

# Increasing Lead Gen Starts With Integrated Marketing



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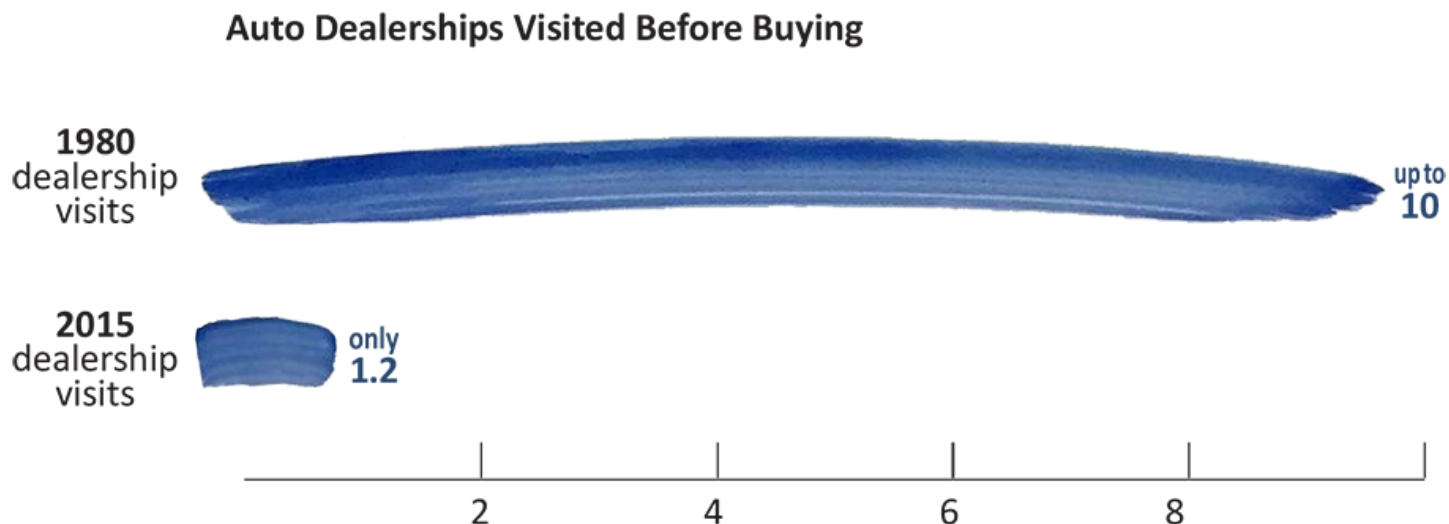
**@Ron\_Wheeler**  
**#NADA2016**

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# The Need For Integration Is Here!

- It's Not The World I Started In!



# Properly Integrate Your Dealership

- Message or Media, Which Is More Important?
- Define Your Brand! *(4 steps)*
  1. Discover Your USP
  2. Develop POV
  3. Visual
  4. Audio



# Proper POV Development

- ✓ Can you stand behind this POV?
- ✓ Can you deliver on the POV?
- ✓ Does it have creative legs?
- ✓ Is it unique?



