

STRATEGIC MARKETING
1901 Stanley Gault Parkway
Louisville, KY 40223



STRATEGIC
M A R K E T I N G SM



serviceboost

Telephony and On-Demand Products

Phone: 502-425-3660
Toll Free: 800-799-8633
STRATEGICMARKETING.com

OUR MISSION

“To Produce the Highest ROI for Our Clients in the Industry”

OUR OBJECTIVE

- Increase Customer Retention
- Increase Clients Market Share

OUR COMPANY

- One of the Largest Privately held Automotive Marketing Companies in the Country.
- Vertically - Integrated, Full Service Marketing Agency.

CORPORATE HEADQUARTERS

- Established 1995, Louisville, KY
- With Offices in Chicago and San Francisco

RIGHT LIST • RIGHT MESSAGE • RIGHT PROCESS



Auto Dealer Monthly
YOUR DAILY OPERATIONS MAGAZINE

2014

**VOTED: BEST DIRECT MAIL
MARKETING COMPANY**

9-TIME WINNER VOTED ON BY DEALERS



**3 TIME REGIONAL
AWARD WINNER**

FASTEST GROWING COMPANY

**FINALIST:
ERNST & YOUNG**

ENTREPRENEUR OF THE YEAR



2013 & 2014 WINNER

BEST PLACES TO WORK



RIGHT LIST • RIGHT MESSAGE • RIGHT PROCESS

It all starts with your data...

And finding the opportunities in that data...

- We specialize in identifying each opportunity
- It's all about timing
- It's easy to use and puts the power in your hands



RIGHT LIST • RIGHT MESSAGE • RIGHT PROCESS



AVERAGE IMPROVEMENT

38%

**CLEAN-UP
PERCENTAGE OF
YOUR DATABASE**

- Avoid Wasted Mail/Advertising Dollars
- Improve Responses!
- Save Money!



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Telephony Programs



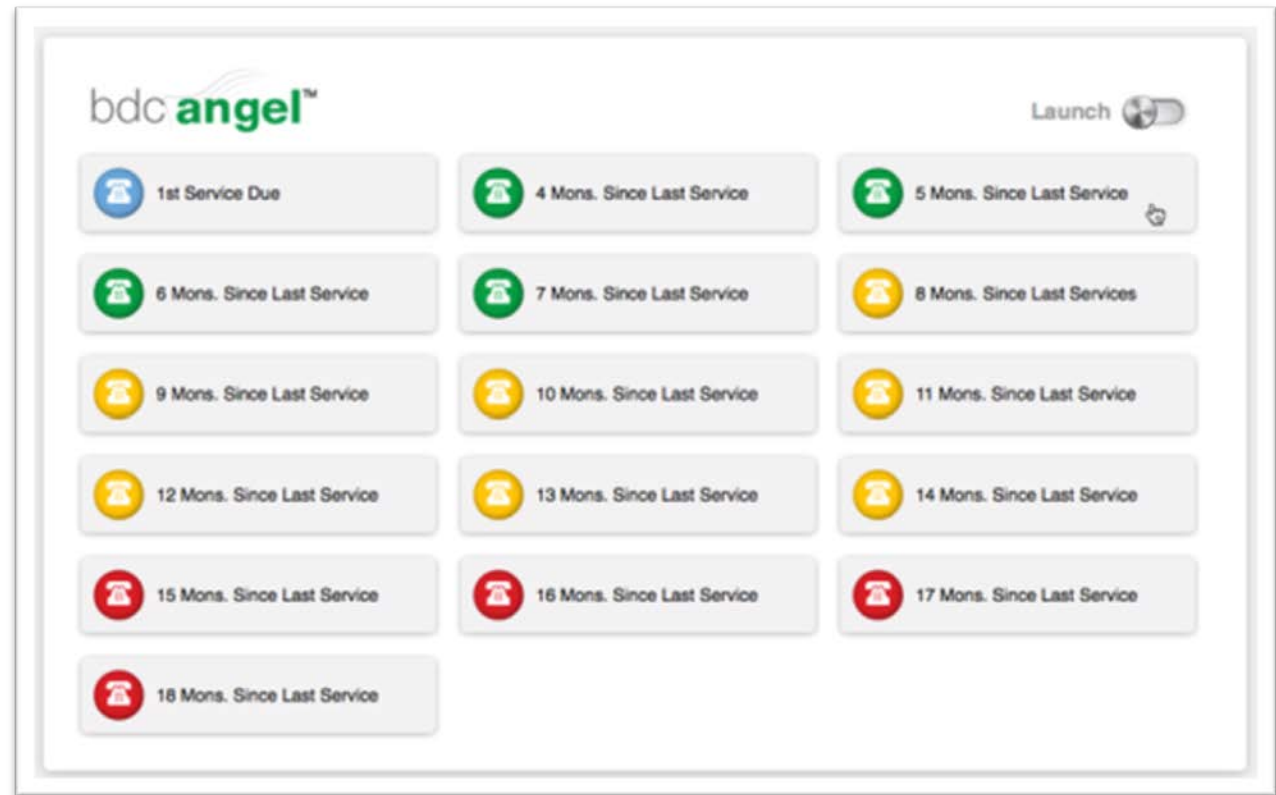
Direct Mail and Email Enhancements



RIGHT LIST • RIGHT MESSAGE • RIGHT PROCESS

BDC Angel was developed for dealers to identify opportunities in their DMS system.

