



**IGNITE**  
the conversation

# SPARQ

**Word of mouth marketing**

sparq



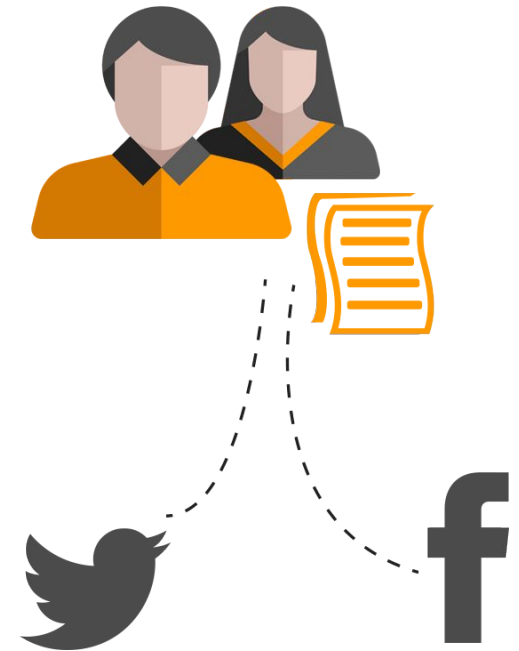
# The Dilemma

*Customers are sharing their new vehicle on social media without mentioning your dealership or their experience!*

People love sharing life's important moments. The majority of your customers will post their new vehicle on Facebook. Will they mention your dealership? Are they driving referrals to your sales staff?

**SPARQ's** mobile application makes it easy for you to get involved when your customer shares their new purchase.

Utilizing your customer's social network, **SPARQ** drives 1000's of new leads each month from the friends and family of your customers.



**SPARQ - Ignite the conversation!**

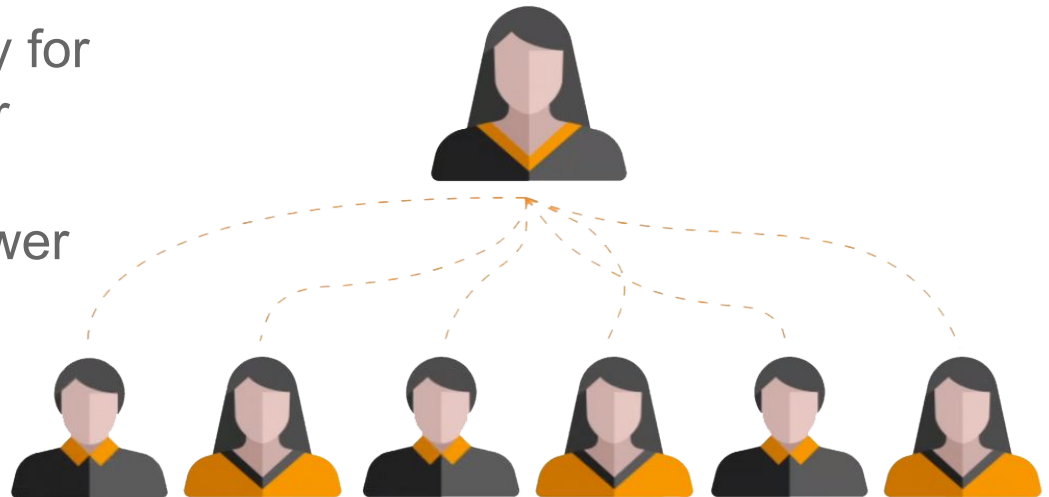
TrySPARQ.com

# Why SPARQ works

**81%** of U.S. online consumers' purchase decisions are influenced by their friends' social media posts. *~Market Force*

**92%** of people trust recommendations from friends and family **MORE** than ALL other forms of Marketing. *~Nielsen*

**SPARQ** makes it fun & easy for your customers to refer their friends and family to your dealership and uses the power of their social network to generate valuable leads.



