

STRATEGIC MARKETING

1901 Stanley Gault Parkway
Louisville, KY 40223



STRATEGIC
MARKETINGSM

salesbuilder



Phone: 502-425-3660
Toll Free: 800-799-8633

STRATEGICMARKETING.com

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COMPANY OVERVIEW

* OUR MISSION

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

* OUR OBJECTIVE

- Increase your Customer Retention
- Increase your Market Share

* OUR COMPANY

Data-Driven, Multi-Channel Marketing Company established in 1995.

* CORPORATE HEADQUARTERS

Louisville, KY

RIGHT LIST • RIGHT MESSAGE • RIGHT PROCESS

AWARDS



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



ENTREPRENEUR
OF THE YEAR



2013 & 2014 WINNER

BEST PLACES TO WORK



RIGHT LIST • RIGHT MESSAGE • RIGHT PROCESS

PARTNERSHIPS

PENSKE

 **LITHIA**

WELCOME TO
LANDERS McLarty
COUNTRY

Herb
Chambers.com

 **VAN TUYL**
GROUP

Hendrick
AUTOMOTIVE GROUP

ASBURY
AUTOMOTIVE GROUP

Sam Swope
AUTO GROUP, LLC

Sam Swope
AUTO GROUP, LLC

Mile ONE
AUTOMOTIVE
mileone.com

Sam Swope
AUTO GROUP, LLC

Sam Swope
AUTO GROUP, LLC

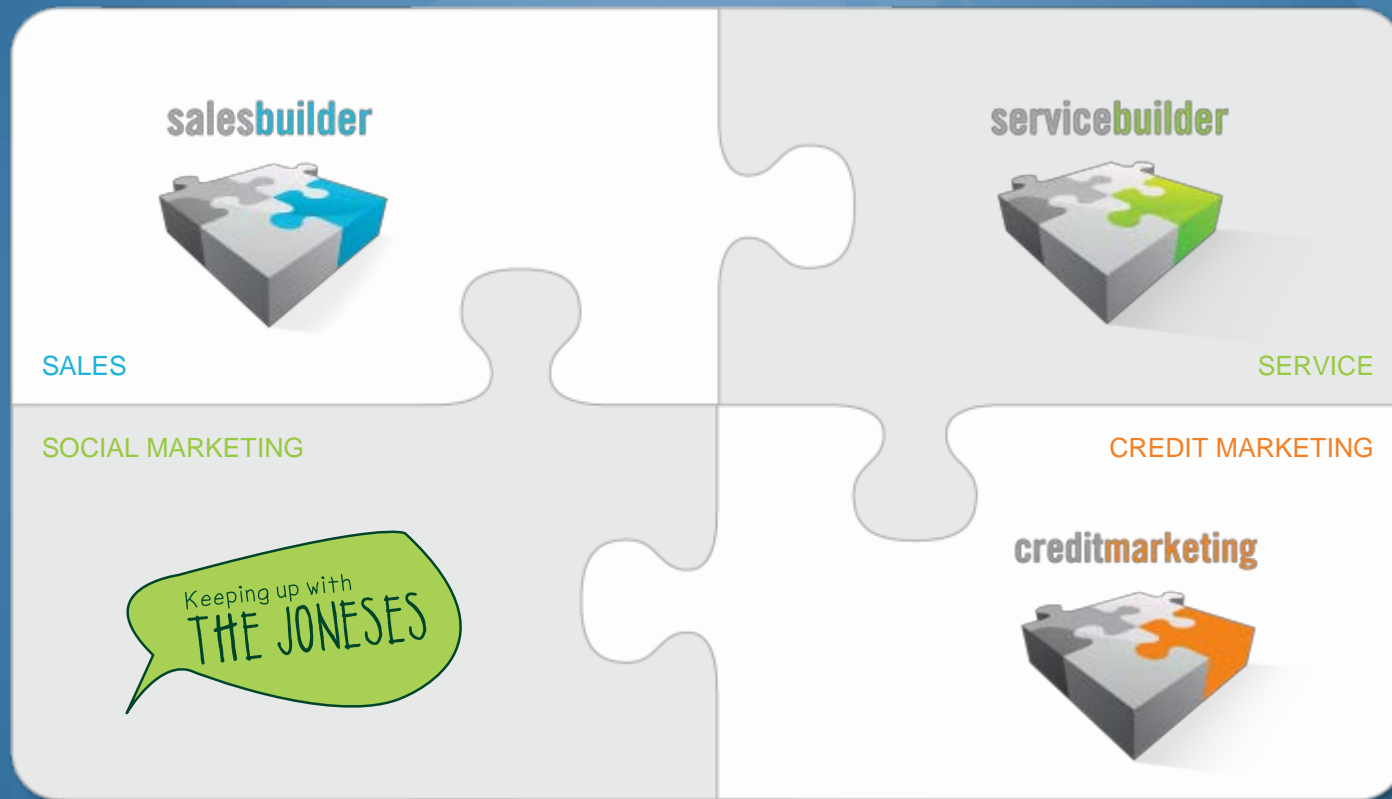
Sam Swope
AUTO GROUP, LLC

GROUP **1** AUTOMOTIVE

