



NATIONAL  
AUTOMOBILE  
DEALERS  
ASSOCIATION

# Convert Dead Leads to Hot Prospects With Data Mining



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# Learning Objectives

**Upon completion of this workshop, you will be able to:**

Use email marketing to reach unsold leads and reactivate prospects that are sitting in your CRM.

Clean data lists of spam traps, hard bounces and invalid email addresses to improve deliverability and get results.

Set up automated email marketing schedule to target service and sales customers with specific monthly campaigns and offers.

Understand the importance of a mobile-responsive email campaign and the difference of a mobile-enabled and non-mobile-enabled email.

Use email as a relationship building tool, not a sales pitch.

## Rate your Email Marketing:

How's your email marketing?

- \_ Mobile-Enabled Emails
- \_ Custom personalized message
- \_ Content specific for sales or service prospects
- \_ Links to service coupons
- \_ Value your Trade-In button
- \_ Dynamic Vehicle banners tied to model of interest
- \_ Opt-out campaign
- \_ Scrub out potential spam traps and invalid email addresses



# DO NOT send an email campaign before cleaning data

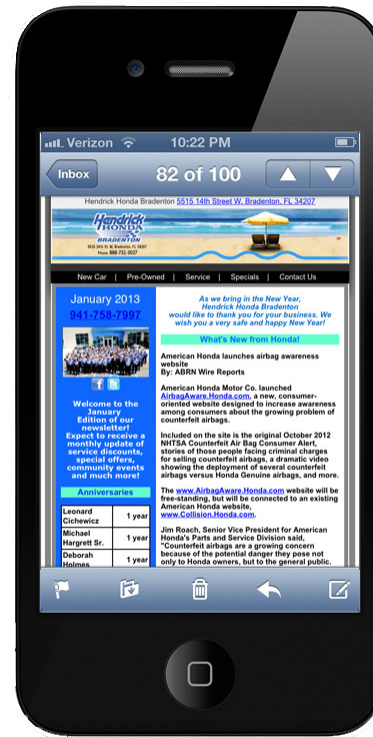
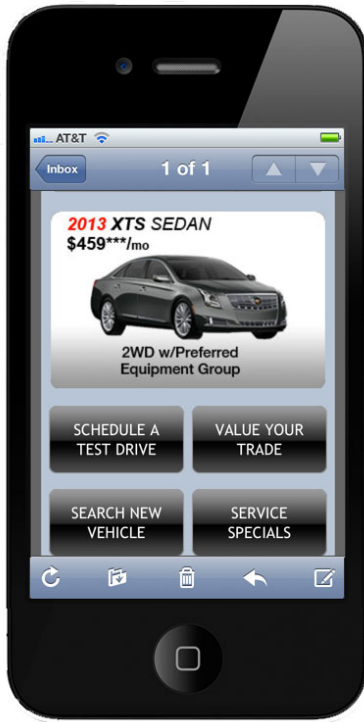
Sample hygiene report:

Remove Reason	Description	Matched	%
<b>Reputation</b>			
FCC SMS Domains	SMS Domains	23	0.1%
HPR	Heuristic Pattern Recognition	2,148	5.2%
Malicious Moles	Malicious Moles	43	0.1%
Blacklisted Domains	Blacklisted Domains	68	0.2%
<b>Blacklisted Emails</b>	<b>Blacklisted Addresses</b>	<b>1,426</b>	<b>3.4%</b>
Disposable Domains	Disposable Domains	2	0.0%
Legal Traps	Legal Emails	4	0.0%
<b>Spam Trap Incubator</b>	<b>Spam Trap Incubator</b>	<b>2,342</b>	<b>5.6%</b>
<b>Deliverability</b>			
Improper RFC Rules	Improperly Formatted Based on RFC Rules	88	0.2%
Improper Domain Rules	Improperly Formatted Based on Domain Rules	201	0.5%
<b>Historic Bounces</b>	<b>Historic Bounces</b>	<b>832</b>	<b>2.0%</b>
DNS MX Record Analysis	MX Response Filter	424	1.0%
<b>Conversion</b>			
Intl Emails	International Addresses	121	0.3%
<b>Complainer Emails</b>	<b>Historic Complainers Emails</b>	<b>978</b>	<b>2.3%</b>
Numeric Usernames	Addresses Containing Only Numbers	2	0.0%
Bogus Usernames	Bogus Usernames	49	0.1%
Profanity Usernames	Addresses Containing Profanity	0	0.0%
<b>Initial Records:</b>		<b>41,671</b>	<b>100.0%</b>
<b>Total Filtered:</b>		<b>8,751</b>	<b>21.0%</b>
Corrections:		1569	3.8%
<b>Total Clean:</b>		<b>32,920</b>	<b>79.0%</b>