**SPARQ - Ignite the conversation!**

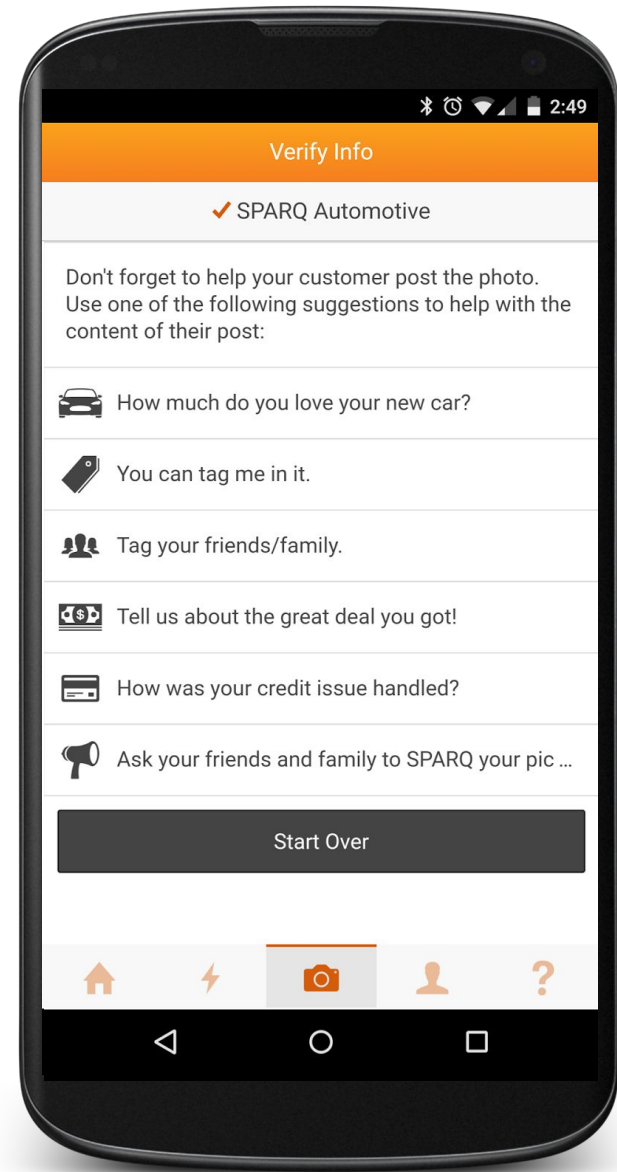
[TrySPARQ.com](https://www.TrySPARQ.com)

# Sales associate can quickly snap a picture at time of delivery.

- ❖ **SPARQ** is installed on sales staff smartphones
- ❖ Take photo or video at time of delivery
- ❖ Upload existing photos
- ❖ Very easy to use
- ❖ Takes less than 2 minutes
- ❖ Available on all Android & Apple devices



2500+ automotive sales professionals are using **SPARQ**.



**SPARQ - Ignite the conversation!**

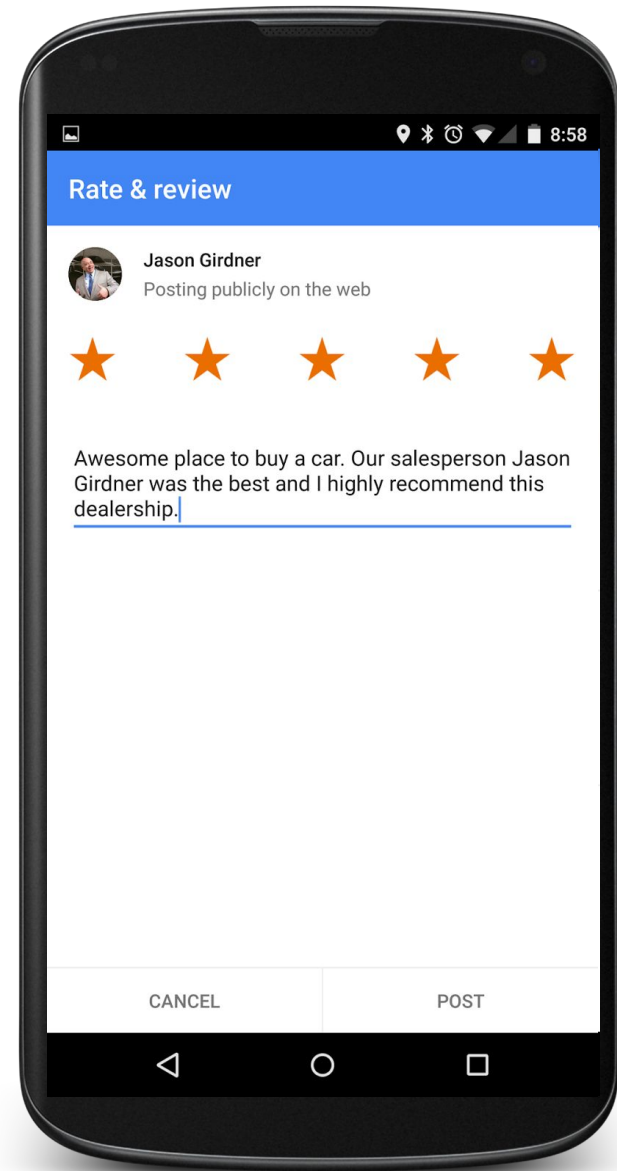
[TrySPARQ.com](http://TrySPARQ.com)