SERRA AUTOMOTIVE

RIGHT LIST • RIGHT MESSAGE • RIGHT PROCESS

OUR INDUSTRY LEADING PROGRAMS



RIGHT LIST • RIGHT MESSAGE • RIGHT PROCESS

ANALYZING YOUR DATA

*ANALYZING YOUR DATA

- Increase Customer Retention
- Promote More Frequency
With Customer Purchases

* ANALYZING YOUR MARKET

- Generate New Customers
- Identify the Best Market Opportunities

RIGHT LIST • RIGHT MESSAGE • RIGHT PROCESS

CLEANSING SUMMARY

YOUR DATA IN LOGIX

YOUR DEALERSHIP DNA

TOTAL RECORDS RECEIVED

38,325

DATE PULLED

Sep 17 2013

UNIQUE RECORDS AVAILABLE

26,030

RECORDS REMOVED

12,295

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

AVG. IMPROVEMENT %

38%

**CLEAN-UP
PERCENTAGE OF
YOUR DATABASE**

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



**AVERAGE
SAVINGS FOR
OUR CLIENTS
PER CAMPAIGN:
\$4841**

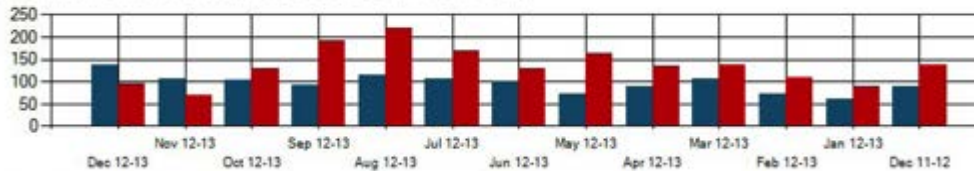
RIGHT LIST • RIGHT MESSAGE • RIGHT PROCESS

SAMPLE TRENDING REPORT

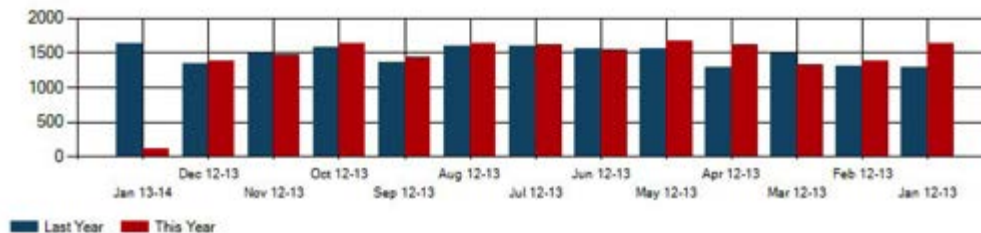
YOUR DATA IN LOGIX

- Sales Comparisons Month to Month
- Sales Comparisons Year to Year
- Average Service RO's per month
- Total Service RO's per month
- Trade in Analytics
- And more....