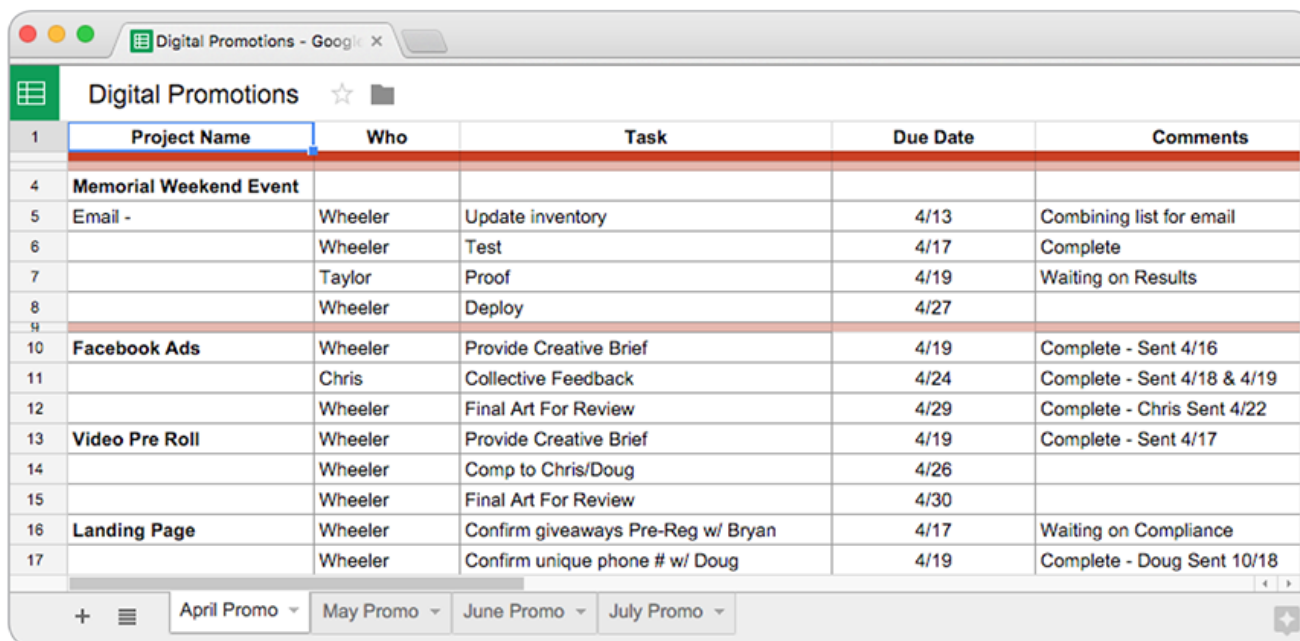
# Building An Integrated Plan

- Start With Planning & Attention To Detail
- Media Coordination
- Check List
- Accountability
- Live Document
- Multiple Users



# Planning For Integration With Google Docs

- Digital, Social, Traditional



The screenshot shows a Google Sheet titled "Digital Promotions" with a table containing project tasks. The table has five columns: Project Name, Who, Task, Due Date, and Comments. The tasks are organized into sections: Memorial Weekend Event, Facebook Ads, Video Pre Roll, and Landing Page. Each task lists the assigned person, the task description, the due date, and the current status or notes.

	Project Name	Who	Task	Due Date	Comments
4	<b>Memorial Weekend Event</b>				
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	<b>Facebook Ads</b>	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	<b>Video Pre Roll</b>	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	<b>Landing Page</b>	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

At the bottom of the sheet, there are tabs for "April Promo", "May Promo", "June Promo", and "July Promo".

- Weekly, Monthly, Quarterly Plans

# Integrated Marketing Priority #1

- Implement An Integration HUB
  - Provides Critical Tools
    - Email Deployment
    - Landing Pages
    - Behavior Tracking
    - Lead Scoring
    - Customer Dossier
    - Notification