## Customer receives text message to quickly and easily share their car buying experience.

- ❖ No app to install
- ❖ Text message delivered instantly
- ❖ Fast and easy to use
- ❖ Share with Facebook & Google+
- ❖ Easy Auto-fill option for fast testimonials
- ❖ Can tag friends & family in their post
- ❖ Customer can easily share review on **Yelp**, **Google Reviews** & **DealerRater**



*30,000+ customers have shared their car buying experience from their phones using **SPARQ**.*

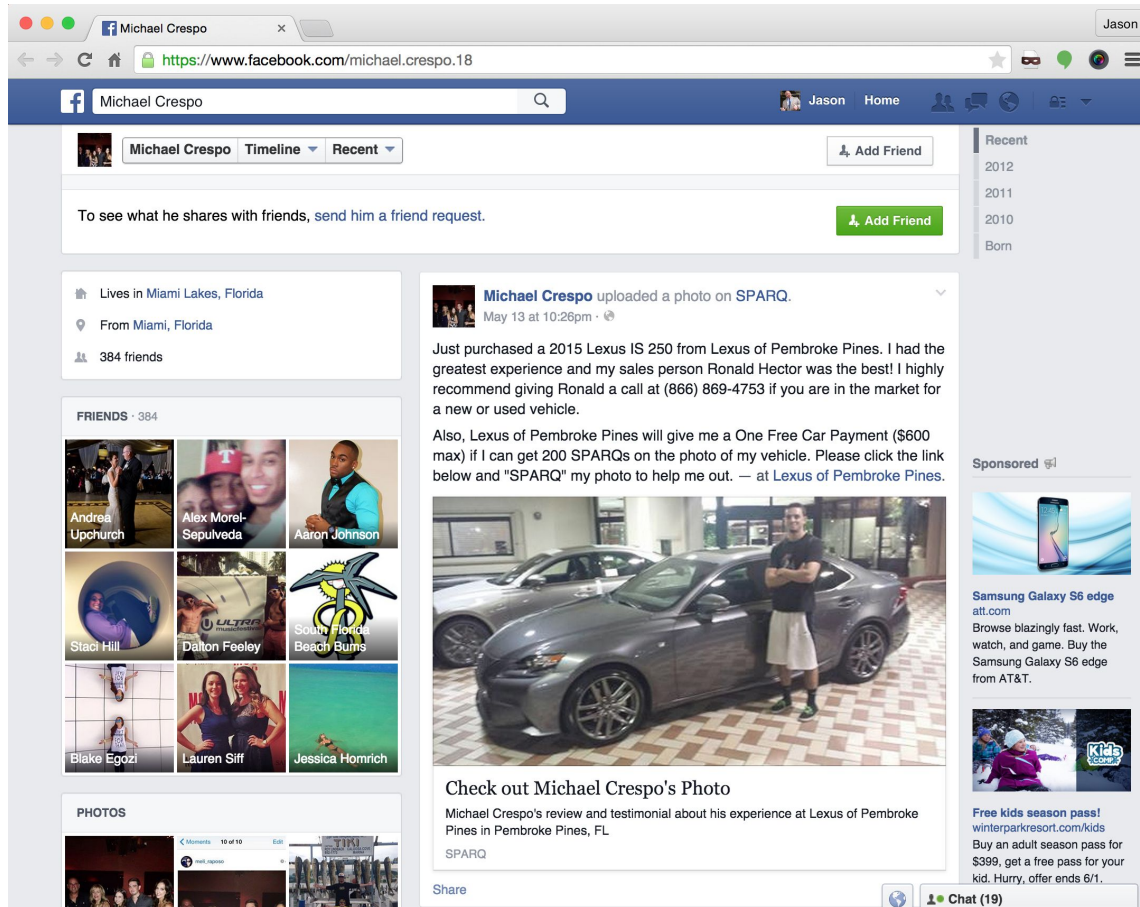


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# Referral gets posted to customer's timeline



Dealership and Salesperson are mentioned in the post on the customer's timeline.