SALES COMPARISON OF NEW VEHICLES SOLD (YEAR OVER YEAR)



TOTAL REPAIR ORDER (RO) NUMBERS PER MONTH



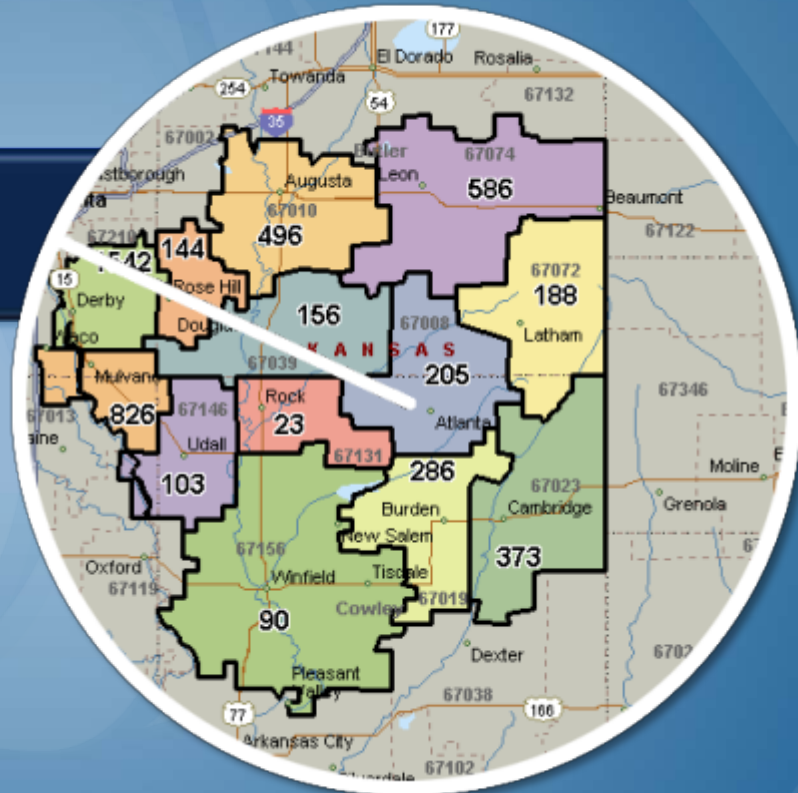
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YOUR MARKET

* INCREASE MARKET SHARE

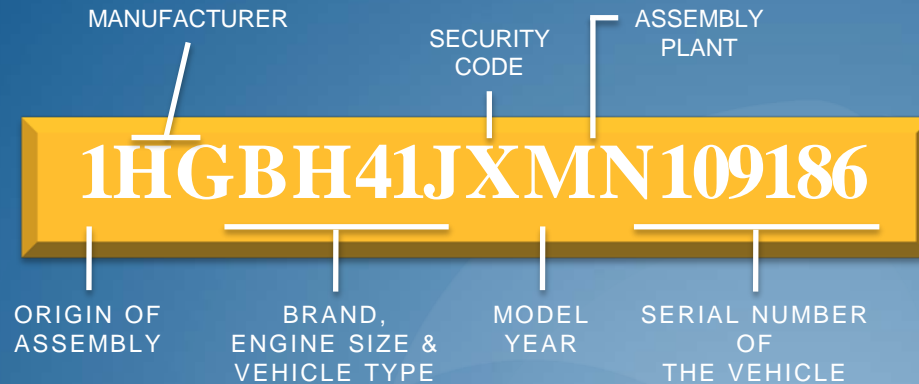
- Exclusive List for Strategic Clients Only
- Identify Owners of the Same Brand Who ARE NOT Current Customers
- Cross-brand Only in Areas Where the True Opportunities Exist
- Our Plan is Based on Your Past Sold and Trade-in History
- Data on Zip Code Performance keeps your marketing Focused!



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YOUR MARKET

"The Strategic Conquest Difference"



* VIN SPECIFIC

* EXCLUSIVE PARTNERSHIP

* DATA IS SOURCED FROM:

- Automotive Insurance Service Providers
- Automotive Refinance Providers
- Point of Sale Data
- Aftermarket Repair & Maintenance Shops
- Automotive Warranty Providers

* NEW RECORD VALIDATION:

- Record must be confirmed from at least 2 Data Sources to be added to database
- Record can have as many as 5 to 10 separate verifications per record insuring accuracy
- Daily data feeds to verify and re-verify millions of records each month

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YOUR CUSTOMIZED GAME PLAN

STRATEGIC MARKETING GAME PLAN
Prepared for: Andy Mohr Ford

Overview:

- 38,180 Previous Customer names post cleaning ~21% cleanup
- DMS: Reynolds & Reynolds...use Naked Lime for Marketing
- Looking for strategic partner to take it to the next level with accountability
- Data analytics and strategy for each store are very important
- Ad mix = TV, Radio, Direct Marketing, Digital / Internet
- 50% of marketing budget will go to "traditional" advertising

STRATEGIC CAMPAIGN ENHANCEMENTS

- Targeted Email Blast
- Automatic Follow-up Letter
- Dealership Database Analytics
- Online Branding Package
- Keeping Up with the Joneses

STRATEGIC MARKETING SAMPLES

January
Multi-channel campaign using 10,000 records
--Signature Series Ivory Note Card
--2004 to 2012 Ford Model Years
--80% Previous Customers
--20% Coquent Prospects
--30 Mile Radius
Investment: \$12,995

February
Multi-channel campaign using 5,000 records with our Service Pop Card targeting service segments:
--Inactive / Dominant
--Coquent
--Sold but Never Serviced
--Active
Investment: \$4,750

March
Multi-channel campaign using 10,000 records -- Inventory Build Up Blue Header with Appraisal Values
--2004 to 2012 Ford Model Years
--80% Previous Customers
--20% Coquent Prospects
--30 Mile Radius
Investment: \$12,995

Total Investment: \$30,740

Future Marketing Recommendations
Sub-prime mailer targeted at scores between 500 - 580 and minimum credit on the lower half!

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*** BASED ON YOUR DEALERSHIP DATA & MARKET NAME AVAILABILITY**

3 Months, 6 Months OR 12 Months

- ✓ The Right List
- ✓ The Right Message
- ✓ The Right Processes

BENEFITS:

- Customized to Your Store & Market
- Avoids Saturation
- Avoids Last Minute Bad Decisions
- Creates Consistent Responses

THE RIGHT MESSAGE

* SALES

1.30%
Average
Response Rate

* SERVICE

Average Return
\$6.49 for Every \$1.00
Invested

* CREDIT MARKETING

1.5% AVERAGE RESPONSE RATE

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THE RIGHT MESSAGE

MULTI-CHANNEL APPROACH USING THE RIGHT BLEND OF MAIL AND EMAIL



* IVORY HANDWRITTEN NOTE

- 10 to 14 day program
- Instantly Appraise Customer's Vehicle
- Several "One-to-One" touch points throughout piece