- User Interface is easy to use
- One click of a button gives you access to those opportunities
- Customizable to any manufacturer
- Color coded for “at risk” customers



RIGHT LIST • RIGHT MESSAGE • RIGHT PROCESS

- Discover opportunities in the database quickly
- Sort by mileage, last service and type of vehicle
- Caller can click the “Add” button for leads to hit their “My Tasks” list
- Build your complete call list in less than a minute

bdc angel opportunity identifier

Momentum Chrysler Dodge Jeep Ram - Fairfield **DEALER SELECTOR** **Hi, HARRY K (ZONIC DESIGN)** Log Out Change Password

Home

Opportunity From: 5 Mons. Since Last Service **95 Leads**

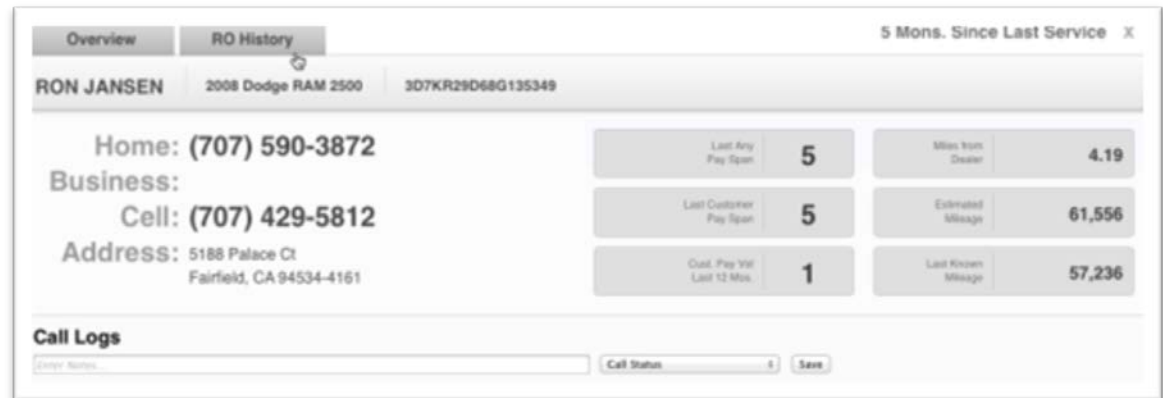
Name	Vehicle	Last Known Mileage	Est. Mileage	Span	CP Span	CP Visits Last 12 Months	Last Advisor
Add BRIAN MCCULLOUGH	2007 Jeep WRANGLER	65088	69792	5	5	1	3689
Add JACOB HALE	2013 Jeep GRAND CHEROKEE	14630	19110	5	5	1	3689
Add LEE WALLACKER	2009 Dodge RAM 1500	73471	79820	5	5	2	3689
Add JAMES PONTON	2004 Dodge RAM 1500	192189	193424	3	5	3	4846
Add WENDELL COOPER	2006 Dodge CHARGER	155456	160224	5	5	1	3689
Add DANIEL MARTINEZ	2013 Dodge GRAND CARAVAN	10857	14828	5	5	2	3824
Add MICHAEL MEADE	2011 Jeep WRANGLER UNLIMITED	27527	31471	5	5	2	3689
Add TEDDY TEDDY TURNER	2011 Dodge RAM 1500	33277	49813	5	5	2	3689
Add MATT SMITH	2007 Dodge CHARGER	70277	74585	5	5	1	3689
Add LETHA KING	2007 Dodge RAM 1500	57073	61841	5	5	1	3689
Add MATTHEW ENGLE	2001 Jeep GRAND CHEROKEE	100921	105369	5	5	1	3689
Add RON JANSEN	2008 Dodge RAM 2500	57236	61556	5	5	1	3689
Add DAVE DOZLER	2012 RAM 2500	17825	21341	5	5	2	3689
Add ANTOINETTE SHIRLEY	2008 Dodge AVENGER	105446	110150	5	5	1	3689
Add DAVID ESTES	2011 Dodge GRAND CARAVAN	52062	56389	5	5	2	3689
Add HARDOP DWALIWAL	2009 Jeep PATRIOT	85630	90526	5	5	1	3689
Add KEITH NARALOUST	2012 Chrysler 300	24443	28539	5	5	1	3689
Add ADLEON ESQUIVEL	2000 Dodge DAKOTA	111156	115348	5	5	1	3689

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Caller has all pertinent information including RO history.

Other important information includes:

- Current estimated mileage
- Number of months since last service visit
- Number of service visits in the last 12 months
- Customer distance from dealership
- RO history information at a snap shot



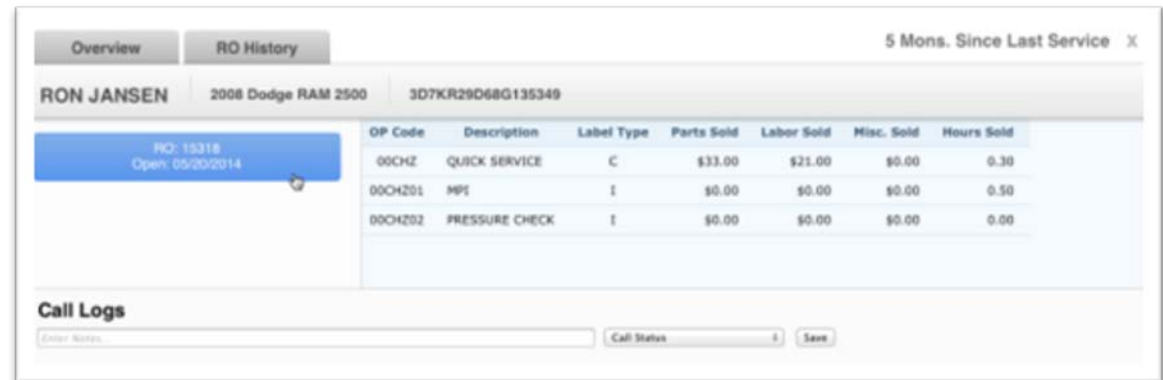
Overview **RO History** 5 Mons. Since Last Service X

RON JANSEN 2008 Dodge RAM 2500 3D7KR29D68G135349

Home: (707) 590-3872
 Business:
 Cell: (707) 429-5812
 Address: 5188 Palace Ct
 Fairfield, CA 94534-4161

Last Any Pay Span	5	Miles from Dealer	4.19
Last Customer Pay Span	5	Estimated Mileage	61,556
Out. Pay Yr Last 12 Mos.	1	Last Known Mileage	57,236

Call Logs



Overview **RO History** 5 Mons. Since Last Service X

RON JANSEN 2008 Dodge RAM 2500 3D7KR29D68G135349


RO: 15318
 Open: 05/20/2014

OP Code	Description	Label Type	Parts Sold	Labor Sold	Misc. Sold	Hours Sold
00CHZ	QUICK SERVICE	C	\$33.00	\$21.00	\$0.00	0.30
00CH201	MPE	I	\$0.00	\$0.00	\$0.00	0.50
00CH202	PRESSURE CHECK	I	\$0.00	\$0.00	\$0.00	0.00

Call Logs

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Call statuses are customizable by dealer.



