

# MARKETING PROGRAMS FOR CAR GUYS - BY CAR GUYS



**sales360**

DATA DRIVEN PERFORMANCE MARKETING

## ABOUT US

sales360



We specialize in automotive direct mail and digital marketing solutions because it's what we know. We leverage our 30 years experience in the Automotive Industry to deliver the most powerful marketing opportunities to our dealers. We know the value of a lead and what it takes to maximize a market.



**Family owned and operated since 1997.**

Success is much sweeter when you love the people you work with.



**60,000 Square Foot Facility.** We continue to grow and expand to meet the needs of our satisfied customers.



**Offset and Digital Capabilities.** Our business model is designed to satisfy all of your automotive mail needs, from mass saturation mailing to targeted personalized variable image mailers.



**Laser Focused on the Automotive Industry.**

We have over 30 years of experience in the automotive industry, which we leverage to deliver the most powerful marketing opportunities to our dealers.



**100 Plus Employees.** The core of our business is having good people, and we have over 100 of the best employees in the industry.



**USPS Partner.** We have United States Postal Service personnel on-site to make sure all of the mail is fulfilled and delivered on-time in the most efficient manner.



**Over 100 Million.** Annually we print and mail over 100 million pieces of automotive marketing directly from our facility.



**Raised Foil / 3D Textured Printing.** Exclusive to Sales360, we've added a layer of foil and texture to make the images pop off the mailer.



**Technology.** We leverage the DirectMail.io platform - proven to dramatically increase response, engagement and ROI while delivering easy to follow analytics and real-time alerts.



**Become a Trend Setter.** Because we use all of the latest technology with digital media, tracking, printing techniques, and social media, you'll always be one step ahead of your competitors.



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# DIRECT MAIL



## NOT YOUR AVERAGE DIRECT MAIL.

We are constantly looking for the next big thing to attract customers to your dealership - from variable imaging to variable 3D textured mail. If you look in our sample kit you're almost guaranteed to find something that you've never seen before.

### SUBPRIME



#### Automotive Finance Program (AFP)

9x11 letter with envelope and personal plastic card utilizing a Fresh Bureau List to deliver a powerful campaign with great results.

\$1.09  
per mailer

### DATABASE BUYBACK

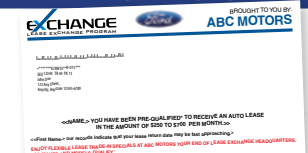


#### Hand Written Privileged Wax Seal

Personal and unique high-end direct marketing that attracts the customer's attention with the use of 3D textured printing and foil including our custom dynamic handwriting application.

\$1.09  
per mailer

### EXPIRING LEASES



#### Lease Exchange

Positioned as the biggest win-win for both parties...the dealership offers a great way to get out of a lease with a new program offer.

\$.99  
per mailer

### BUYBACK & SERVICE



#### Kelley Blue Book Service Mailer

This 9x12 laminated mailer works well because it gives your customer the option to service their current vehicle or to get a great KBB trade value. It has multiple perforated coupons with both service and new car specials.

\$1.09  
per mailer

### DATABASE / CONQUEST BUYBACK



#### Model Year Closeout Invite with Post-It

This invite is as personal as it gets. Delivered in a hand-written envelope and post-it note personalization on the inside with variable imaging.

\$1.19  
per mailer

### CONQUEST BUYBACK



#### Visa Vehicle Exchange Laminated Postcard

We model your audience based off your current customers and market and pull from our 300 million VIN database to deliver the ultimate personalized mailer.

\$1.29  
per mailer



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## MOBILE INBOX



ABC MOTORS  
CHRYSLER DODGE JEEP RAM

TODAY THROUGH SATURDAY, JAN 30TH

RED TAG EVENT

HERE'S YOUR CHANCE TO GET IN ON THE BEST DISCOUNTS OF THE YEAR.

NEW 2016 RAM 1500 EXPRESS CREW CAB

\$249 PER MONTH

SHOP NOW



### It starts with understanding the consumer's email habits.



We use our 16 years of historical email data to track users open and click habits, and what products they relate too.