* EMAIL



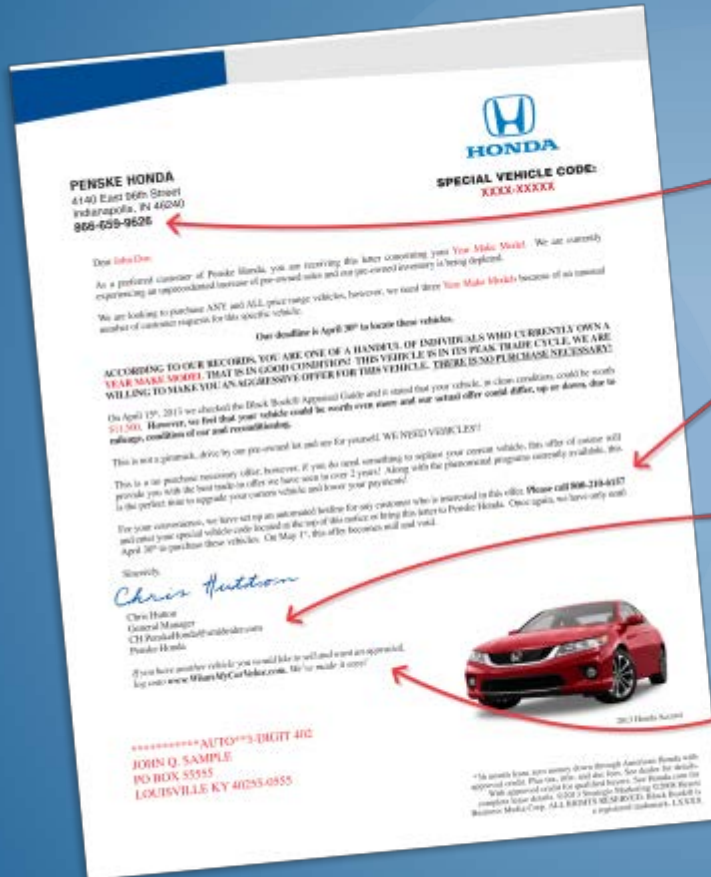
* AUTOMATED FOLLOW-UP

- Weatherproof and Sporting Event proof
- NO GIFTS - NO GIMMICKS

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RESPONSE MECHANISMS

RIGHT PROCESS



Phone



Automated

+



Walk-In



E-Mail



Online

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DEALERSHIP BRANDED PACKAGE

**"Thank You
For Calling
Ehrlich Nissan.
Please
Enter Your
Extension"**



*** Branded Hotlines and
Local Phone Numbers**

*** Branded Website**

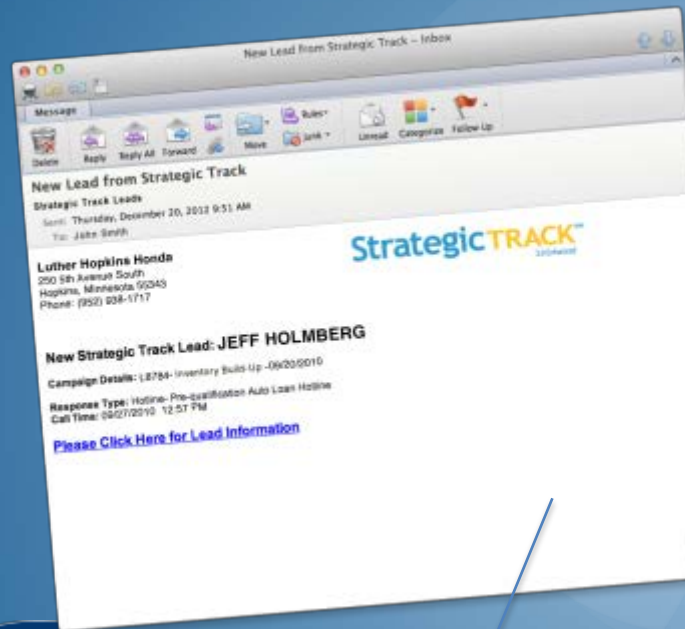
Custom URL Landing Page with
Dealership Logo and Colors



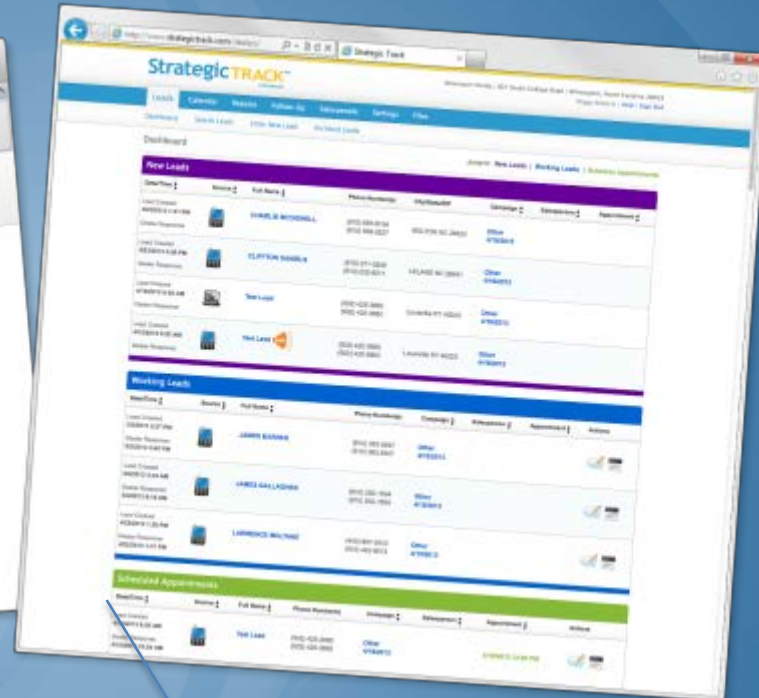
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THE RIGHT PROCESS

LEAD MANAGEMENT



E-MAIL LEAD
ALERT



StrategicTRACK^{SLM}
2.0 Enhanced
(Lead Management System)



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THE RIGHT PROCESS

LEAD MANAGEMENT

The image displays three forms from Strategic Marketing, illustrating a lead management process. The first form, 'Strategic TRACK LEAD SHEET Inventory Build-up', contains contact information for Jeff Hyimberg, a salesperson at Strategic Marketing, and details about a lead for a 2005 Honda Accord. The second form, 'Strategic TRACK LEAD SHEET Inventory Build-up', is a duplicate of the first. The third form, 'SMI Trade-In Appraisal Worksheet', is a detailed appraisal form for a 2005 Honda Accord, including sections for adjustments, condition of various parts, and a vehicle diagram.