Opportunity Group
My Tasks
Master Tasks

▼ Current Call Status

- Call Made 1
- Call Made 2
- Call Made 3 - LM
- Call Made 3 - NA
- Talked to Someone Else - LM
- Call Back - Follow-up
- Appt - FIRM
- Appt - PEND
- Appt Already Set
- Servicing Elsewhere
- Not Interested
- No Longer the Owner
- Do Not Call Again
- Not Ready
- Unhappy
- Want Trade In
- Invalid Number - Home
- Invalid Number - Business
- Invalid Number - Cell
- DOFU
- Need Chinese Speaker
- Need Spanish Speaker

▼ Past Call Activities

- Last 7 days
- This Month
- Follow-Ups
- Staff Daily Progress

Overview
RO History
5 Mons. Since Last Service X

RON JANSEN
2008 Dodge RAM 2500
3D7KR29D68G135349

Home: (707) 590-3872
Business:
Cell: (707) 429-5812
Address: 5188 Palace Ct
Fairfield, CA 94534-4161

Last Any Pay Span 5
Last Customer Pay Span 5
Call Pay Vol Last 12 Mos. 1

Miles from Dealer 4.19
Estimated Message 61,556
Last Known Message 57,236

Call Logs

Enter Notes...

Call Status
No Answer
Left Message
Appt Scheduled
No Longer the Owner
Unhappy
Want Trade In
Not Interested
Servicing Elsewhere
Need Chinese Speaker
Need Spanish Speaker

Save

Numerous call statuses are available, including trigger statuses like "unhappy" or "want trade-in". These are automatically emailed to your CRM or Sales Dept. once activated.

- There are several pre-loaded call statuses to choose from allowing you to be specific in your call dispositions.
- Statuses can be customized for your dealers needs.

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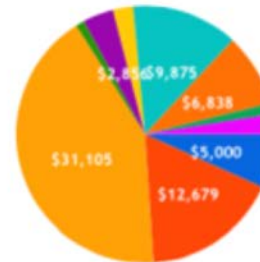
DEPARTMENT LEVEL REPORTING

- Monitor your BDC Department easily
- Overview of total revenue generated
- Understand revenue generated by each caller



BDC Angel Report: September, 2014

Revenue by Staff



■ Nicole Deveyra
■ Joy Albertsonsnyder
■ Patricia Alvarez
■ Jennifer Ramos
■ Elida Guzman
■ Raymond Bayani
■ Chris Dowdell
■ Lianne Maronilla
■ Sarah Carpenter
■ Ada Xie

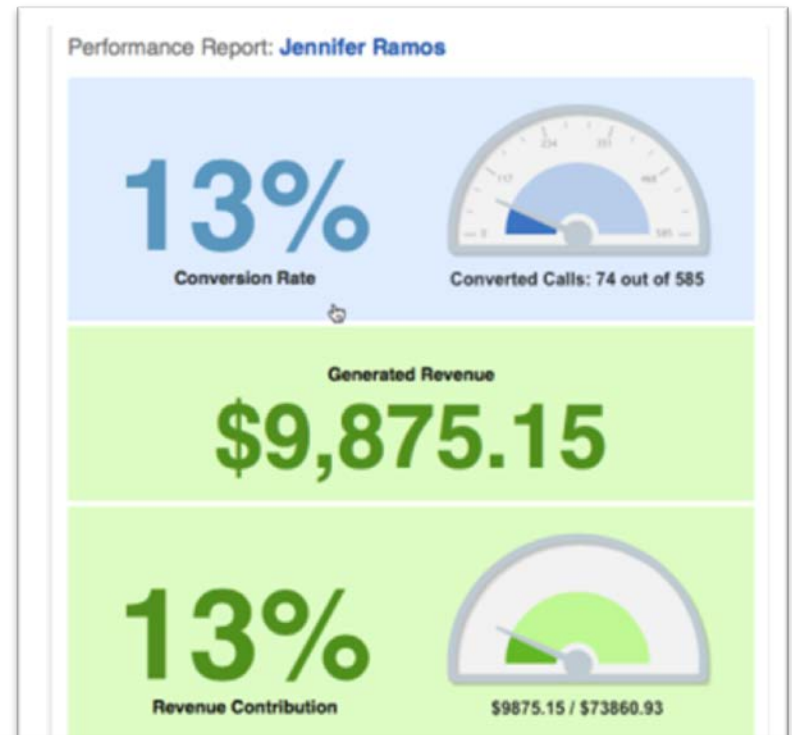
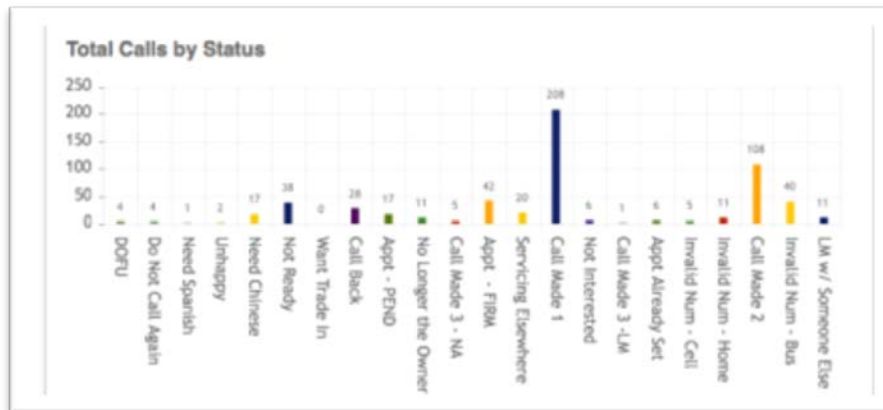
Total Generated Revenue
\$73,860.93