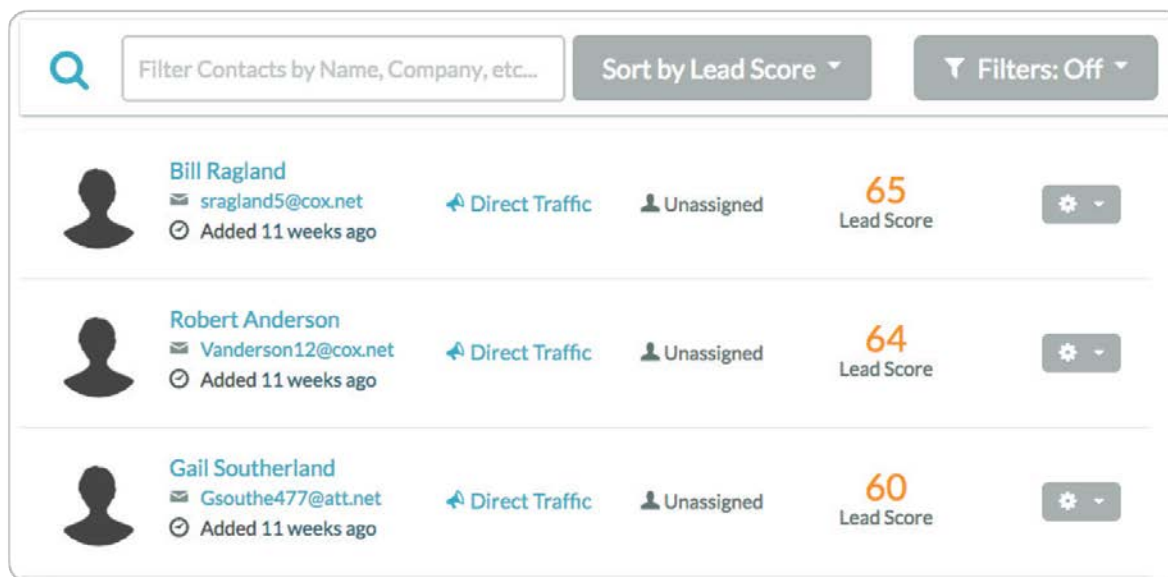
# Integrated Marketing Priority #1





- Your Integration Hub
  - Create Dossier On Every Client & Prospect



# Integrated Marketing Priority #1

- Your Integration Hub
  - Create Dossier On Every Client & Prospect



	Filter Contacts by Name, Company, etc...	Sort by Lead Score ▾	Filters: Off ▾
	<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    ⚙️ ▾

# Integrated Marketing Priority #1

- Email Capture + Lead Scoring = Lead Generation
  - Website Forms
  - Landing Pages
  - Customers
  - Social
  - 3<sup>rd</sup> Party
  - Factory
  - Others

0 Price Alerts ▼

Please provide your email address to begin receiving price alerts at home, at work, and on your phone!

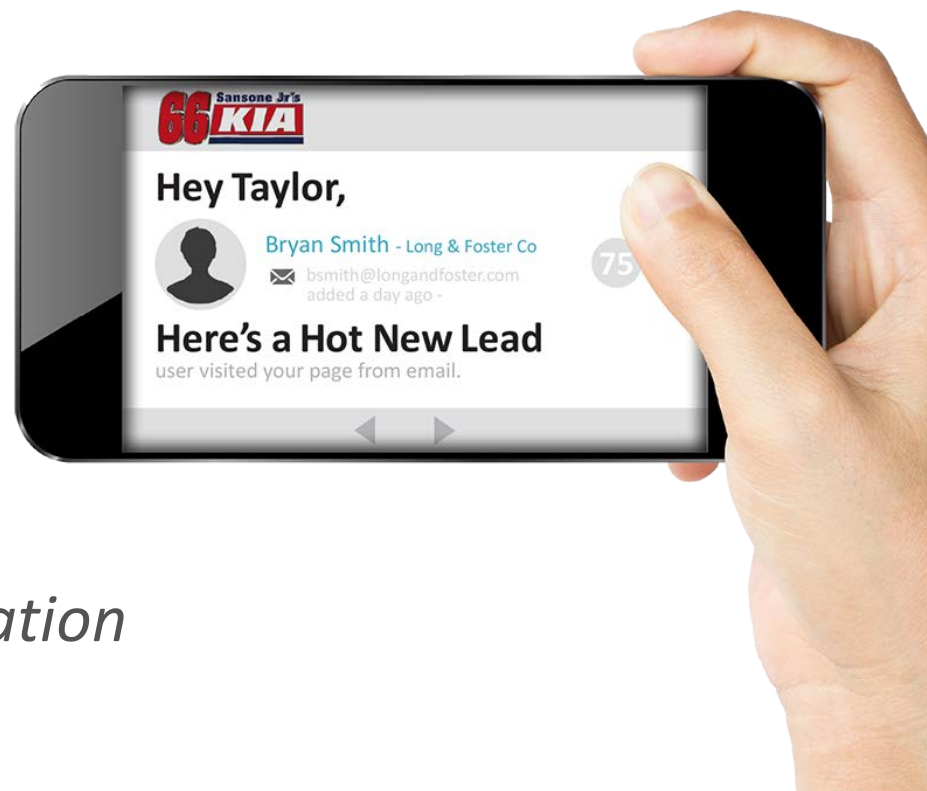
Email Address\*

Sign Up Now!

[Privacy Policy](#) Already Registered? [Log In](#)

# Integrated Marketing Priority #1

- Integration Hub
  - Track Engagement & Behavior
  - Media Source Engaged
  - Provides A Dossier
  - Lead Scoring



*It's Your Center Point for Integration*

# 1 | Integrate With Landing Pages

- Landing Page Strategy
- What Are You Offering In Return?
  - Information
  - Special Offer
  - Incentive
  - Gift



*Is It A Fair Trade?*

# 1 | Integrate With Landing Pages

- Remember Your #1 Priority
- Key Takeaways
  - Less Is More
  - Keep The Clutter Down
  - Keep It Simple
  - Make The Trade Easy

**PRESIDENTS DAY SALES EVENT** *You're Invited!* *Yes, I'll be there...*

First Name \*

Last Name \*

Email \*

Phone Number

**VIP Register Me Now**

---

 Receive an American Flag When You Arrive!