Phone number to dealership is posted on customer's timeline.

Customer and anyone they tag are checking into the dealership.

Photo is a link back to your Facebook page.

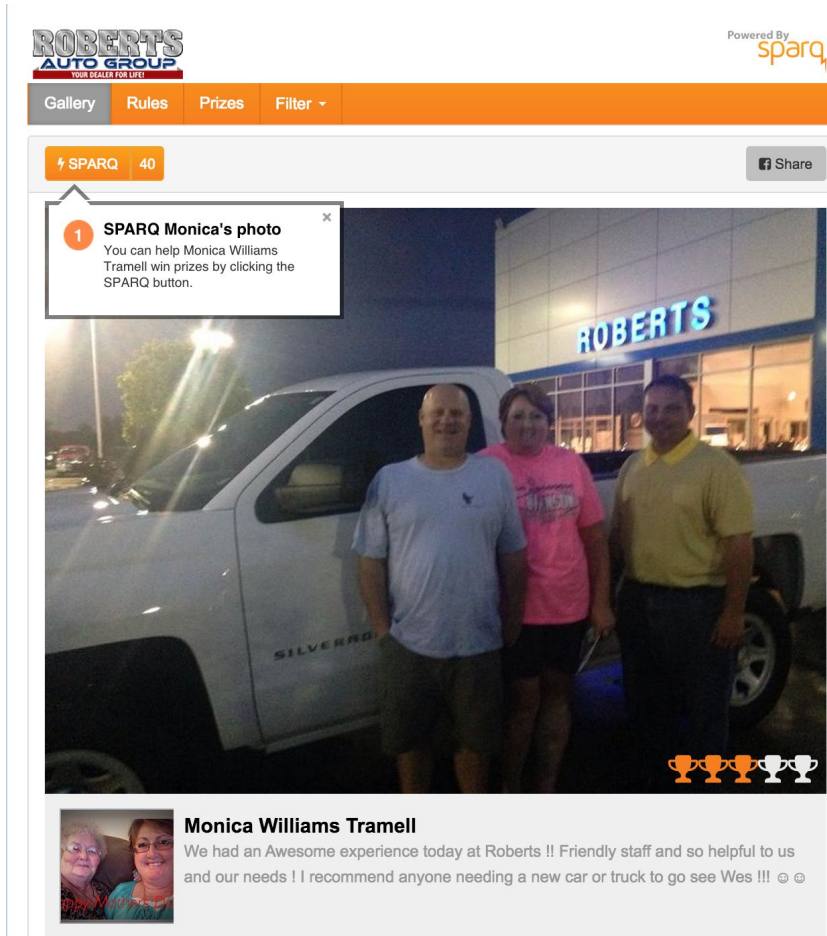
Retargeting pixel is installed in the browser of anyone who clicks the photo link.

The most powerful form of marketing your dealership can do.

## SPARQ - Ignite the conversation!

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# The SPARQ button



Offer your customers prizes to get their friends and family to **SPARQ** their photo.

**SPARQ** captures Name and Email address when someone **SPARQs** a customer photo.

Increase your **CSI** by rewarding your customers for advertising how great their experience was at your dealership.