Staff	Calls	Converted RO	Revenue
Nicole Deveyra	183	18	\$5,000.38
Raymond Bayani	910	68	\$12,679.31
Joy Albertsonsnyder	1,075	121	\$31,104.66
Chris Dowdell	199	13	\$803.99
Patricia Alvarez	375	32	\$2,856.13
Lianne Maronilla	135	12	\$1,878.42
Jennifer Ramos	585	74	\$9,875.15
Sarah Carpenter	565	71	\$6,837.87
Elida Guzman	81	3	\$969.46
Ada Xie	9	3	\$1,855.56

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INDIVIDUAL CALLER REPORTING

- Drill down to individual level of success
- Monitor calls by status disposition and opportunity groups



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Recall Angel gives you the ability to identify customers in your database that have an open recall on their vehicle.



- Updated daily
- Be first to market with this information
- Create loyalty among your customers by being proactive

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DIRECT MAIL & EMAIL ENHANCEMENTS

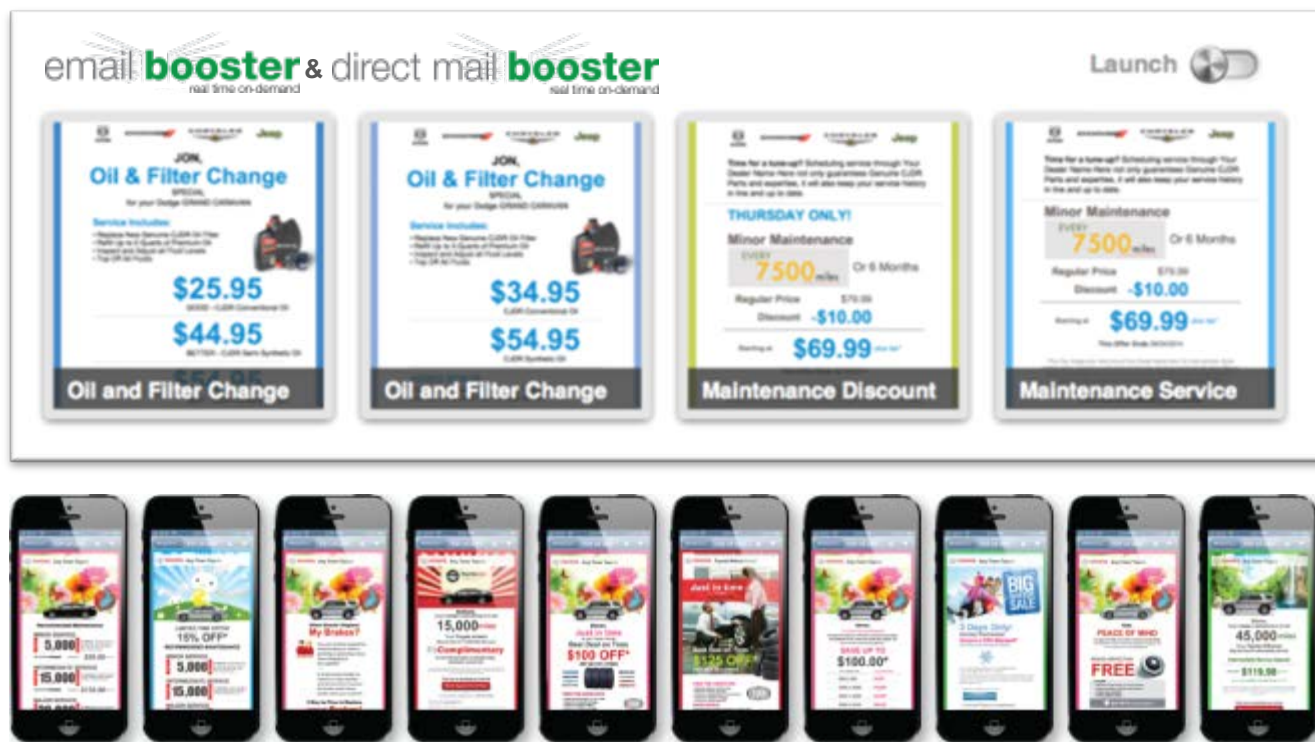
email **booster**
real time on-demand

direct mail **booster**
real time on-demand

RIGHT LIST • RIGHT MESSAGE • RIGHT PROCESS

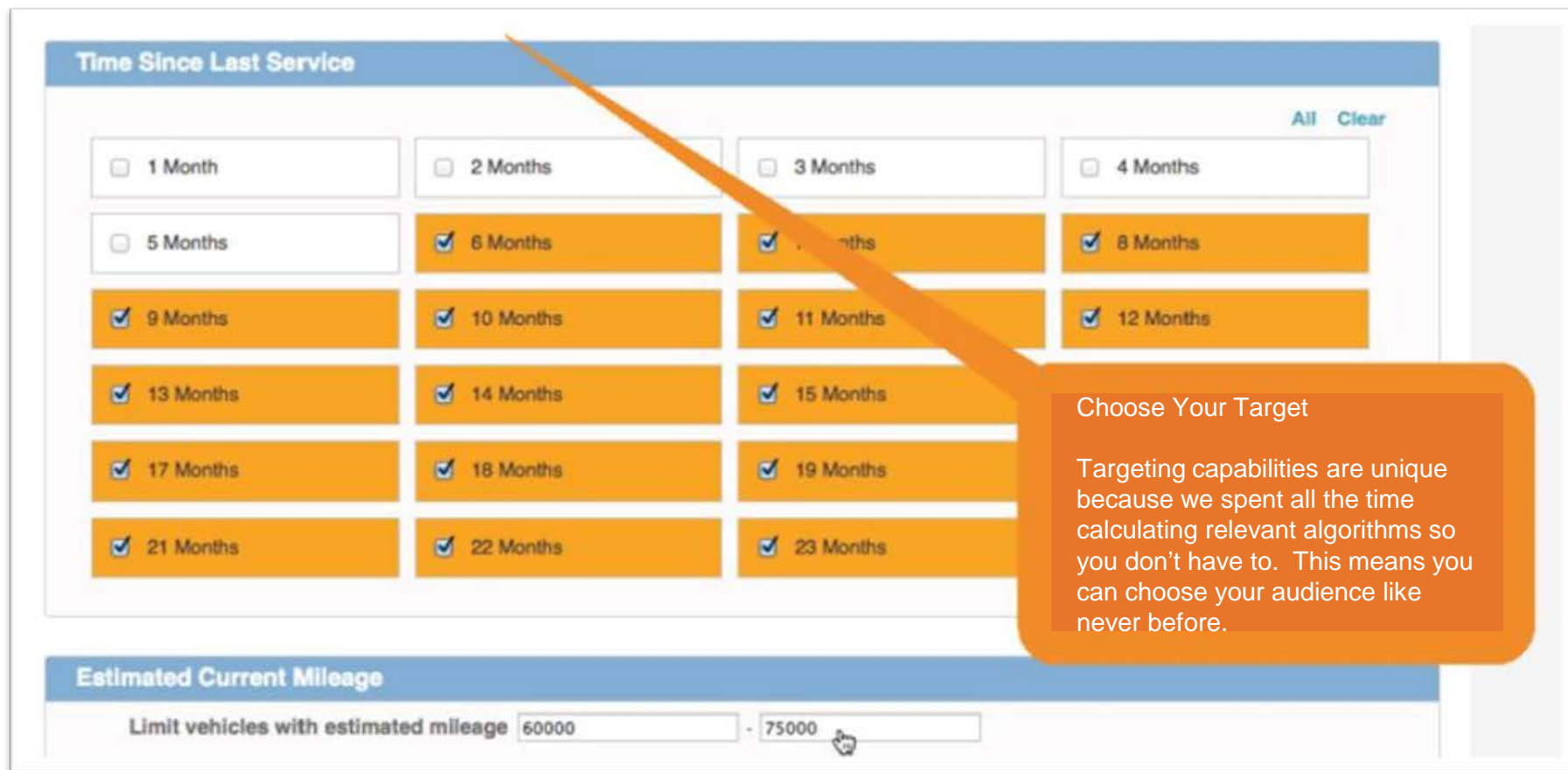
Web-based email and direct mail marketing application designed for auto dealers with easy to use tools that deliver sleek and effective campaigns.

- Real time on-demand delivery
- Build custom campaigns in 2-3 minutes
- Quick and easy with a wide selection of templates, graphics, and suggested text



RIGHT LIST • RIGHT MESSAGE • RIGHT PROCESS

CHOOSE YOUR TARGET:



Time Since Last Service

All Clear

<input type="checkbox"/> 1 Month	<input type="checkbox"/> 2 Months	<input type="checkbox"/> 3 Months	<input type="checkbox"/> 4 Months
<input type="checkbox"/> 5 Months	<input checked="" type="checkbox"/> 6 Months	<input checked="" type="checkbox"/> 7 Months	<input checked="" type="checkbox"/> 8 Months
<input checked="" type="checkbox"/> 9 Months	<input checked="" type="checkbox"/> 10 Months	<input checked="" type="checkbox"/> 11 Months	<input checked="" type="checkbox"/> 12 Months
<input checked="" type="checkbox"/> 13 Months	<input checked="" type="checkbox"/> 14 Months	<input checked="" type="checkbox"/> 15 Months	