**- PLUS -** RSVP Now & Receive A \$20 Gift Card!



# 1 | Integrate With Landing Pages

- Capture Conquest Email Addresses
- Media Driving Landing Page Visits
  - Direct Mail
  - Email
  - Display
  - Social
  - Facebook Ads
  - Traditional

email jonathandoe@gmail.com

»» SUBMIT ««

## 2 | Automated Email

- Engagement Counts For Even More
- Personalization Based On Behavior
  - New Vehicle
  - Pre-Owned
  - Service
  - Credit
  - Financing



*Easy Segmentation*



## 2 | Automated Email

- Provide Personal Messaging
  - F-150 Special
  - Used Under \$10,000
  - 2 For 1 Oil Change
  - Credit Guarantee
  - Lease Options
  - Lead Scores



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## 3 | Mailing List To Digital Ads

- Save Time & Money
- Segment Targeted Messaging
  - New Vehicle
  - Pre-Owned
  - Service
  - Credit
  - Financing



## 3 | Mailing List To Digital Ads

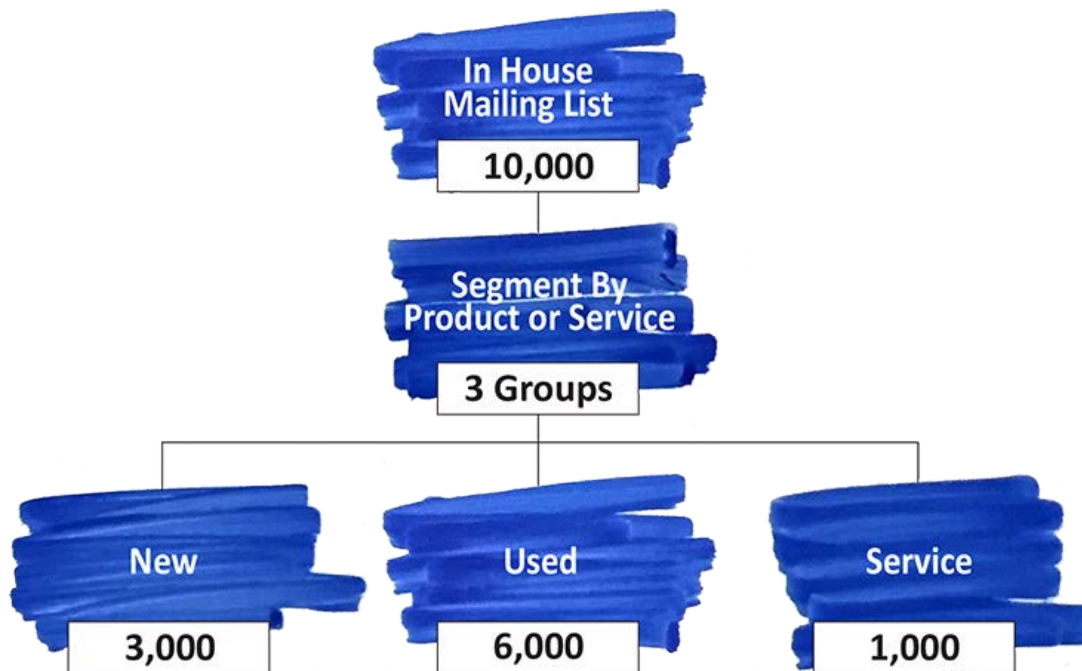
- Segment Strategies
  - By Geography
  - Age of Transaction
  - Purchase Type



