

# Auto Dealerships



## What they care about

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1. Sell more cars and accessories
2. Announce promotions and deals
3. Engage new and existing customers
4. Build positive customer relationships
5. Grow target contact database

## All-in-One Marketing Feature

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1. Mobile keywords, Facebook coupons, mobile coupons
2. Email newsletter, SMS blast, social media posts
3. Multi-channel voting, Facebook like-gating
4. Appointment reminders, mobile eCards
5. Keyword & short code, online sign-up page, Facebook sign-up page

## Opening Statement

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{Intro statement}

I'm calling today to discuss an all-in-one marketing service that many auto dealerships are already using to successfully market products and services.

## Questions

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1. Are you finding it difficult to sell as many cars and accessories as you'd like to?
2. What are you currently doing to announce new deals and promotions?
3. How are you engaging new and existing customers?
4. What ways are you building positive relationships with new and existing customers?
5. What are you doing to automatically grow your contact database?

## Benefits Statements

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1. All-in-One Marketing can help you reel in new customers with multi-channel coupons (mobile & Facebook) and mobile keywords. Advertise mobile keywords on car windows in the lot, flyers, newspaper ads, and even on your website. Offer deals on discounted services and car accessories with multi-channel coupons, and set up mobile keywords to direct customers to your online inventory or online reviews of vehicles in stock.
  2. With email newsletters, SMS blasts, and social media posts, you can easily communicate new deals and promotions in a variety of effective ways.
  3. Engage your customers by creating a mobile or social voting campaign. Learn about their car interests and how you can better provide customer service.
  4. Create happy, loyal customers by building positive customer relationships through mobile eCards. Send a mobile eCard for thank you's, holidays, and special promotional events.
  5. All-in-One Marketing allows you to collect contact information effortlessly with keywords, online sign-up pages, and Facebook sign-up pages.
- To put your mind at ease, the toolkit comes with the following advantages:
- No contracts. You can cancel at any time
  - Free first hands-on training session
  - Online tutorial videos
  - 7-day support
  - Your customer data will not be used or shared by AT&T