<input checked="" type="checkbox"/> 17 Months	<input checked="" type="checkbox"/> 18 Months	<input checked="" type="checkbox"/> 19 Months	
<input checked="" type="checkbox"/> 21 Months	<input checked="" type="checkbox"/> 22 Months	<input checked="" type="checkbox"/> 23 Months	

Choose Your Target

Targeting capabilities are unique because we spent all the time calculating relevant algorithms so you don't have to. This means you can choose your audience like never before.

Estimated Current Mileage

Limit vehicles with estimated mileage -

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CHOOSE YOUR MODEL TYPE(S):

Model Type(s)				All	Clear
<input checked="" type="checkbox"/> 1500	<input checked="" type="checkbox"/> 200	<input checked="" type="checkbox"/> 2500	<input checked="" type="checkbox"/> 300		
<input checked="" type="checkbox"/> 300C	<input checked="" type="checkbox"/> 300M	<input checked="" type="checkbox"/> 3500	<input checked="" type="checkbox"/> ASPEN		
<input checked="" type="checkbox"/> AVENGER	<input checked="" type="checkbox"/> Avenger	<input checked="" type="checkbox"/> BR1500	<input checked="" type="checkbox"/> BR2500		
<input checked="" type="checkbox"/> BR2500 CHASSIS	<input checked="" type="checkbox"/> CALIBER	<input checked="" type="checkbox"/> CARAVAN	<input checked="" type="checkbox"/> CARGO		
<input checked="" type="checkbox"/> CHALLENGER	<input checked="" type="checkbox"/> Challenger	<input checked="" type="checkbox"/> CHARGER	<input checked="" type="checkbox"/> CHEROKEE		
<input checked="" type="checkbox"/> COMMANDER	<input checked="" type="checkbox"/> COMPASS	<input checked="" type="checkbox"/> Compass	<input checked="" type="checkbox"/> CONCORDE		
<input checked="" type="checkbox"/> DAKOTA	<input checked="" type="checkbox"/> DART	<input checked="" type="checkbox"/> DURANGO	<input checked="" type="checkbox"/> GRAND CARAVAN		
<input checked="" type="checkbox"/> GRAND CHEROKEE	<input checked="" type="checkbox"/> Grand Cherokee	<input checked="" type="checkbox"/> INTREPID	<input checked="" type="checkbox"/> JOURNEY		