*Targeted Ads Directly To Individuals*

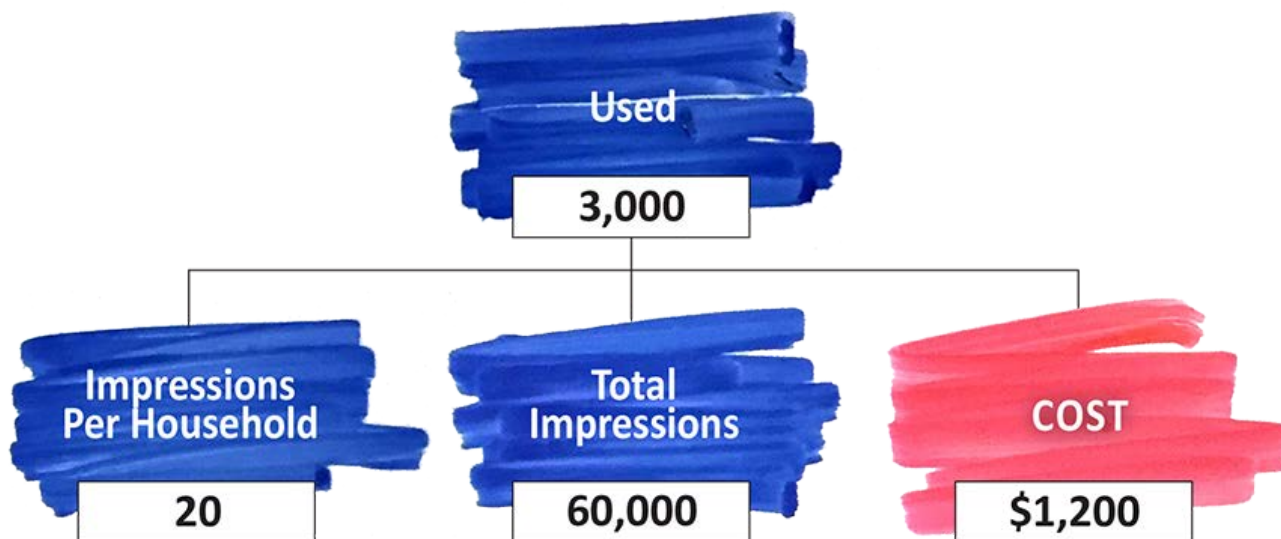
## 3 | Mailing List To Digital Ads

- Take Your Mailings List, and Segment



### 3 | Mailing List To Digital Ads

- 50% Append Rate | Timely, Targeted, Special



### 3 | Mailing List To Digital Ads

- When To Use
  - Support Major Selling Events
  - Aged Inventory
  - Special Purchase
  - Special Incentives
  - Key Zip Codes
  - Buy Back



**We Want Your F-150!**

Due to a shortage of quality pre-owned Ford F-150 Pickups, we would like give you 100% of Kelly Blue Book Retail value for your 2010-2014 F-150 to use towards a new Ford!

**WHEELER**  
**FORD** 

[Click Here for Details](#)

## 3 | Mailing List To Digital Ads

- Append Today
  - List Segmentation
  - Targeted Timely Messaging
  - Landing Page
  - Email
  - Dossier
  - Lead Score
  - In-Market Notification



*Low Cost - Strategic*

## 4 | Geo Fencing Digital Ads

- Digital Display | Conquest
  - GPS
  - WIFI / IP Address
- Strategically Targeted
- Landing Page
- Dossier





## 4 | Geo Fencing Digital Ads

- Segmentation Strategy | Mobile Strategy
  - Geo Targeted
    - Event Promo
    - Specific Message
    - Special Offer
- Single or Multiple Fences
- Conquest Marketing



## 4 | Geo Fencing Digital Ads

- Target Zones
  - Same Make Dealerships
  - Automotive Rows
  - Used Car Areas
  - Arena's & Event Centers
  - Shopping Malls
  - Office Centers