We focus on the time of day we see digital action from the consumer most often.



Most consumers have numerous emails, we focus our messages to what we deem the primary email based on historical action.

### Optimal Inbox Penetration & Distribution



Our inboxing platform follows strict CAN-SPAM compliance regulations. We only use "white-listed" US based servers to ensure maximum delivery and compliance.



We have the most extensive database of email addresses with a 90% penetration in most US Markets.



Our proprietary database of market prospects has 16 years of refining with double opt-in access that is scrubbed against state and federal do not call lists.

### Distribution Strategy



Each campaign is mailed in groups based on the email domain. Each domain has its own requirements for optimal delivery.



Our system is set to pause and rotate through these domain groups as well as staying well below the junk folder threshold.



Inboxing leads to higher open rates, more links clicked, and better qualified leads.

### Professionally Designed Emails



We design our email templates to look professional with your branding and hooks. Everything is created to be Tier 1 and co-op compliant, and mobile optimized.

#### ADVANTAGE 240

- Annual / Monthly Sales Guarantee
- Turn Key Program
- Guaranteed Sales & Service ROI (minimum 240 cars per year, 20 per month)
- Discounted Annual Rate (month 6 - 50% Off, month 12 - 50% Off)

**\$9,750** /MO

\*Dealership must sell 100 units/month (new and used) over the last 6 months to qualify.

**MOST POPULAR**

#### ADVANTAGE 360

- Annual / Monthly Sales Guarantee
- Turn Key Program
- Guaranteed Sales & Service ROI (minimum 360 cars per year, 30 per month)
- Discounted Annual Rate (month 6 - 50% Off, month 12 - 50% Off)

**\$12,750** /MO

\*Dealership must sell 150 units/month (new and used) over the last 6 months to qualify.

#### ADVANTAGE 480

- Annual / Monthly Sales Guarantee
- Turn Key Program
- Guaranteed Sales & Service ROI (minimum 480 cars per year, 40 per month)
- Discounted Annual Rate (month 6 - 50% Off, month 12 - 50% Off)

**\$14,750** /MO

\*Dealership must sell 200 units/month (new and used) over the last 6 months to qualify.



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# PROFIT MINER MULTI-TOUCH MARKETING



## We dig deep into your database and market to your hidden gems.

We analyze and model your database to maximize the target before deploying. Then we'll deliver a personal and professional "non-selling" message to create car buying opportunities. Consistent messaging will be sent using 4 different channels. This might be the easiest money you've ever made.

### Step 1 - Identify the Golden 1000

We extract your sales and service data and run it through our proprietary software that compares it against local statistical trends, internal customer buying trends, national consumer buying habits, and much more to deliver the ultimate top 1000 hidden gems in your database. These top prospects are bounced against NCOA and data match technology that appends phone numbers and email addresses to each record.

### Step 2 - Deliver a series of choreographed messages

Deploy a highly choreographed multi-channel high touch campaign using proven psychological techniques prompting the customer to act.

- **Mail:** Personal and hand crafted. To the consumer it has a look and feel of a letter that you took the time to write to them personally. This first touch creates a powerful and memorable statement.
- **RVM:** Ringless Voicemail is exactly what it sounds like. We drop a personal message from the dealer directly in the customer's voicemail without ringing the phone. And because it's a "message" it has the personal touch of a "sorry I missed you."
- **Email:** 70% of mobile usage is reading emails. We keep it simple and personal. This is now your third attempt to help the customer get the best deal of their lifetime.
- **SMS Text Messaging:** With a 90% open rate, SMS is how we finish off the effort strong, while keeping the messaging consistent.

