STRATEGIC MARKETING
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STRATEGICMARKETING.com

COMPANY OVERVIEW

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

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AWARDS

Auto Dealer Monthly
YOUR DAILY OPERATIONS MAGAZINE

2014
VOTED: BEST DIRECT MAIL MARKETING COMPANY

9-TIME WINNER VOTED ON BY DEALERS

THE FAST FIFTY · 50 · THE FAST FIFTY

3 TIME REGIONAL AWARD WINNER

FASTEST GROWING COMPANY

FINALIST: ERNST & YOUNG

ENTREPRENEUR OF THE YEAR

Best Places to Work IN KENTUCKY · 2013 WINNER

2013 & 2014 WINNER

BEST PLACES TO WORK

Best Places to Work IN KENTUCKY · 2014 WINNER

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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

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YOUR DEALERSHIP DNA

TOTAL RECORDS RECEIVED	DATE PULLED
38,325	9/01/2014

UNIQUE RECORDS AVAILABLE	RECORDS REMOVED
26,030	12,295

	Count	% of Total
Sales	6,085	23.30%
Service	19,945	76.6%

AVERAGE IMPROVEMENT

38%

CLEAN-UP PERCENTAGE OF YOUR DATABASE

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

LogiX Analytics and Data Systems

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PRODUCTS INCLUDE

Telephony Programs

bdc angel
opportunity identifier

recall angel
recall identifier

Direct Mail and Email Enhancements

email booster
real time on-demand

direct mail booster
real time on-demand

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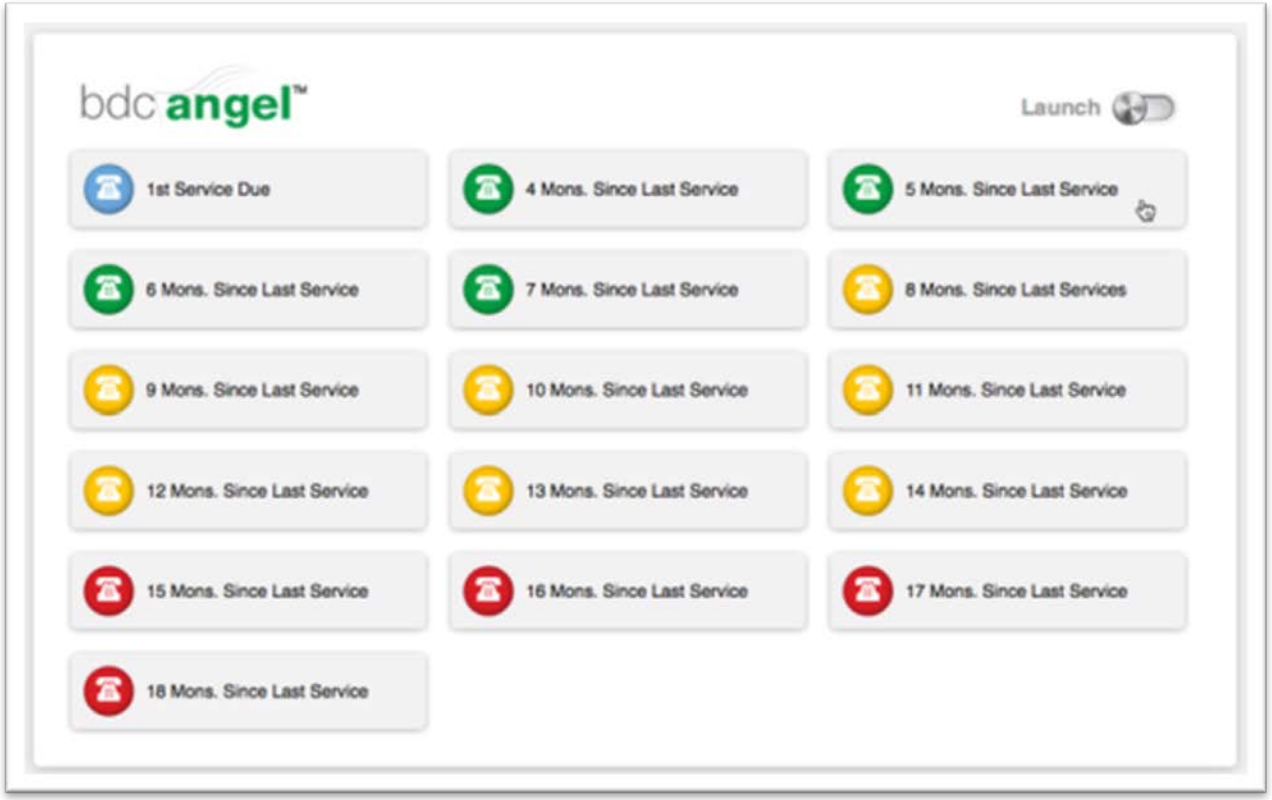
serviceboost

