Quirk AI Marketing Agent – Phase 3 Playbook

■ Timeline: 6–12 Months

■ Goal: Achieve enterprise-scale AI marketing across all rooftops with compliance and budget optimization.

■ Core Agents to Deploy:

1. Compliance Agent – Ensures all campaigns meet OEM co-op standards, legal disclaimers, and Quirk brand tone.
2. Budget Optimization Agent – Monitors performance and reallocates ad spend across channels and rooftops.

■ Tools & Integrations:

Tool / System	Purpose
VinSolutions CRM (Expanded)	Email campaigns, service reminders, trade-in targeting
Dealer CMS (Dealer.com, CDK, Dealer Inspire)	SEO landing pages, blog publishing, service specials
Google Business Profiles	Local SEO management across 20 rooftops
Rewind.ai	Retrieve past campaign insights for optimization
Durable.co	Instant landing pages for service promos

■ KPIs for Success:

KPI	Target (6–12 Months)
AI Campaign Coverage	80% of campaigns fully AI-generated and executed
Compliance Accuracy	100% of campaigns pass OEM + legal review
Ad Spend Efficiency	≥20% improvement in cost per lead
SEO Visibility	Top 3 local rankings for priority service + sales terms
Multi-Rooftop Rollout	All 20 rooftops live with AI-driven campaigns

■ Expected Outcome:

- Enterprise-level rollout: all 20 rooftops and 14 brands live with AI-driven campaigns. - AI automatically reallocates budgets based on performance. - Compliance agent guarantees all messaging is OEM-compliant. - Quirk achieves measurable cost-per-lead reduction and stronger SEO dominance. - Marketing staff now act primarily as strategic overseers, not content producers.