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CHOOSE YOUR MODEL YEAR(S), OP-CODES AND RADIUS LIMIT:

Model Year(s)

All Clear

<input checked="" type="checkbox"/> 2015	<input checked="" type="checkbox"/> 2014	<input checked="" type="checkbox"/> 2013	<input type="checkbox"/> 2012
<input type="checkbox"/> 2011	<input type="checkbox"/> 2010	<input type="checkbox"/> 2009	<input type="checkbox"/> 2008
<input type="checkbox"/> 2007	<input type="checkbox"/> 2006	<input type="checkbox"/> 2005	<input type="checkbox"/> 2004
<input type="checkbox"/> 2003	<input type="checkbox"/> 2002	<input type="checkbox"/> 2001	<input type="checkbox"/> 2000
<input type="checkbox"/> 1999	<input type="checkbox"/> 1998	<input type="checkbox"/> 1997	<input type="checkbox"/> 1996
<input type="checkbox"/> 1995	<input type="checkbox"/> 1993		

OpCodes

☒ Ignore Opcode Option

☐ Limit to Vehicles That Have Performed The Selected OpCodes Below

☐ Limit to Vehicles That Have NOT Performed The Selected OpCodes Below

Radius Limit

Limit Radius Around Your Dealership:

Get Count ▶

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Search results found 158 vehicles

- Continue to customize and build your mail piece

or

- Click the red button to revise your search

158 vehicles found.

[← Revise Selection](#)
[Hide Results ▲](#)
[Continue to Customization ▶](#)

	Name	Vehicle	Last Known Mileage	Est. Mileage	Span	CP Span	CP Valid Last 12 Months
X	ALEX CUEVAS	2014 Dodge DURANGO	9781	13356	3		
X	ANITA SLOAN	2013 Chrysler 300C	21648	27050	3	3	3
X	VINCENT HERRICK	2014 Jeep GRAND CHEROKEE	12437	19319	3	3	1
X	AMANDA HOUSTON	2014 Jeep GRAND CHEROKEE	12385	17015	5	8	1
X	PHILLIP DORRATTI	2013 Dodge JOURNEY	31624	44102	5		
X	ALEJANDRO DURAN	2013 Dodge DURANGO	11083	13321	3	4	2
X	PAUL DEUS	2013 RAM 2500	7204	11072	5	5	1
X	NISHHELL GROSZCO	2013 RAM 1500	14387	19635	6	6	1
X	MAKTHA PEREZ	2013 Chrysler 300	3471	12591	10		
X	KELLY HUNTER	2013 Chrysler 200	19953	24044	3	3	3
X	CAROLYN LOPEZ	2014 Dodge DART	7283	14064	3		
X	JERMAINE DOUGLAS	2013 Dodge CHARGER	21995	30467	4	4	1
X	BRETT BOGENRIEF	2014 RAM 1500	7932	11516	4		
X	DEMARAE WASHINGTON	2014 RAM 1500	9724	16220	7		
X	MICHAEL HICKENBOTTOM	2014 Chrysler 300	233	21526	7		
X	NAPP SAKI	2013 RAM 1500	17968	27904	11	11	1
X	MARUJELA BALBUENA	2013 Jeep GRAND CHEROKEE	28268	29500	3	5	2
X	BOB BOOHER	2013 Jeep WRANGLER UNLIMITED	26000	29373	4	4	4
X	CHANA MATTHEWS	2013 Dodge AVENGER	26342	39968	6	6	3
X	CLAUDE VIEIRA	2014 Jeep GRAND CHEROKEE	2983	19789	8	8	1
X	NIXE VOSS	2013 Chrysler 200	22135	28919	7		
X	GUEN DEAN	2014 Jeep COMPASS	201	12057	9		
X	LUCIA LUCIA J. HOFMEISTER	2013 Jeep WRANGLER UNLIMITED	46996	59704	6		
W	JANA MERTZ	2013 Dodge GRAND CHEROKEE	4440	14704	11	11	1

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START DESIGNING YOUR EMAIL OR DIRECT MAIL PIECE.

- Select a background
- Unparalleled graphics that will capture your customer's attention faster

Variable Discount - Selected Day Only

Enter these details to personalize your email campaign or [GO BACK](#) to re-select your recipient list. (NOTE: Going back will erase any chosen details on this page)

1 Email Style & Design

United Offer

Right City Big Sale

Happy Holidays

Big Sale Big News

Heart on High

Remember Me

Mount Rushmore

Wide Button

Basic

Scenic

Jumping Paper

Customer Big Sale

Spring Day

Spring Land

Spring to New

Spring Landscape

Spring Garden

Spring Time

Spring Butterfly

Spring Daisy

Playing Baseball

Green Day

Summer Girl

Earth Day

Easter Green

Easter Eggs

Easter Dress

Way Power

Summer Day

Independence Day July 4th

Independence Day

Crowded Event

An Asian Woman

Summer Day

Summer Day

Summer Holidays

Head And Side

Summer Woman

Summer Woman

Summer Woman

Summer Woman

Summer Woman

Autumn Beach

Beach Day

Beach Woman

Autumn Day

Autumn Day

Autumn Day

Autumn Day

Autumn Day

Autumn Day

Autumn Day

Autumn Day

Autumn Day

Autumn Day

Autumn Day

Refresh Preview

Individual Preview


From: Momentum Chrysler Dodge Jeep Ram - Fairfield

Reply To: DAVEMOCHRYSDODGEJEEP.COM

Subject: Save up to \$100.00... Available THURSDAY ONLY!