bdc angel
opportunity identifier

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



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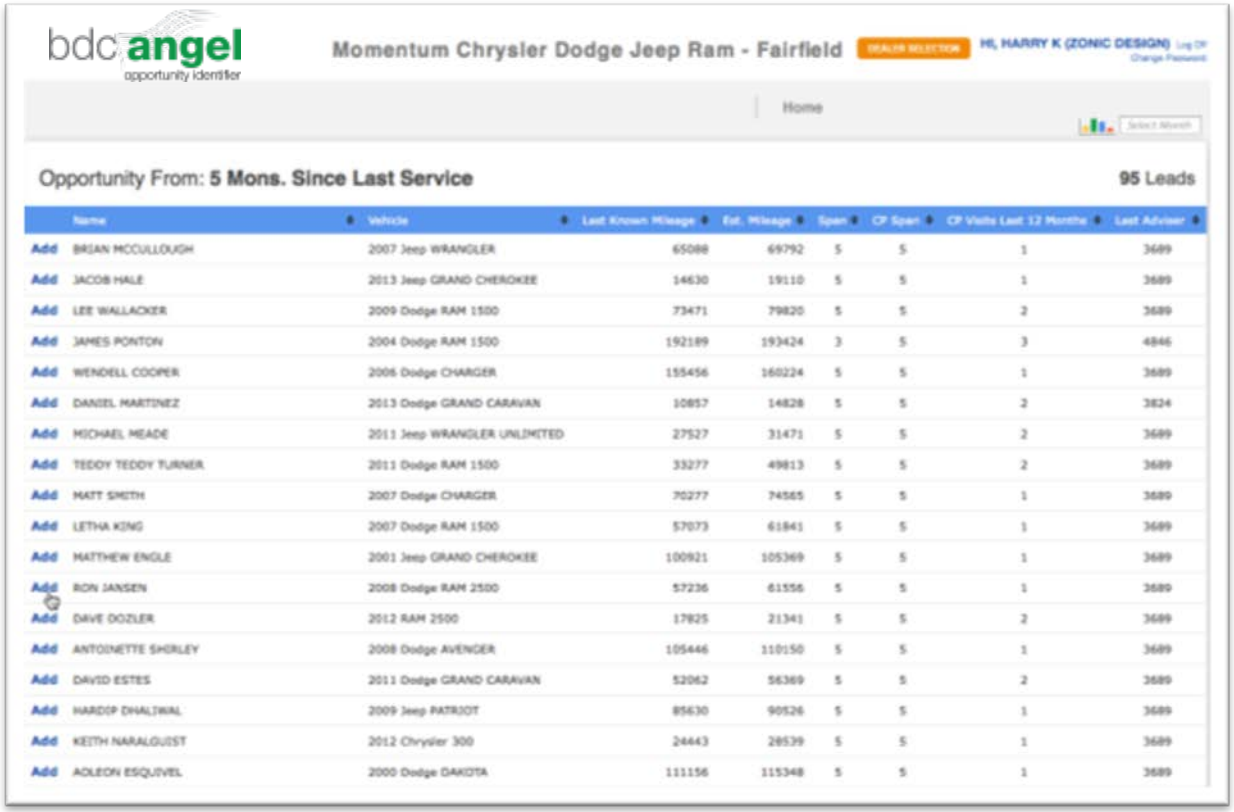
- Discover opportunities in the database quickly
- Sort by mileage, last service and type of vehicle
- Caller can click the “Add” button for leads to hit their “My Tasks” list
- Build your complete call list in less than a minute



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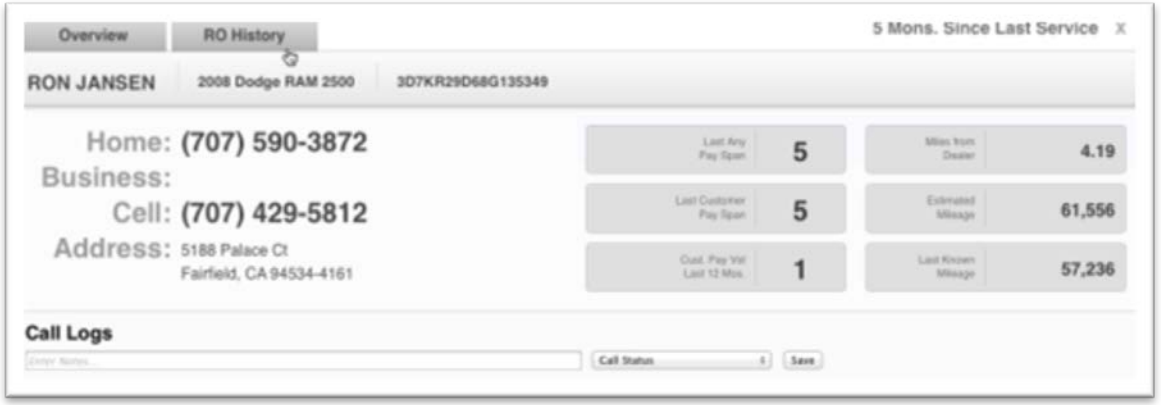
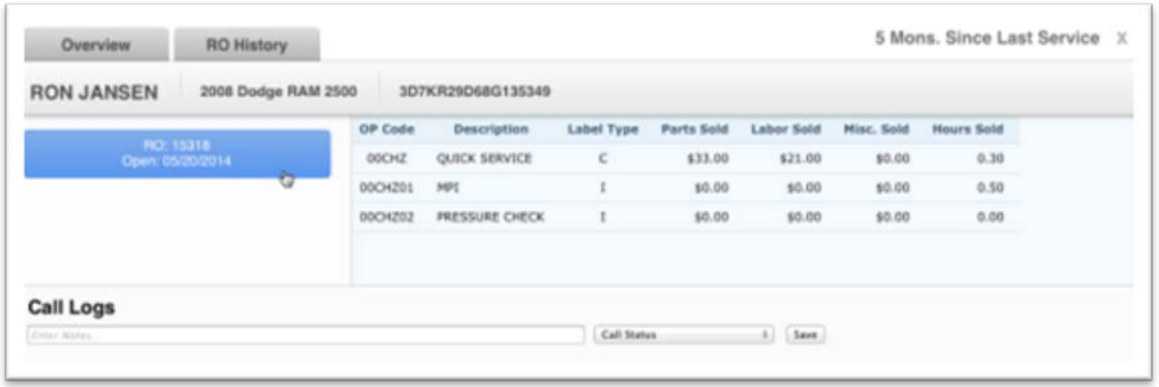
Caller has all pertinent information including RO history.

