- Form Pages

### AdWords And Review Integration

- Twenty to Thirty Percent Click Through Rate
- Added Value: Location Extension And Increased Real Estate

### New Nissan Altima Deals - In-Stock Now

Ad [www.grubbsnissan.com/New-Altima](http://www.grubbsnissan.com/New-Altima)

Don't Miss This Deal. Great Opportunity to Buy Right Now!

Inventory Specials - Additional Savings - Service Specials

📍 310 Airport Fwy, Bedford, TX - 4.1 ★★★★★ 169 reviews

*Review stars provide a significant competitive advantage.*

### How To Implement Integration Of Reviews

- Access To AdWords Account
- Connect To Google My Business Page
- Create Location Extension
- Have 25 Or More Google Reviews



*The process is simple to execute.*

### Forms And Reviews Integration

- Track Your Form Page Views
- Calculate Your Lead Submission Rate
- Add Reviews To Form Page
- Track Increase Submission Rate
- More Leads Out Of The Work Being Done

## 8) Marketing The Sales Professional

### The Most Under Used Asset A Dealership Has


- Create A Business Inside A Business
- Phone And A Desk

- Inventory
- Finance Department
- Service Department
- Corporate Marketing

### Empower Your Sales Professional

- Personal Website
- Facebook Business Page
- Social Networks
- Social AD Budget
- Personal Marketing
- Local Groups And Clubs
- Kiwanis, Chambers

Dedicated Automotive Consultant



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I'm Samantha Simpson and it is my mission to make your automotive search the best ever. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia arcu eget nulla. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

*This business card signature on emails connects people to people.*

### IHUB Empowers Them

- Assign Prospects And Customer Dossiers
- View Engagement With Brand
- Timely Phone And Email Correspondence
- Lead Activity Notification
- People Connecting With People



*Lead score notification and behavior tracking allows the professional sales person to know when a prospect is in the market before a competitor.*

## 9) Facebook Retail Ads

- Click To Website Ads
- Targeted Conquest Ads
- Targeted Geography
- Targeted Interests
- In-Market Auto Shoppers
- Pictures
- Call To Actions
- Landing Pages
- 15 To 45 Cent Cost Per Click



*Here is an example of a Facebook ad performance report.*






## Increasing Lead Gen Starts With Integrated Marketing

### Develop Point Of View

### Implement Integration HUB

1. Landing Pages
2. Email
3. Mailing List
4. Geo Fence
5. Digital Promotion
6. Direct Response TV
7. Review Integration
8. Sales Staff Empowerment
9. Facebook Retail Ads

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*Imagine 10,000 customers dossiers and the power your integrated marketing plan will have.*