Hi DANA, Save up to \$100.00... Available THURSDAY ONLY!

Is this email not displaying? Click here to view in browser



Momentum Chrysler Dodge Jeep Ram - Fairfield

DANA,

IT'S TIME FOR MAINTENANCE

Our goal is to keep your GRAND CARAVAN running in tip top shape, and because of your continuous loyalty and support, we have included these exciting Special...

SAVE UP TO \$100.00*

THURSDAY ONLY!

You Spend this You Save this

\$\$\$ \$\$\$

RIGHT LIST • RIGHT MESSAGE • RIGHT PROCESS

DESIGN YOUR PIECE

- Your background has been selected

Variable Discount - Selected Day Only

Enter these details to personalize your email campaign or [GO BACK](#) to re-select your recipient list. (NOTE: Doing back will erase any chosen details on this page)

1 Email Style & Design


United Offer	Right City Big Sale	Happy Holidays	Big Sale Buy Now	Heart on High	Remember Me	Mount Adventure
Order Business	Scenic	Scenic	Jumping Paper	Exciting Big Sale	Spring Sale	Spring Land
Spring to Here	Spring Landscape	Spring Garden	Spring Time	Spring Butterfly	Spring Daisy	Spring Basket
Green Life	Believe Girl	Earth Day	Easter Green	Easter Eggs	Easter Grass	Map Power
Memorial Day	Independence Day July 4th	Independence Day	Crowded Event	Art Station Women	Sunset Farmer	Summer Sale
Summer Holidays	Head And Sea	Summer Women	Head And Sea	Colorful Paper Beach	Summer Paper	Summer Green
Autumn Paper Beach	Beach Paper Beach	Beach Women	Autumn Paper Beach	Autumn Paper Beach	Autumn Paper Beach	Autumn Paper Beach
Autumn Paper Beach	Autumn Paper Beach	Autumn Paper Beach	Autumn Paper Beach	Autumn Paper Beach	Autumn Paper Beach	Autumn Paper Beach

Refresh Preview

Individual Preview

From: Momentum Chrysler Dodge Jeep Ram - Fairfield
 Reply To: DANA@MOTCRDJEPRAM.COM
 Subject: Save up to \$100.00... Available THURSDAY ONLY!

Hi DANA, Save up to \$100.00... Available THURSDAY ONLY!
 & New email opt. checkbox? Click here to view in browser



Momentum Chrysler Dodge Jeep Ram - Fairfield

DANA,

IT'S TIME FOR MAINTENANCE

Our goal is to keep your GRAND CARAVAN running in tip top shape, and because of your continuous loyalty and support, we have included these exciting Special...

SAVE UP TO \$100.00*

THURSDAY ONLY!

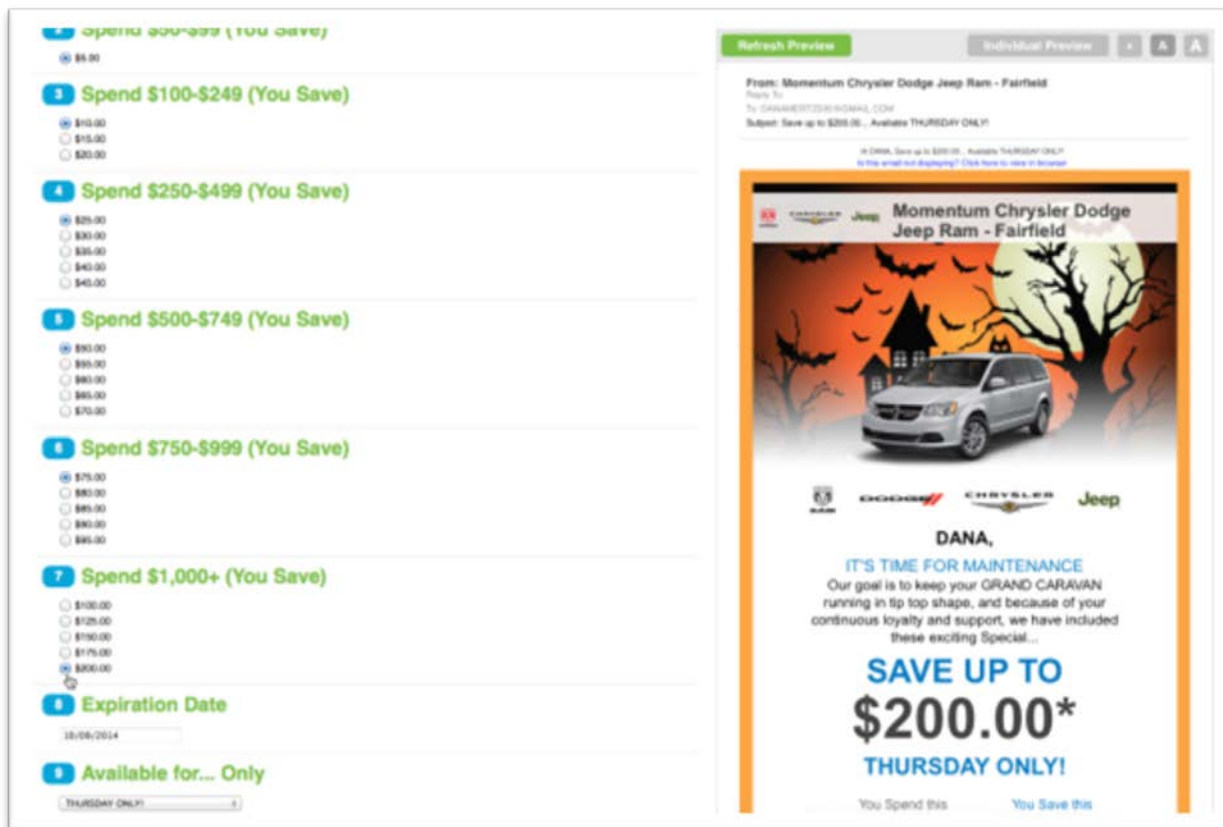
You Spend this You Save this

\$50 to \$99 \$5.00*

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SELECT YOUR OFFERS

- Example shown here has variable discount offer based on customer spend
- Several different templates available with offers and disclaimers pre-loaded
- Customize your offer in real time



The interface shows a list of offers on the left and a preview on the right.