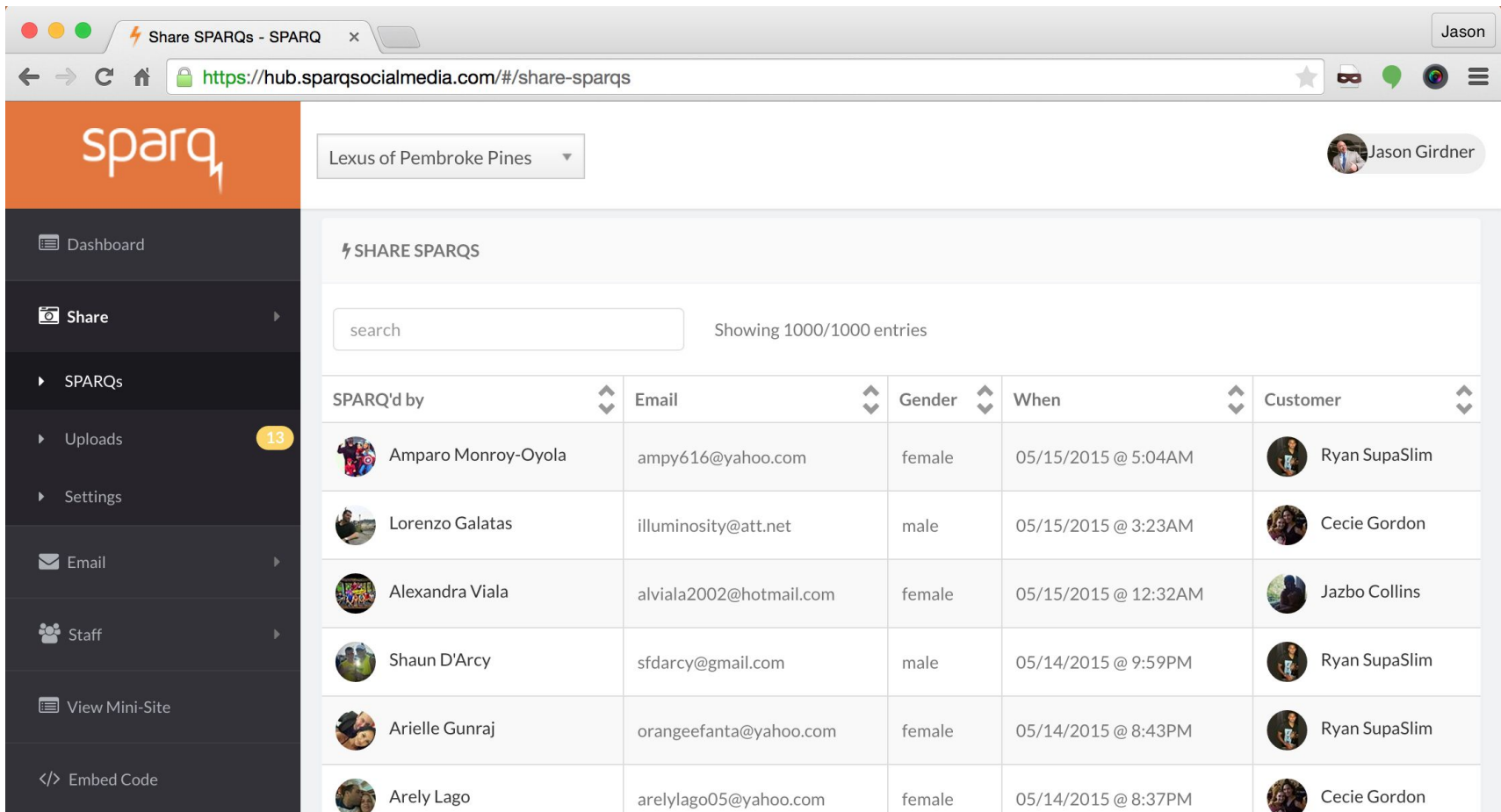
Dealers using **SPARQ** have seen a 70% decrease in negative reviews posted online.