# What is the mobile-enabled advantage?

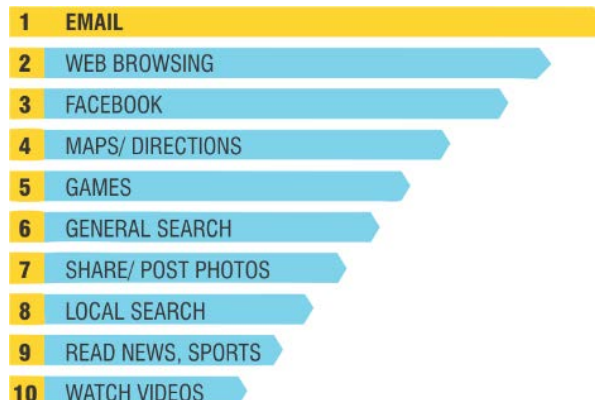
*Mobile-Enabled*

*Non Mobile-Enabled*



- Customers are checking their email on mobile devices
- 78% of recipients will delete a non mobile-enabled email
- Mobile-enabled emails:
  - Reformats to fit smaller screen
  - Uses finger-sized buttons
  - Phone numbers are click to call
  - Text is resized without “pinch and zoom”

## MOST POPULAR ACTIVITIES ON SMARTPHONES:



Before you send your mass email marketing campaign make sure you have these

### Key Elements of Every Campaign:

- HTML Format
- Local Phone Number
- Link to New Vehicles
- Link to Pre-Owned Vehicles
- Service Coupons
- Value Your Trade-In Button
- Personal Content

### Example of Service Coupon Microsite:

**YOUR LOGO**

Call Today!  
855.864.8982

[Schedule Service](#)

[Share](#) [0](#)

Please click on an individual coupon to print it. [Problems printing images?](#)

**FREE BATTERY TEST**  
For most cars and light trucks. See your Service Advisor for warranty details.  
Must present coupon when order is written. Not valid with any other offer.  
**LOGO** Powered by **Castrol**  
Click to print coupon

**COOLING SYSTEM SERVICE**  
**\$15 OFF**  
• Inspect & pressure test system for leaks.  
• Check hoses, belts & clamps  
• Drain, flush & refill system with up to 2 gallons of premium antifreeze.  
• Includes shop supplies, hazardous waste disposal & environmentally responsible recycling of waste coolant.  
This fee and shop supplies when applicable. Excludes thermostat work. Not valid on previous charges or any other coupons. This coupon has no cash value.  
**LOGO** Powered by **Castrol**  
Click to print coupon

**FREE MULTIPOINT INSPECTION**  
Must present coupon when order is written. Not valid with any other offer.  
**LOGO** Powered by **Castrol**  
Click to print coupon

**TRANSMISSION FLUSH SAVE \$20.00**  
• Helps prolong Transmission life.  
• Will safely remove harmful sludge and varnish deposits.  
• Clean all internal transmission cooler and torque converter.  
• Includes Performance Road Test  
Plan fee and shop supplies when applicable. Present coupon when writing up. Not valid with other coupons or advertised specials.  
**LOGO** Powered by **Castrol**  
Click to print coupon

**\$30 OFF A DRIVE LINE SERVICE**  
• Includes front and rear differentials and transfer case.  
Coupon cannot be used with any other offer. Valid at Saturn, Chrysler, Jeep, Dodge or Ram dealer.  
**LOGO** Powered by **Castrol**  
Click to print coupon

**4 OIL CHANGES FOR \$69.95 That's \$17.48 Each!!!**  
• All Makes/Models  
• Up to 5 quarts conventional oil  
• One Change per Vin  
• Expires 24 months from Date of Purchase  
• 1997 Newer Vehicles  
Coupon cannot be used with any other offer. Valid at Saturn, Chrysler, Jeep, Dodge or Ram dealer.  
**LOGO** Powered by **Castrol**  
Click to print coupon

**ACCESSORIES 10% OFF**  
No Cash Value. Not Valid With Any Other Offer.  
**LOGO** Powered by **Castrol**  
Click to print coupon

**Do-It-Yourself Special**  
**15% OFF MOPAR PARTS**

**BODY SHOP SPECIAL**  
Free Buck Touch Up on Paint Surface.  
**LOGO** Powered by **Castrol**

**A/C SYSTEM CHECK COMPLIMENTARY**  
INCLUDES:  
• Inspection of air conditioning system for leaks  
Complimentary limited with any other offer. Valid at Saturn, Chrysler, Jeep, Dodge or Ram dealer.  
**LOGO** Powered by **Castrol**

# What is the Automated Messaging Advantage?

- Triggered conditionally, based on user responses
- Improve Response Rates
- Build Relationships
- Educate Customers
- Qualify Leads
- Close Sales



## How to Collect Emails at the Dealership:

- Top Down Mandate
- Monitor
- Spiff the cashier
- Educate the team

# Prospect Activity Tracking

- A prospect receives a sales email from your dealership with links to New Vehicles, Pre-Owned Vehicles, Value My Trade, and Service Coupons.
- Based on what links they click, use marketing automation to follow up with targeted letters related to their interest.
- Take it a step further, and send follow-up messages to website visitors and re-visitors based on what pages they viewed.





## **Feed your BDC with hot prospects through data mining and targeted follow-up.**

1. Mine Your Data for New Leads
2. Send Targeted Message
3. Automate Follow-Up
4. Convert Leads into Sales