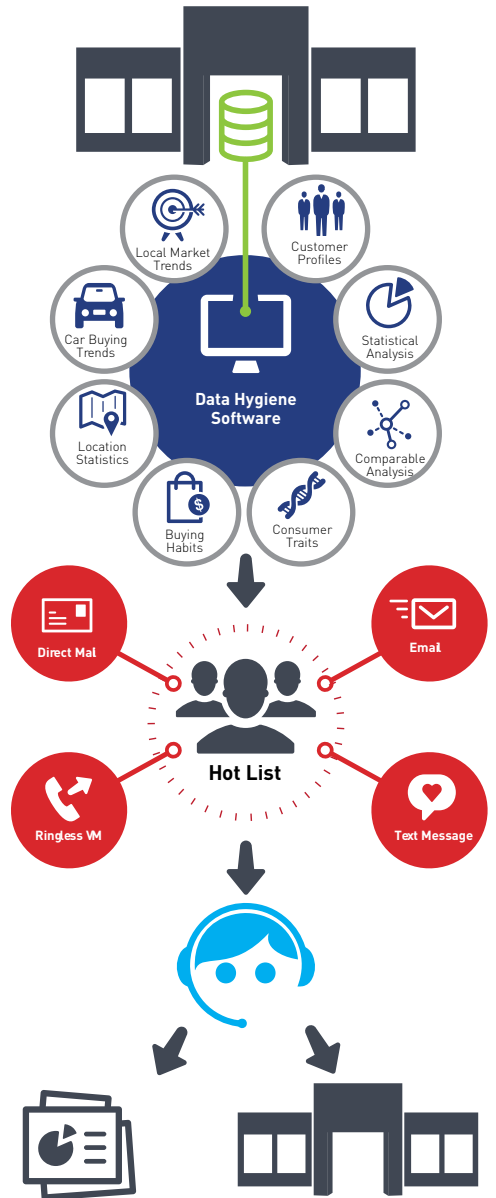
### Step 3 - Actively capture and report every response.

All channels and messaging drive the customer to our skilled call-center agents who engage the consumer with a professional and kind voice and proven word tracks to get the customer in your dealership.

### Program and Pricing

**\$3,995**/MONTH

Plus one-time \$495 Setup Fee.  
3 Month Minimum Required.



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## FREQUENTLY ASKED QUESTIONS

### Who is Sales360?

We are an automotive direct mail agency and print facility in New Orleans.

### How long has Sales360 been around?

Since 1998.

### How many pieces of mail do we print and mail annually?

Over 100 million.

### Do you sell other types of mail?

Yes, we have a several successful programs targeting service, sub-prime, conquest, database and saturation. Let us know if you'd like to see samples.

### How many days is the event?

We typically do 3 -4 days. We've found its the perfect amount.

### Do you submit for co-op approval?

Yes.

### Can you push the leads into our CRM?

Yes.

### Where do you get your lists?

We have several list partners that have access to a database of over 300 million vehicle records, fresh bureau data and NCOA approved records.

### How accurate are your buyback lists?

It's about 97% accurate. Its the best that money can buy.

### What is the lead time?

Typically 2 weeks for direct mail, 1 week for the mobile inbox and profit miner products. These lead times are based on getting all information and approvals from the dealer in a timely manner.

## CAMPAIGN TIMELINE

### How do I get started?

Once you submit the contract with all of the event information, someone from Sales360 will get in touch directly with the dealer to confirm the details.

### Building your marketing campaign.

Our production department will issue a proof via email with a link to fill out the event hooks needed for this event. You'll also get an email regarding our list recommendation for your approval. After you submit all of the hooks, a final proof will be sent requesting approval or changes. We will not go to print (or deploy the digital campaign) until we receive approval and payment.

The entire process of finalizing details can take as little as 24 hours, depending on the cooperation of the dealer. It can take a couple days to get artwork and lists finalized if the dealer is hard to reach. We will do our best to make sure this process goes as quickly as possible.

### Building your marketing campaign.

The mail piece can be in homes 12-14 days after art and list approval. If your dealer wants a date in a shorter amount of time, the job would need to be escalated to Katie or Gabriella. We can call the print shop and see what kind of miracles we can pull off. No promises, but we try our best to make our dealers happy.

### Analytics/ Directmail.io

All of our campaigns come standard with our real time tracking and analytics, so that you know who is responding and can build of database for future customers. We translate the data in a clean and easy to understand dashboard, so you have the information at your fingertips 24/7. We call every dealer before the event starts and walk them through the backend so that understand how to access the reporting and answer any questions they might have.



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