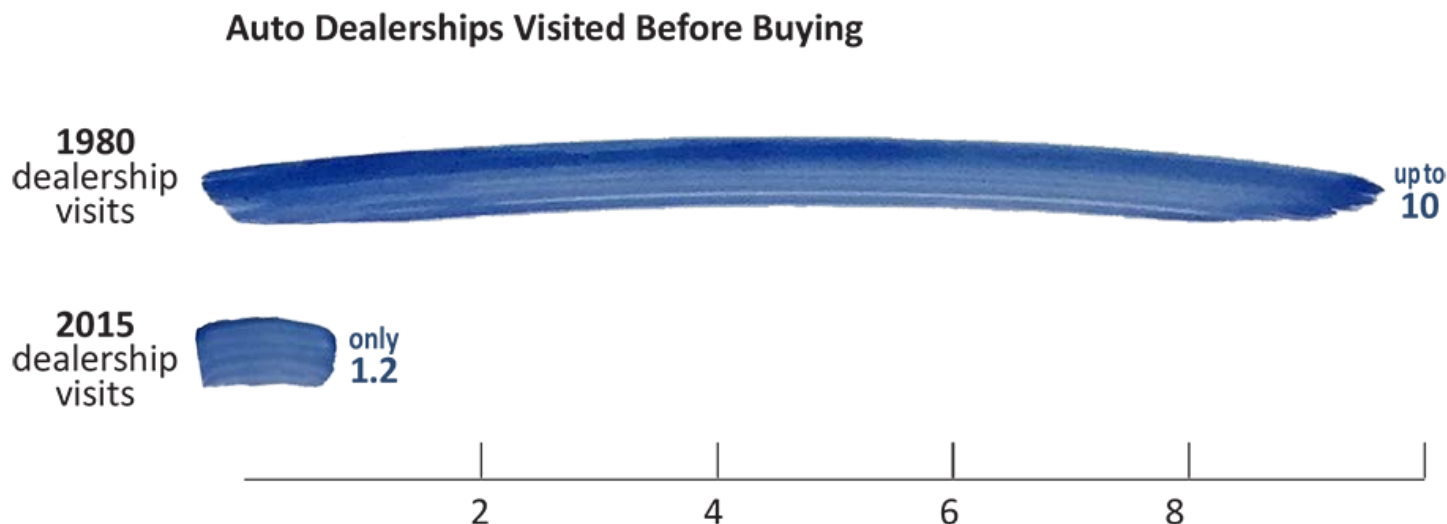
## 5 | 100% Digital Promotion

- Direct Response...Evolution!
- Proven Tactics
  - Capture More Leads
  - Work Leads More Effectively
  - Conquest & Customer Driven
  - Lower Cost



## 5 | 100% Digital Promotion

- Low Purchase Funnel Prospects
- Bribe Them – Direct Response Model



# 5 | 100% Digital Promotion

- The Pieces
  - Landing Page
  - Email Deployment
  - In-Market Display Ads
  - Facebook Ads
  - Re-Targeting Ads
  - Pre-Roll Video
  - Home Page Banner Ads



**PRESIDENTS DAY SALES EVENT** *You're Invited!* *Yes, I'll be there...*

First Name \*

Last Name \*

Email \*

Phone Number

**VIP Register Me Now**

 Receive an American Flag When You Arrive!

**- PLUS -** RSVP Now & Receive A \$20 Gift Card!



## 5 | 100% Digital Promotion

- Digital Ads
  - Geo Targeted
  - In-Market Consumers
  - Re-Targeting



**WHEELER FORD** 

**PRESIDENTS DAY SALES EVENT**

Thursday-Saturday Only  
February 11th - 13th

Receive an American Flag When You Arrive!

[Click Here To RSVP](#)

& Receive An Additional \$20 Gift Card!




**WHEELER FORD** 

**PRESIDENTS DAY SALES EVENT**

Thursday-Saturday Only  
February 11th - 13th


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[Click Here To RSVP](#)

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## 5 | 100% Digital Promotion

- Social Media
  - Geo-Targeted
  - In-Market Consumers
  - Behavior Targeted
  - Facebook Ads
  - Social Posts



A screenshot of a Facebook post from Wheeler Ford. The post features a red Ford pickup truck on the right and a graphic on the left that says "WHEELER FORD PRESIDENTS DAY SALES EVENT" with a starburst design. The text "Click to RSVP to our sales event February 11th - 13th!" is centered below the image. At the bottom, it says "Receive \$20 gift card and American flag!" and "WHEELERADVERTISING.COM". There are "Like Page" and "Book Now" buttons.

Wheeler Ford  
Sponsored

Click to RSVP to our sales event February 11th - 13th!

Receive \$20 gift card and American flag!