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





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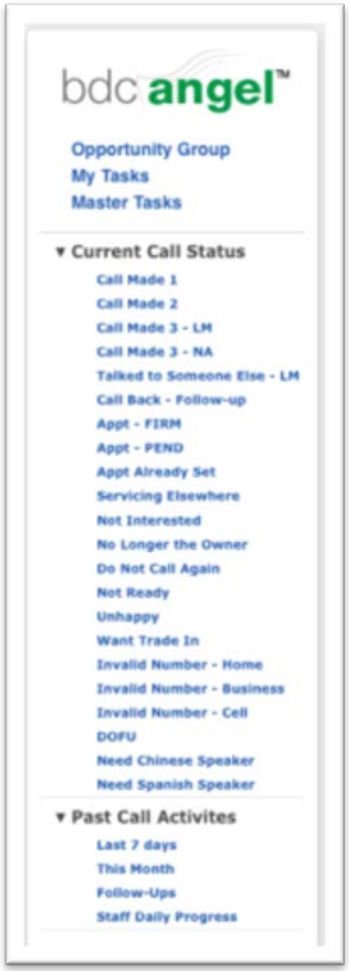
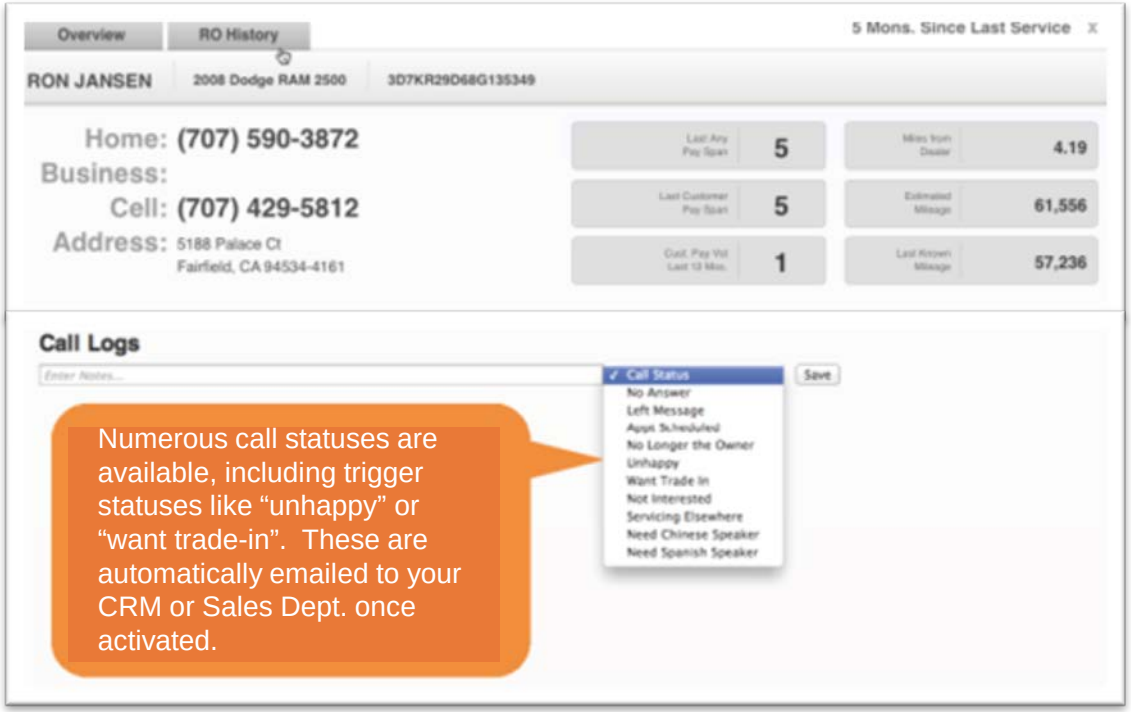
Call statuses are customizable by dealer.





- 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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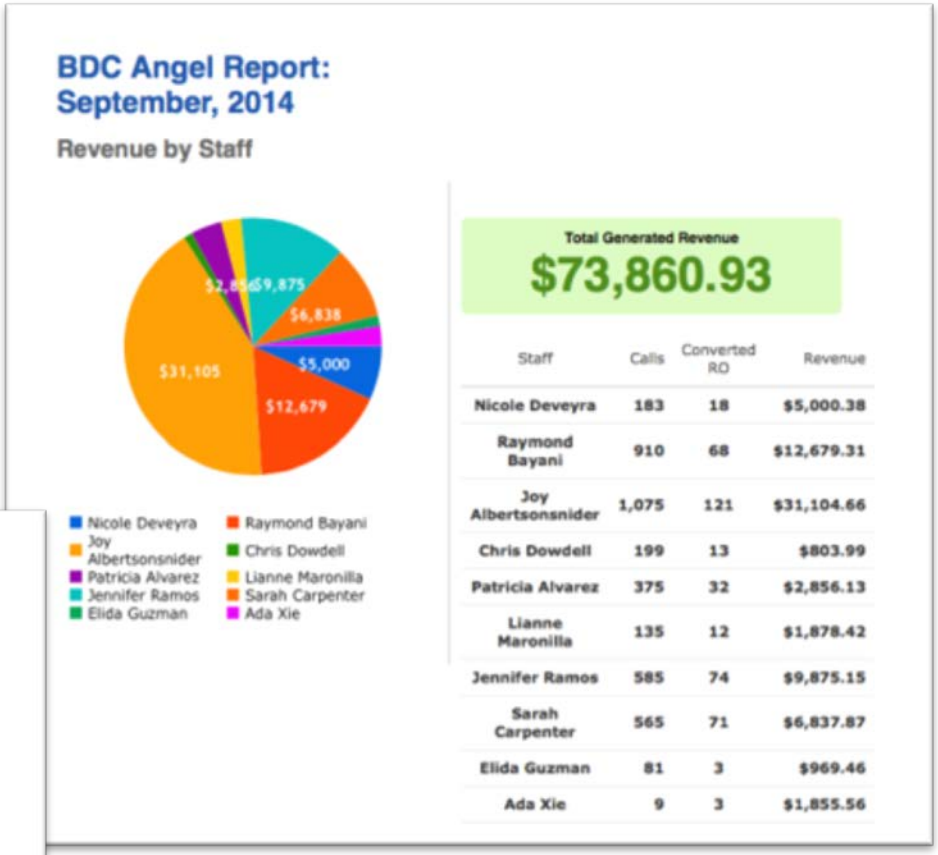
DEPARTMENT LEVEL REPORTING