LEAD SHEET

CUSTOM SCRIPTS
BY CAMPAIGN

“SILENT” APPRAISAL

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C.A.R.

* Campaign Activity Report

- Reports Total Vehicle Sales Against Mailing List
- Shows "True" Activity
- Your Results in Black & White

This report shows you all sales generated during your campaign period.

10/1/2013
PAGE 2 OF 5

Chesrown Chevrolet Buick GMC

STRATEGIC MARKETING™
C.A.R. REPORT

Logix

10/1/2013
PAGE 1 OF 5

Campaign Breakdown

Data From: 10/1/13
Total Sold From Campaign: 12
Total Sales by Dealer Since Campaign Start: 12
Percentage of Total Sales From Campaign: 100.00%
Estimated ROI: \$200,000.00
Total Mailing: 2000
Response Percentage: 1.00%

Exact Matches: 40
Household Matches: 27
Resident Matches: 8
Name Matches: 10

Sales Results

Name	Address	Purchase	Sale Date	Status	MSRP	Deal Letter	Data Type	Match Type	Previous Vehicle
CHRISTINA CROJANSKI	113 FORDSHIRE RD DELAWARE OH 43015	1 CHEVROLET TRAILBLAZER	10/1/2013	POSTED	15498	APC	APC	Household	2004 Hyundai Santa Fe
EMILY CHEN	3891 COLUMBUS PIKE COLUMBUS OH 43230	1 HONDA CR-V	10/1/2013	POSTED	15498	APC	APC	Household	2009 Chevrolet Cobalt
WANDA J. BIA	448 ELMORE DR DELAWARE OH 43015	12 GMC ACADIA	10/1/2013	POSTED	15498	APC	APC	Exact	2009 Chevrolet Tahoe
EARL ROY	381 ELMORE DR DELAWARE OH 43015	12 CHEVROLET SILVERADO	10/1/2013	POSTED	15498	APC	APC	Exact	2010 CHEVROLET AVEO
CHRISTOPHER L. LARSEN	2581 TROTTER LANE OH 43015	1 CHEVROLET TRAILBLAZER	10/1/2013	POSTED	15498	APC	APC	Household	2009 Chevrolet Malibu
DAVID WILLIAMSON	2475 HILL HILLER RD DELAWARE OH 43015	12 BUICK LACROSSE	10/1/2013	POSTED	15498	APC	APC	Household	2009 Chevrolet Silverado
SHAWN CHACALOS	3841 ELMORE DR COLUMBUS OH 43230	5 GMC HUMMER XL	10/1/2013	POSTED	15498	APC	APC	Household	2009 Chevrolet Silverado
RYAN SEMAN	201 HILL GROVE RD LEBAN OH 43015	6 CHEVROLET TRAILBLAZER	10/1/2013	POSTED	15498	APC	APC	Household	2009 Chevrolet Silverado
CARLA SWAN	205 S MAIN ST JOHNSTOWN OH 43031	12 BUICK ENCLAVE	10/1/2013	POSTED	15498	APC	APC	Household	2010 GMC Sierra
ALICE BLAGHERTY	186 FARMERS AVE MARIETTA OH 43027	12 CHEVROLET TRAILBLAZER	10/1/2013	POSTED	15498	APC	APC	Household	2010 GMC Sierra
JAMES OGDEN	3600 TOWNSHIP ROAD 161 BAKINGWOOD OH 43024	10 GMC SIERRA 2500HD	10/1/2013	POSTED	15498	APC	APC	Household	2010 GMC Sierra
JOHN RUSSELL	804 DAVENPORT DR ANN ARBOR OH 48106	12 CHEVROLET TRAILBLAZER	10/1/2013	POSTED	15498	APC	APC	Household	2010 GMC Sierra
BARBARA L. OH	1012 WESTON TRAIL OH 43015	12 GMC ACADIA	10/1/2013	POSTED	15498	APC	APC	Household	2010 GMC Sierra
DAVID LEE	708 BUCKINGHAM DR COLUMBUS OH 43226	12 CHEVROLET TRAILBLAZER	10/1/2013	POSTED	15498	APC	APC	Household	2010 GMC Sierra