WHEELERADVERTISING.COM



## 5 | 100% Digital Promotion

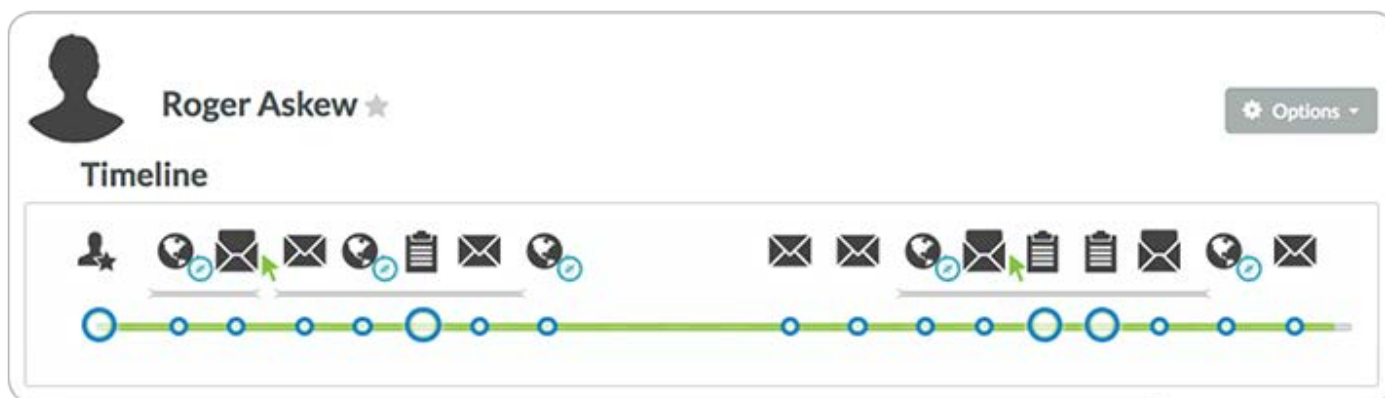
- Integration Hub
  - Landing Page
    - Email Deployment
    - In-Market Display Ads
    - Facebook Ads
    - Re-Targeting Ads
    - Pre-Roll Video
    - Home Page Banner Ads





## 5 | 100% Digital Promotion

- Automation Platform
  - Email Capture
  - Lead Generation
  - Tracking & Scoring
  - Dossier



## 6 | Integrate Direct Response Model

- It's Everywhere
  - Network
  - Independent
  - Cable
  - Drugs
  - Household
  - Coins
  - Weight Loss
- Direct Response TV Drives Predictable Leads.



## 6 | Integrate Direct Response Model

- Message Formula
  - Make Special Offer
  - What Else
  - Act Now
  - One More
  - ETC
- Target: 60 -120 Second Spots or Longer



## 6 | Integrate Direct Response Model

- Lead Gen Formula
  - One Station
  - Low Cost Programs
  - Multiple Days
  - Track Calls / Landing Page Visits
  - Match To Program
  - ROI

*BUT WAIT!  
THERE'S MORE...*

## 6 | Integrate Direct Response Model

- Media Worksheet
  - Station, Day Part, Leads, Cost

### *Saturday Lead Review*

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

# 7 | Integrate Reviews

- Do Reviews Influence?
- YES!
- But More Than You Think
  - AdWords
  - Forms



# 7 | Integrate Reviews

- Integrate Reviews With AdWords
- AdWords
  - Reviews On AdWords
  - 20% -30% Increase In CTR
- Added Value
  - Location
  - More 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

## 7 | Integrate Reviews

- How To Set Up AdWords Reviews
  - Google Account
  - Google My Business
  - Create Location Extension
  - 25 More Google Reviews






# 7 | Integrate Reviews

- Create Review Friendly Forms
  - Forms
  - Relevant Reviews
  - Increase Submission Rate
  - Track Form Views vs. Submission Rate

## REQUEST A QUOTE

WE MAKE CAR BUYING EASY



2016 ACURA MDX 9 SPD AUTO  
COLOR: SILVER  
STOCK #: 160420

Happy Customer Reviews

I COULDN'T BE MORE GRATEFUL TO HAVE HAD MARK

★★★★★

I want to honestly thank Sansone Jr's for giving me such an unforgettable experience buying my first car as a 20 year old. More art Vernaglia and ...

More ▼

GREAT SERVICE!

★★★★★

How Mark, Gabby & Brian worked together to make my deal a good experience. They showed care about my needs.

More ▼

WE NEED A LITTLE INFORMATION FIRST

First Name

Last Name

Email

**SUBMIT**

## 8 | Marketing The Sales Professional

- The Most Under Used Asset a Dealership Has
- The Professional Sales Person
  - Create A Business Inside A Business



## 8 | Marketing The Sales Professional

- The Most Under Used Asset a Dealership Has
  - Phone & Desk
  - Inventory
  - Finance Department
  - Staff
  - Service Department
  - Corporate Marketing



# 8 | Marketing The Sales Professional

- Empower Them

Personal Website

Facebook Business

Social Ad Budget


Personal Marketing

Kiwanis

Chambers

Social Networks

Dedicated Automotive Consultant



**Samantha Simpson**  
Automotive Consultant  
3000 South Hulen Street  
Ft Worth, TX 78109  
Mobile 817.123.4567  
Office 800.223.6789  
Fax 800.123.4567  
[VISIT MY WEBSITE](#)

Read My Reviews  
★★★★★

Get Prequalified!  
817.751.5959  
or  
[START ONLINE](#)

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.