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



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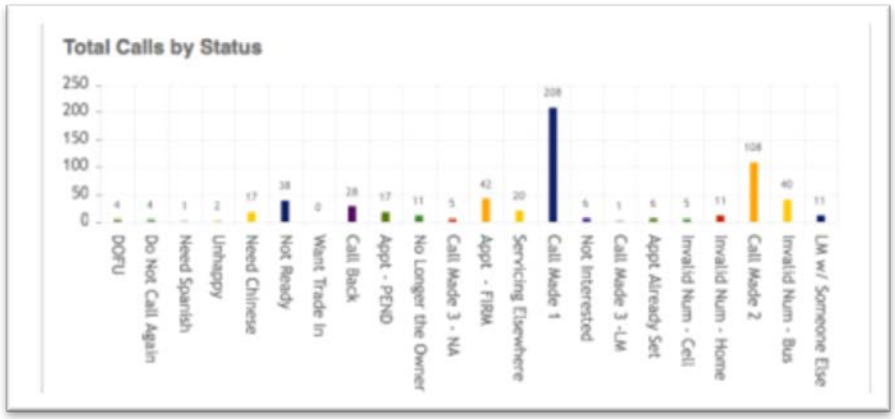
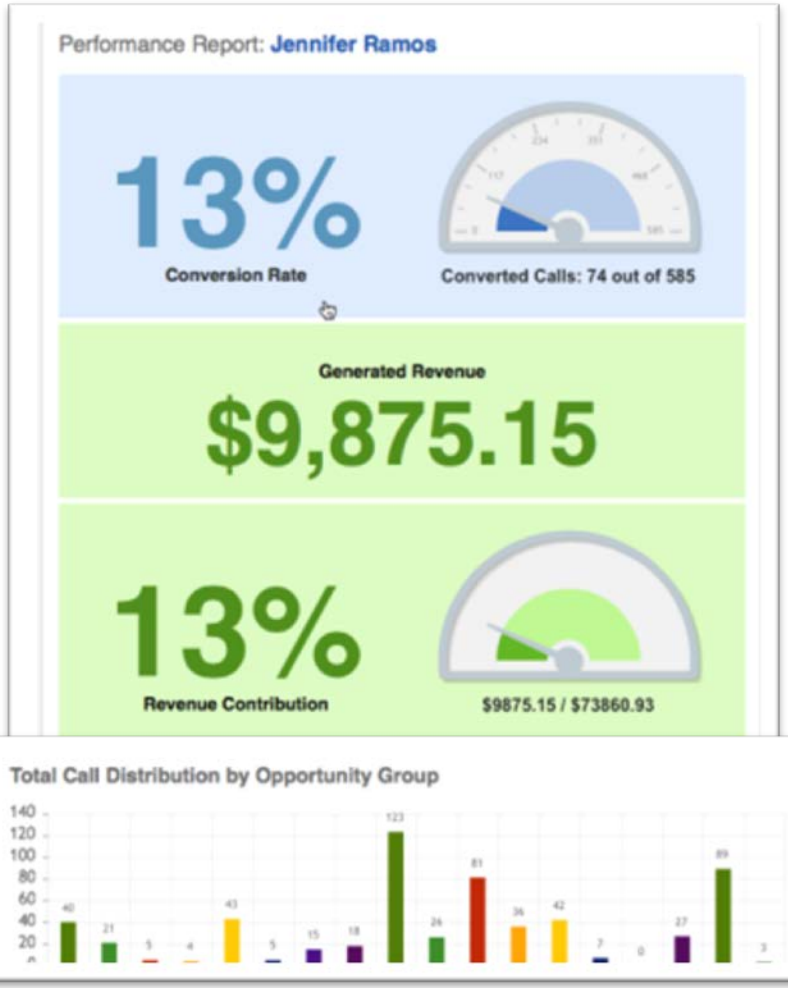
INDIVIDUAL CALLER REPORTING

- 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

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serviceboost

email booster & direct mail booster
real time on-demand

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

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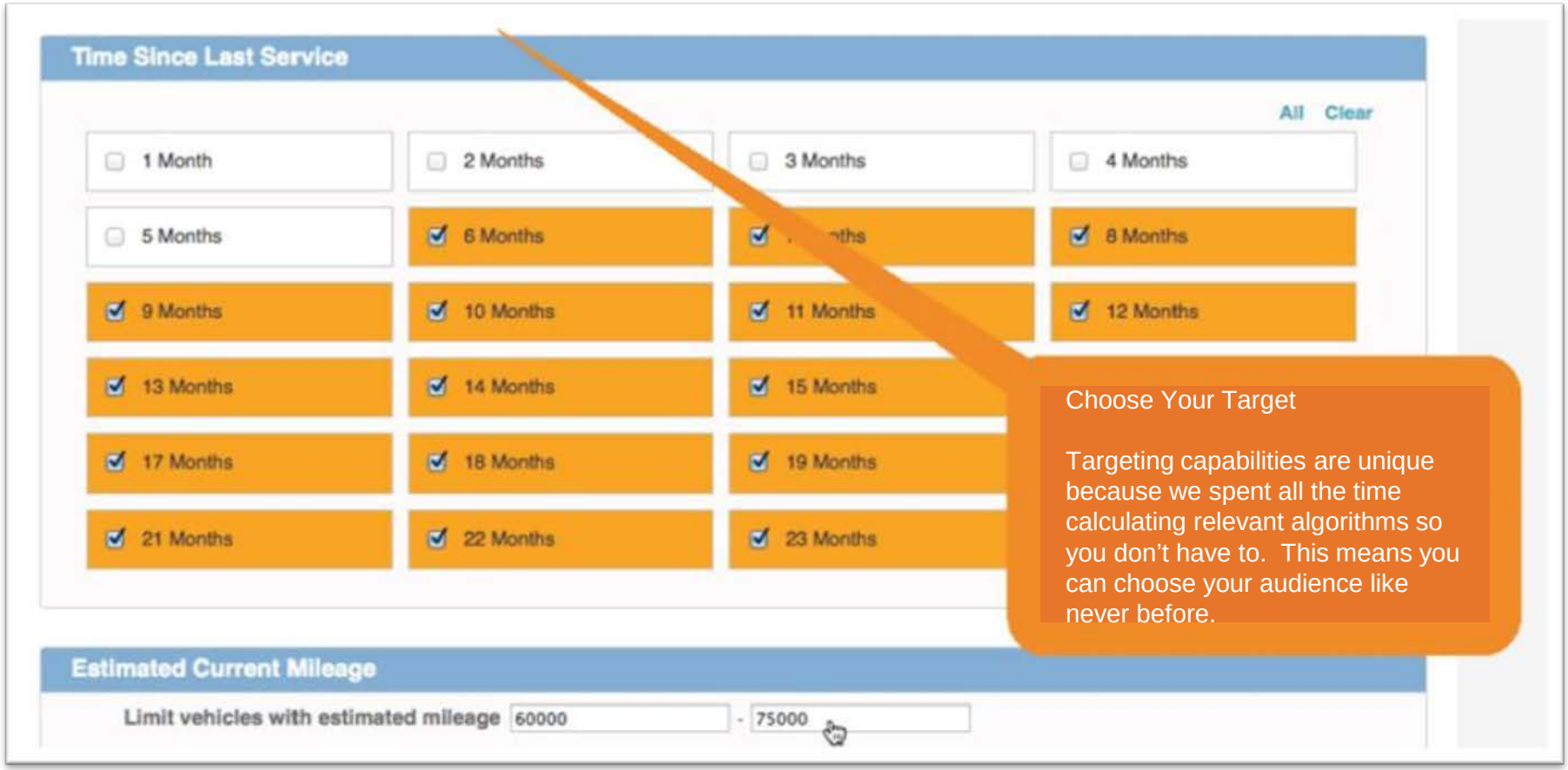
CHOOSE YOUR TARGET:



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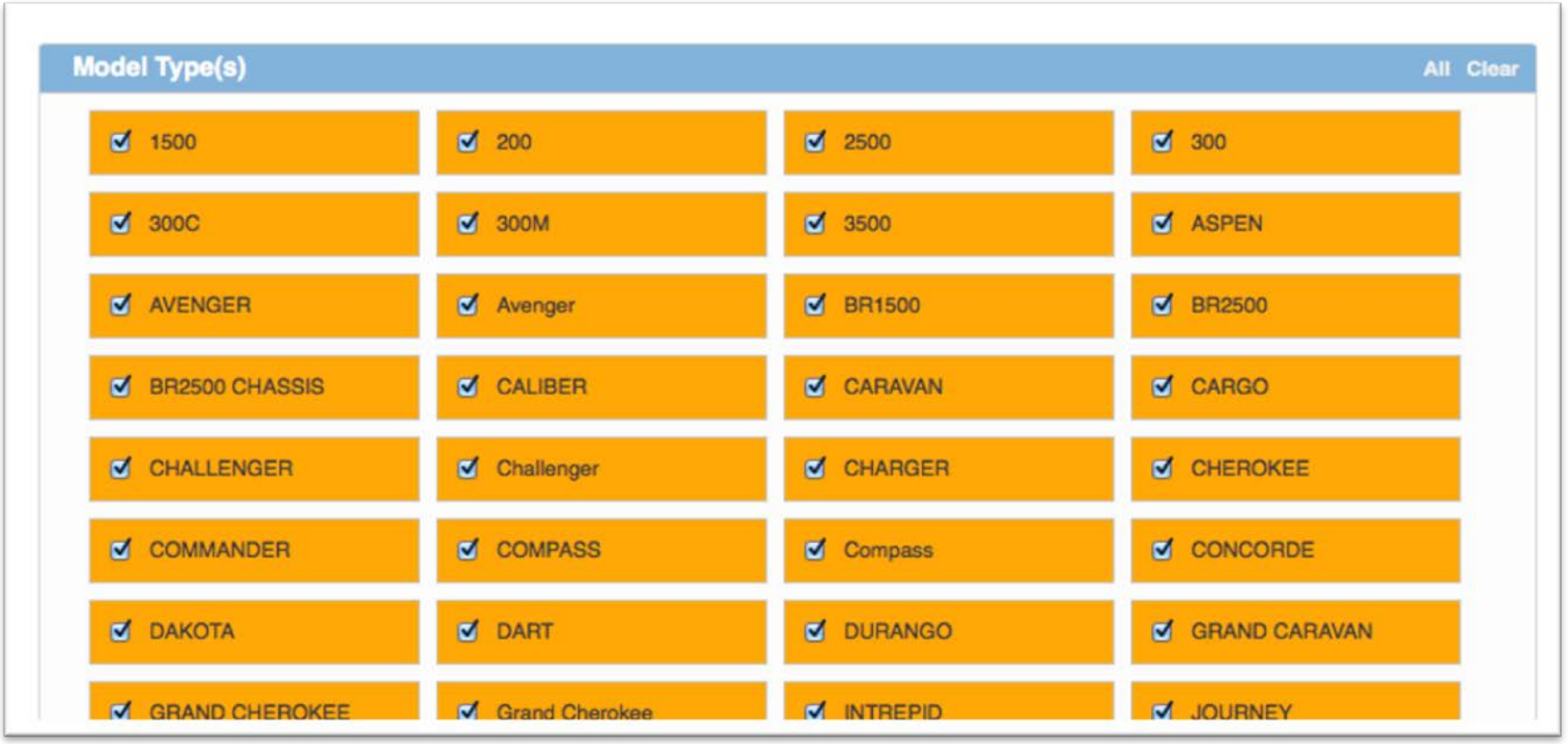
CHOOSE YOUR MODEL TYPE(S):