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# SPARQ Leads



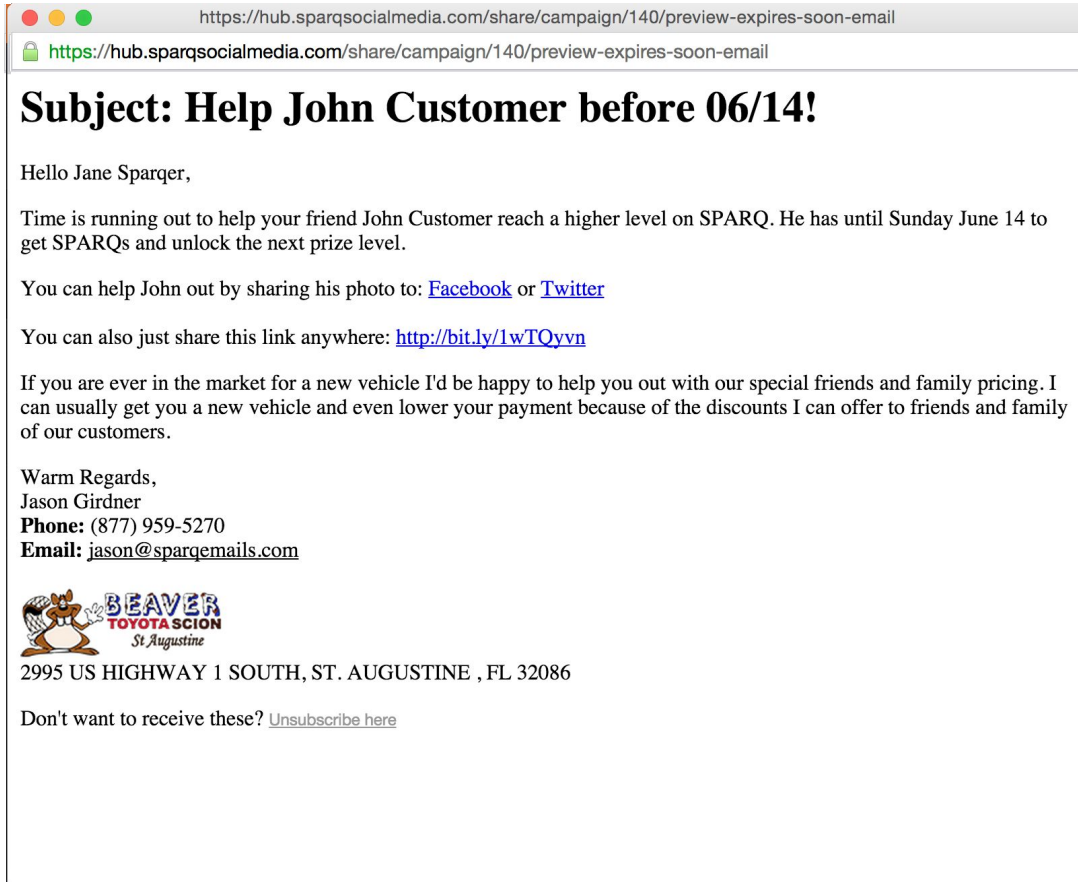
The screenshot shows a web browser window with the URL <https://hub.sparqsocialmedia.com/#/share-sparqs>. The page features a sidebar with navigation options: Dashboard, Share, SPARQs, Uploads (13), Settings, Email, Staff, View Mini-Site, and Embed Code. The main content area is titled "SHARE SPARQS" and includes a search bar and a dropdown menu set to "Lexus of Pembroke Pines". Below this is a table of leads.

SPARQ'd by	Email	Gender	When	Customer
 Amparo Monroy-Oyola	ampy616@yahoo.com	female	05/15/2015 @ 5:04AM	 Ryan SupaSlim
 Lorenzo Galatas	illuminosity@att.net	male	05/15/2015 @ 3:23AM	 Cecie Gordon
 Alexandra Viala	alviala2002@hotmail.com	female	05/15/2015 @ 12:32AM	 Jazbo Collins
 Shaun D'Arcy	sfdarcy@gmail.com	male	05/14/2015 @ 9:59PM	 Ryan SupaSlim
 Arielle Gunraj	orangeefanta@yahoo.com	female	05/14/2015 @ 8:43PM	 Ryan SupaSlim
 Arely Lago	arelylago05@yahoo.com	female	05/14/2015 @ 8:37PM	 Cecie Gordon

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# Email Marketing



Three types of emails sent to people who **SPARQ** customer photos.

1. **Welcome Email**
2. **New Level Reached Email**
3. **Expires Soon Email**

All emails are sent from the salesperson who sold the vehicle to create Person-to-Person connections.