*People Connecting With People*

## 8 | Marketing The Sales Professional

- Empower Them

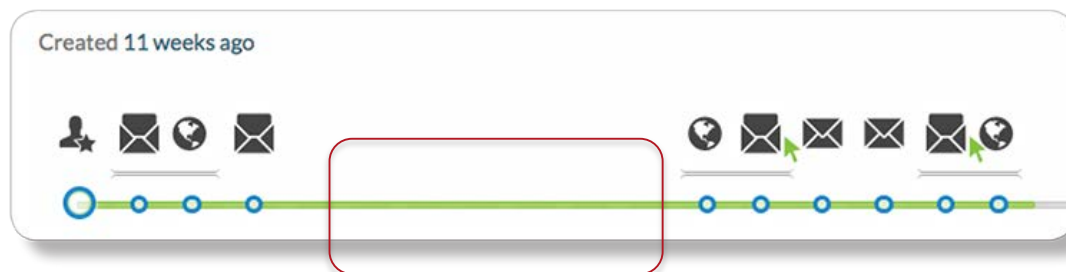
Assign Dossiers

View Engagement

Phone Notifications

Personal Phone

Personal Emails



- Bird Dog Email Addresses

*People Connecting With People*

## 9 | Retail Facebook Ads

- Click To Web Ads

Targeted Facebook Ads

Targeted Geography

Targeted Interests

In-Market

Pictures

CTA

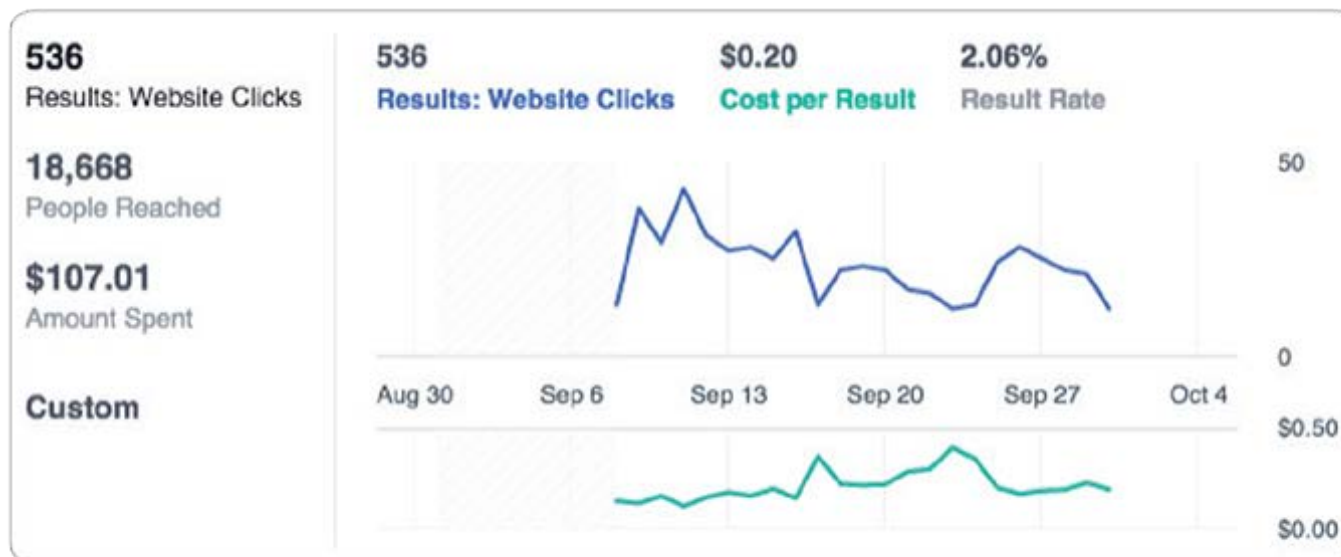
Landing Pages



- CPC: 15-45 cents

## 9 | Retail Facebook Ads

- No Major Social Media Program Required
  - Mobile News Feed
  - Desktop News Feed
  - Desktop Right Column



# Increasing Lead Gen Starts With .....














- Develop POV
- Integration Hub
  - Landing Pages
  - Email
  - Mailing List
  - Geo Fence
  - Digital Promo
  - Direct Response
  - Reviews
  - Sales Staff
- Customer Dossiers





# True Competitive Advantage!

Wouldn't You Love To Have  
10,000 Customer Dossiers!

<div> 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	 ▾
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# Questions?

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