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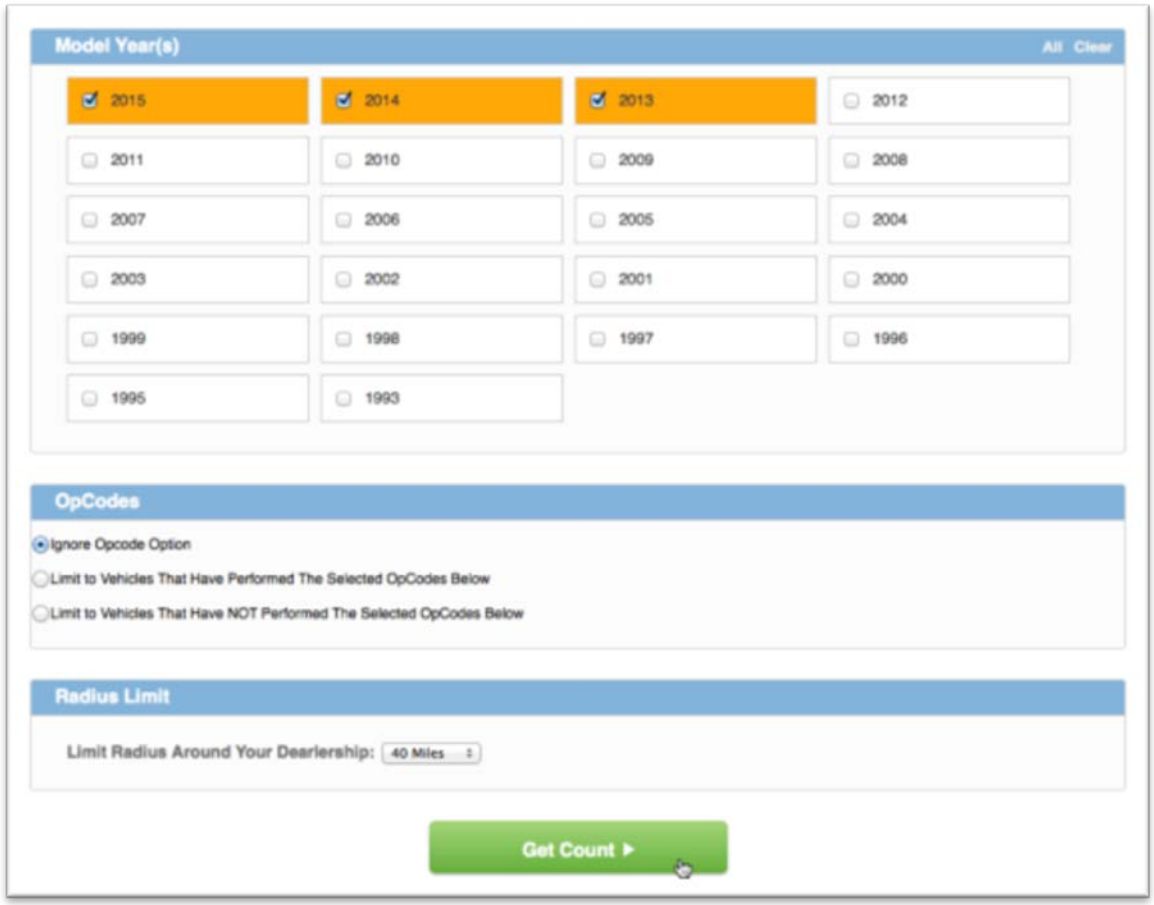
CHOOSE YOUR MODEL YEAR(S), OP-CODES AND RADIUS LIMIT:



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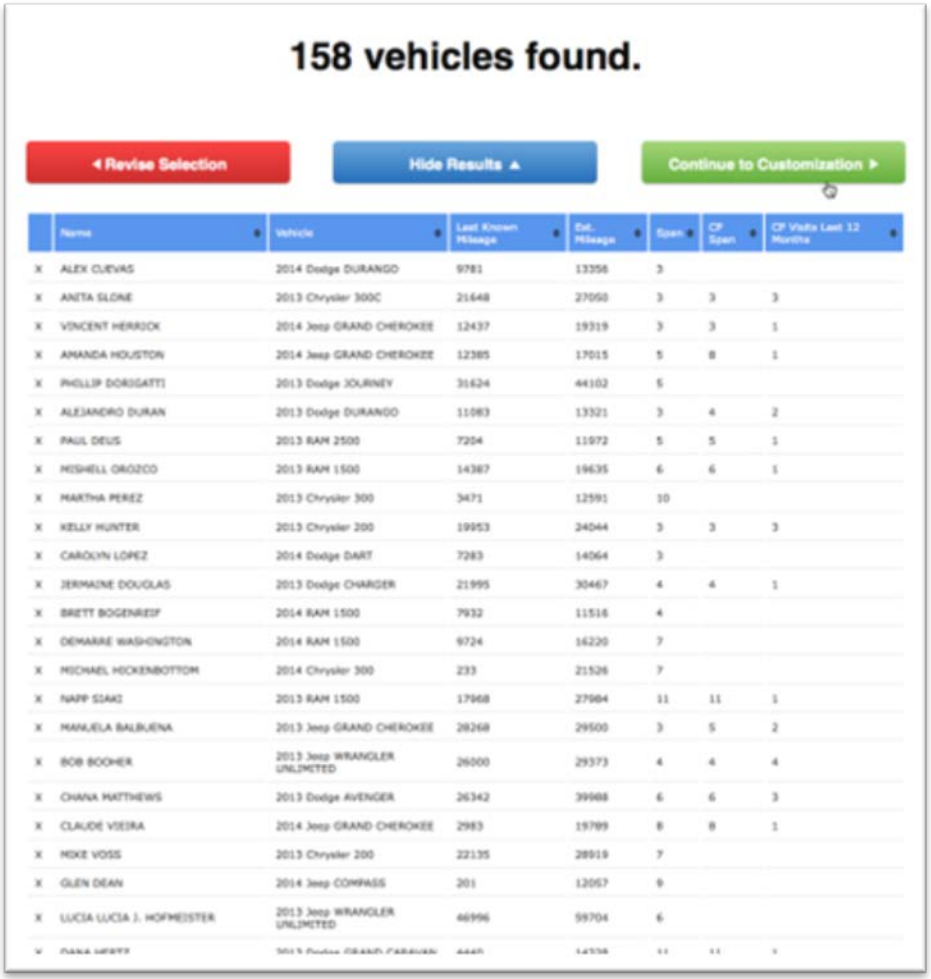
Search results found 158 vehicles