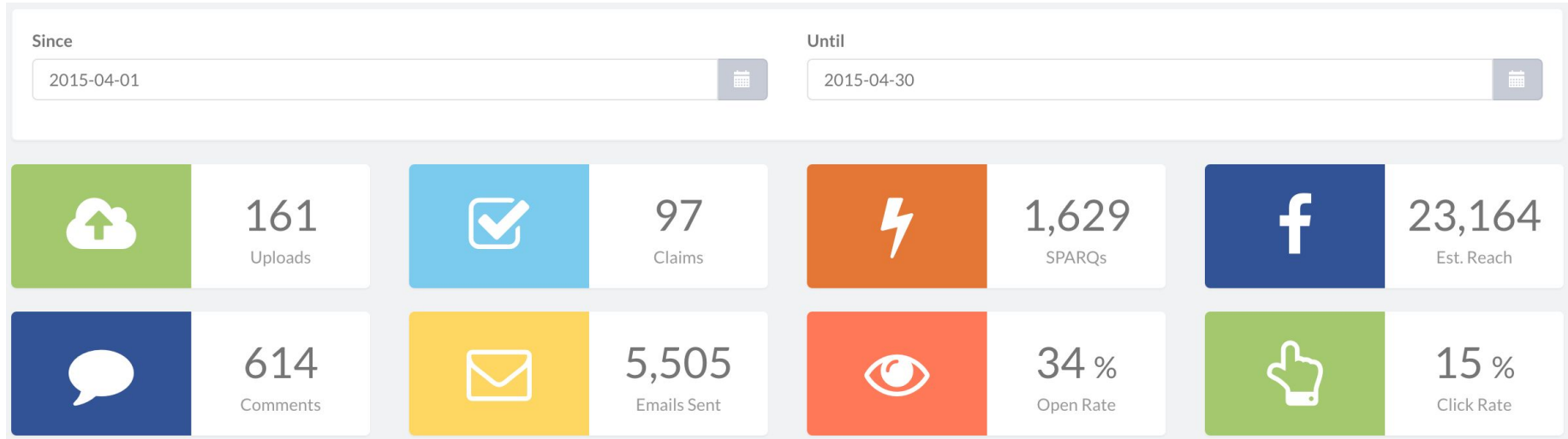
**Average Open Rate: 33%**

**Average Click Rate: 12%**

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# High Volume Lexus Store in Florida

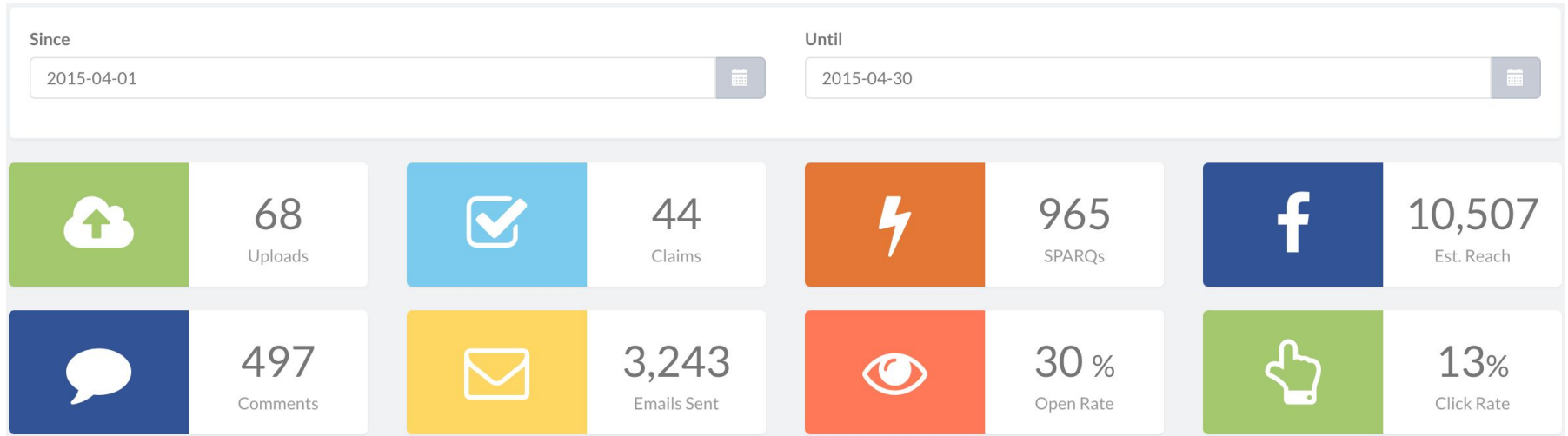


Results are in the numbers!  
Sold 20+ cars in April using **SPARQ**

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# Small Chevrolet Store in Oklahoma



Results are in the numbers!  
Broke a record in April using **SPARQ**

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# Generate Hundreds Of Valuable Leads

## And Boost Your Brand Awareness



Up to

**14%** OF CLAIMED PHOTOS  
**RESULT IN SALES**

**The more you use it,** you will build a better online reputation and brand awareness for both the sales person and store.

# SPARQ R.O.I. GUARANTEE

SPARQ guarantees the above named client a minimum of a 5x return on investment on monthly fees paid to SPARQ. Client must get 50% of customers to “claim” their photo consistently for 6 months. DMS access will be required to validate the R.O.I. before refund will be issued. If client did not sell enough to make a minimum of 5x their investment, SPARQ will refund all money paid for monthly subscription fees.



CLIENT: \_\_\_\_\_

SPARQ: \_\_\_\_\_