1901 STANLEY BLVD ST. LOUIS, MO 63103
CORPORATE, 3031 TOWNSEND - PH: (314) 425-2000 - FAX: (314) 706-8989
"Right List, Right Message, Right Process"

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MULTI-CHANNEL MARKETING

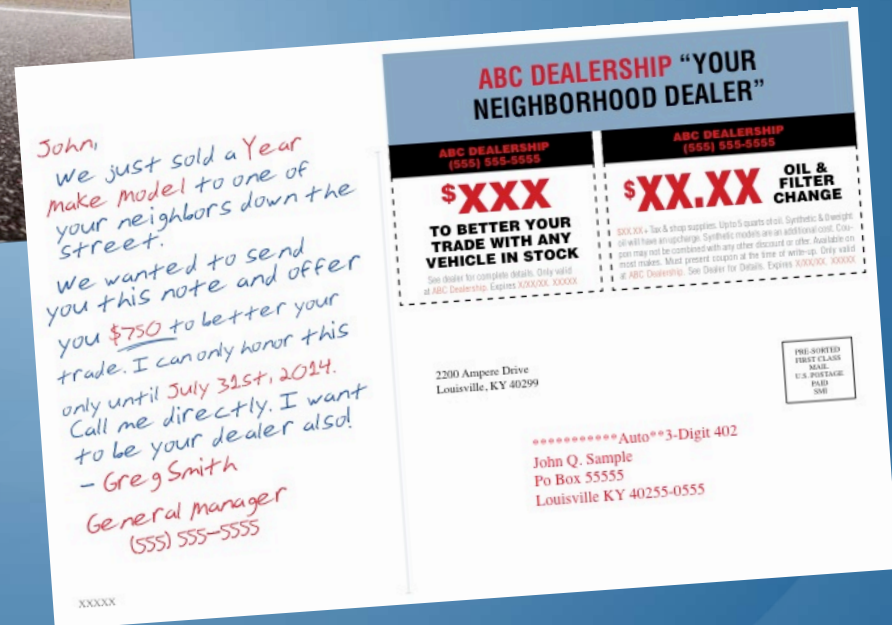


KEEPING UP WITH THE JONESES

The Most Innovative Program Introduced In The Industry Since Our Instant Appraisal Program



- Brand Your Dealership
- Sell to Areas Where your Customers Live
- Use a “Social Marketing” Approach to Increase Service and Sales
- Reach a More Receptive Audience



Dynamic Vehicle Change!

SALES BUILDER

MIN. 3 MONTH PACKAGES

consecutive or non-consecutive

Package 1

Multi-Channel with

Email **\$7,195**

*\$6,645 / month
with 5,000 Records*

Package 2

Multi-Channel with

Email **\$10,172**

*\$9,422 / month
with 7,500 Records*

Package 3

Multi-Channel with

Email **\$12,995**

*\$11,995 / month
with 10,000 Records*

\$350 DMS Integration Fee

Additional fee for multiple DMS locations.



Powered By:



StrategicTRACKSM
2.0 Enhanced

PRICING GUIDE

PACKAGES INCLUDE:

- Proprietary Handwritten Fonts
- Logix Data Filtering and Analysis
- First Class Postage
- Live Stamp
- Lead Management Forms
- Unique Electronic Response Mechanisms
- Copywritten Verbiage
- Strategic TrackSM LMS
- Exclusive Reports to Monitor your Department
- Appointment Calendar
- Unique Follow-Up System
- Listen Live Technology
- "Keeping up with The Joneses"

UPGRADES

- Manufacturer Data - 6 cents per name
- Instant Appraisal - 5 cents per name
- Digital Branding Package
- Dealership Database Analytics Report
 - 1 time fee of \$1,295
 - Monthly updates: \$75

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