- Continue to customize and build your mail piece

or

- Click the red button to revise your search



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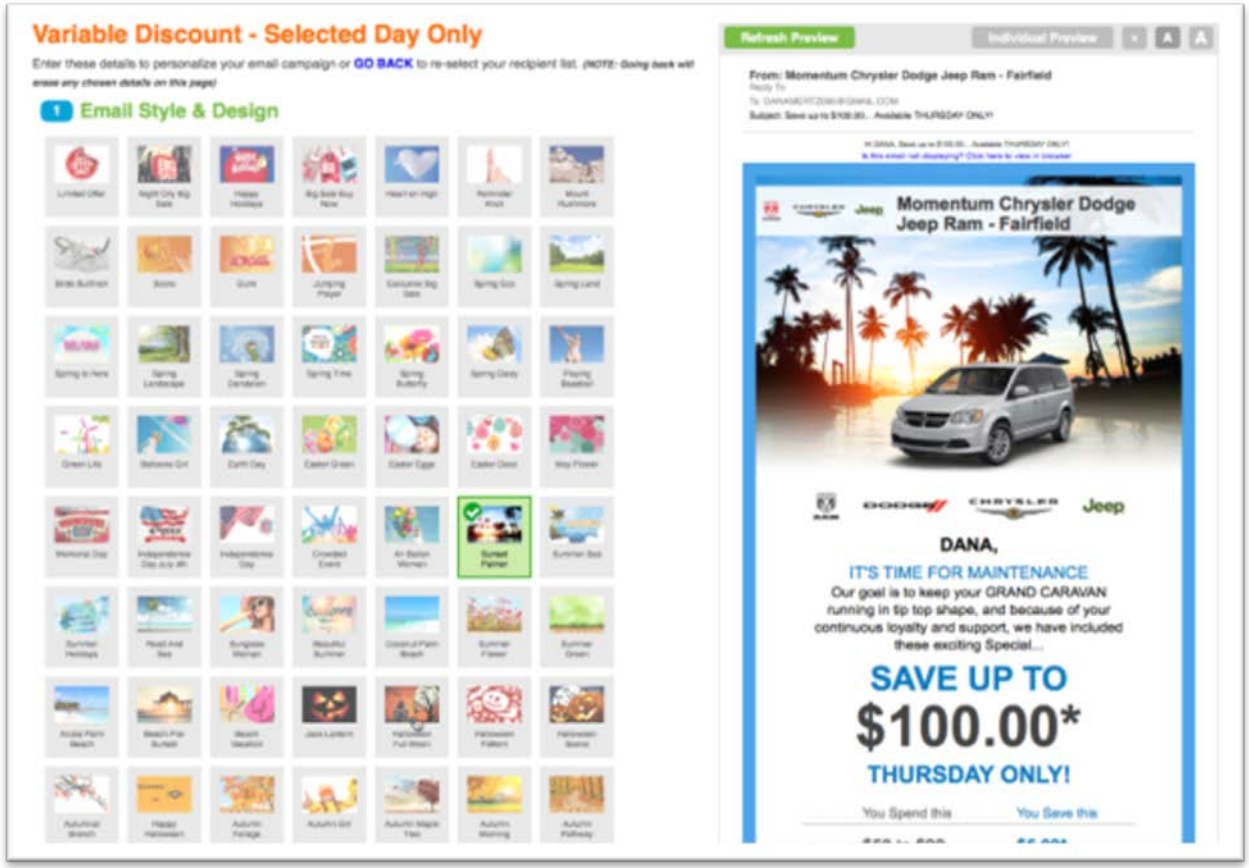
START DESIGNING YOUR EMAIL OR DIRECT MAIL PIECE.

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



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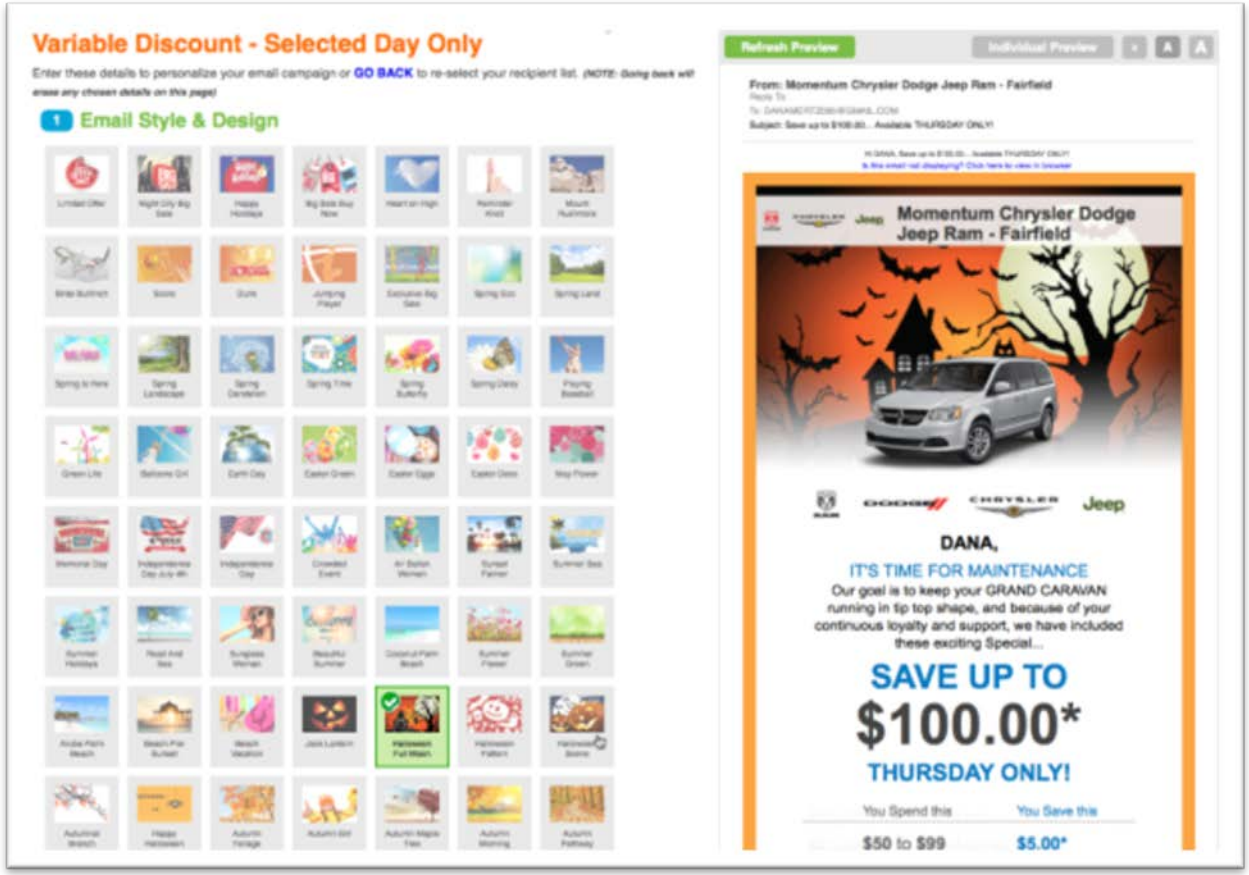
DESIGN YOUR PIECE