Offers List:

- 1 Spend \$0-\$99 (You Save)**
 - ☒ \$5.00
- 2 Spend \$100-\$249 (You Save)**
 - ☐ \$10.00
 - ☐ \$15.00
 - ☐ \$20.00
- 3 Spend \$250-\$499 (You Save)**
 - ☐ \$25.00
 - ☐ \$30.00
 - ☐ \$35.00
 - ☐ \$40.00
 - ☐ \$45.00
- 4 Spend \$500-\$749 (You Save)**
 - ☐ \$50.00
 - ☐ \$55.00
 - ☐ \$60.00
 - ☐ \$65.00
 - ☐ \$70.00
- 5 Spend \$750-\$999 (You Save)**
 - ☐ \$75.00
 - ☐ \$80.00
 - ☐ \$85.00
 - ☐ \$90.00
 - ☐ \$95.00
- 6 Spend \$1,000+ (You Save)**
 - ☐ \$100.00
 - ☐ \$125.00
 - ☐ \$150.00
 - ☐ \$175.00
 - ☒ \$200.00
- 7 Expiration Date**

10/06/2014
- 8 Available for... Only**


THURSDAY ONLY

Preview:

From: Momentum Chrysler Dodge Jeep Ram - Fairfield
 To: DANAMOTORS@GMAIL.COM
 Subject: Save up to \$200.00 - Available THURSDAY ONLY!

Hi DANA, Save up to \$200.00 - Available THURSDAY ONLY!
[Click here to view in browser](#)

Momentum Chrysler Dodge Jeep Ram - Fairfield



DANA,

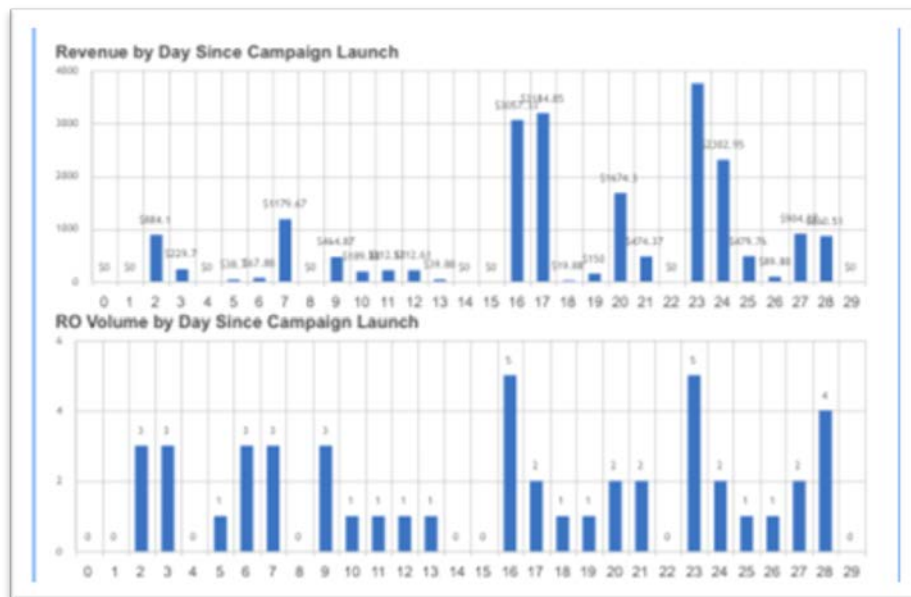
IT'S TIME FOR MAINTENANCE
 Our goal is to keep your GRAND CARAVAN running in tip top shape, and because of your continuous loyalty and support, we have included these exciting Special...

SAVE UP TO \$200.00*
THURSDAY ONLY!

You Spend this You Save this

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REVENUE REPORTS



3%

Conversion Rate

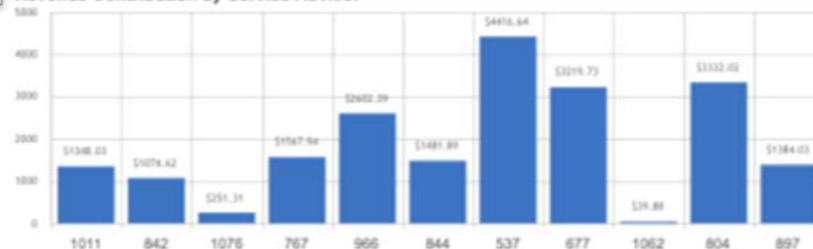


Converted Emails: 50 out of 1,842

Total Generated Revenue:

\$20,718.48

Revenue Contribution by Service Advisor



RIGHT LIST • RIGHT MESSAGE • RIGHT PROCESS

Full time reporting helps you monitor your customers who are Active, At-Risk and Inactive.



- Quickly monitor RO count, average, and totals throughout the month

RIGHT LIST • RIGHT MESSAGE • RIGHT PROCESS

THANK YOU!

bdc **angel**
opportunity identifier

recall **angel**
recall identifier

email **booster**
real time on-demand

direct mail **booster**
real time on-demand

RIGHT LIST • RIGHT MESSAGE • RIGHT PROCESS