- Your background has been selected



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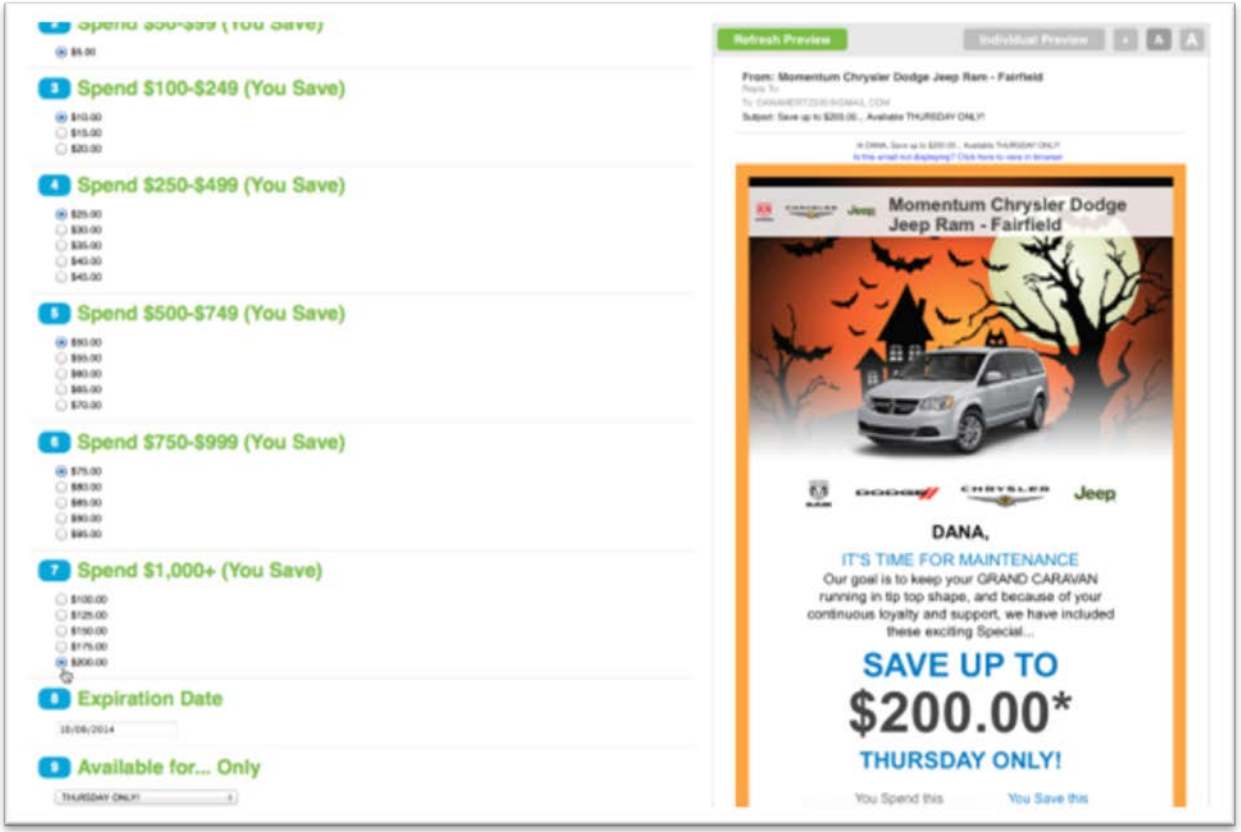
SELECT YOUR OFFERS

- 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



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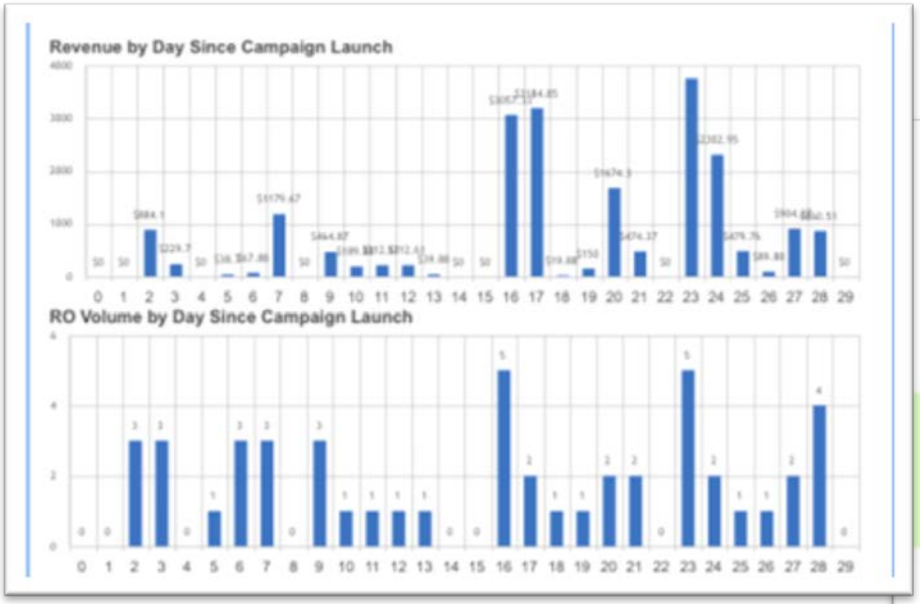
REVENUE REPORTS



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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

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serviceboost

THANK YOU!

bdc angel
opportunity identifier

recall angel
recall identifier

email booster
real time on-demand

direct mail booster
real time on-demand

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