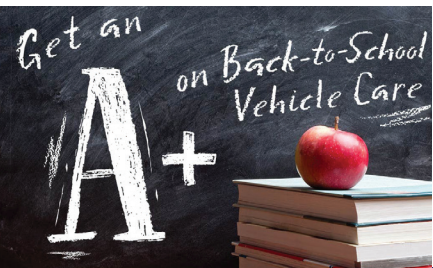


Affinitiv



C T K

C A M P A I G N T O O L K I T

AUGUST 2017



COMING SOON!

SEPTEMBER

- Ask Any Question
- Appointment Made
- Good Neighbor
- Did You Know? Tailgate

OCTOBER

- Brand Retention
- Daylight Saving Time
- Halloween
- Did You Know? Fall Car Care

800.211.7614 | OC_support_online@affinitiv.com

Increase Traffic by Leveraging the Back-to-School Season



CLICK TO ORDER THIS CAMPAIGN 

BACK TO SCHOOL

EMAIL

Subject Line

Don't Miss Back to School Savings!

Get an **A+** on Back-to-School Vehicle Care

You're done with the road trips. Now it's time to get ready for back-to-school with these vehicle tips:

- Follow the recommended maintenance schedule for your vehicle
- Learn the basics, such as changing a tire or checking fluid levels
- Be prepared for an emergency by checking your spare tire, traveling with jumper cables, and keeping a fire kit in your vehicle

<p>Vehicle Model Your coupon offer here</p> <p>Click here to view inventory!</p> <p>\$XX,XXX Customer goes here</p>	<p>Vehicle Model Your coupon offer here</p> <p>Click here to view inventory!</p> <p>\$XX,XXX Customer goes here</p>
<p>Coupon Header Here Your coupon information here</p> <p>Click here to schedule an appointment now!</p> <p>\$XX.XX Expires on schedule</p>	<p>Coupon Header Here Your coupon information here</p> <p>Click here to schedule an appointment now!</p> <p>\$XX.XX Expires on schedule</p>

Sales Hours: %Sales_Hours%
Phone Number: %Phone_Number%
Service Hours: %Service_Hours%
Phone Number: %Service_Phone%
Email: %Email%

SOCIAL ADS*

ABC Motors Sponsored

You're done with the road trips. Now it's time to get ready for back-to-school by following recommended maintenance schedules, checking fluid levels & preparing for an emergency with jumper cables or tire changing materials.

Let us help you get carpool ready!

Shop Now

Instagram Sponsored

ABC Motors

Shop Now

You're done with the road trips. Now it's time to get ready for back-to-school by following recommended maintenance schedules, checking fluid levels & preparing for an emergency with jumper cables or tire changing materials.

MAIL*

CLICK TO ORDER DIRECT MAIL 

Get an **A+** on Back-to-School Vehicle Care

The team at %ClientName% would like to help you get ready for back-to-school with these vehicle tips:

- Follow OEM service schedule
- Learn the basics, such as changing a tire
- Be prepared for an emergency

2.5 x 2.5 Coupon 2.5 x 2.5 Coupon

You're done with the road trips. Now it's time to get ready for back-to-school! Contact us today at %ClientSelectPhone% to schedule an appointment.

ABC MOTORS
12345 Any Street
Any City, ST 12345

U.S. Postage

%ClientSelectState%
%ClientSelectCity%
%ClientSelectAddress%
%ClientSelectPhone%
%ClientSelectEmail%

FOR A LIST OF APPROVED SCRIPTS, PLEASE CONTACT OUR SUPPORT TEAM AT 800.211.7614

*Available at an additional cost.

800.211.7614 | OC_support_online@affinitiv.com



Boost Revenue with Labor Day Marketing



CLICK TO ORDER THIS CAMPAIGN 

**LABOR DAY
ORDERS DUE BY AUGUST 29TH.**


EMAIL

Subject Line
Happy Labor Day!

CELEBRATE WITH SAVINGS
Celebrate the last big party of the summer with savings at %%Dealer_Name%%!


Vehicle Model Your coupon offer here Click here to view inventory! \$XX,XXX Expires on x/xx/xx	Vehicle Model Your coupon offer here Click here to view inventory! \$XX,XXX Expires on x/xx/xx
Coupon Header Here Your coupon information here Click here to schedule an appointment now! \$XX.XX Expires on x/xx/xx	Coupon Header Here Your coupon information here Click here to schedule an appointment now! \$XX.XX Expires on x/xx/xx

%%Dealer_Name%%
 %%Dealer_Address%%
 %%Dealer_City%%
 %%Dealer_State%%
 %%Dealer_Zip%%
 %%Dealer_Phone%%
 %%Dealer_Email%%
 %%Dealer_Website%%



SOCIAL ADS*

Search Facebook

ABC Motors Sponsored 


Celebrate the last big party of the summer with savings at %%Dealer_Name%%!

Celebrate with savings!

ABCMOTORS.COM [Shop Now](#)

Like Comment Share

Instagram

ABC Motors Sponsored 

Celebrate with savings!

[Shop Now](#)

Celebrate the last big party of the summer with savings at %%Dealer_Name%%!

MAIL*

CLICK TO ORDER DIRECT MAIL 

CELEBRATE WITH SAVINGS

2.5 x 2.5 Coupon 2.5 x 2.5 Coupon 2.5 x 2.5 Coupon

Celebrate the last big party of the summer with savings at %%ClientName%%!

ABC MOTORS
QUALITY VEHICLES
1345 Any Street
Any City, ST 12345

U.S. Postage

%%ClientName%%
 %%ClientAddress%%
 %%ClientCity%%
 %%ClientState%%
 %%ClientZip%%
 %%ClientPhone%%
 %%ClientEmail%%
 %%ClientWebsite%%

**FOR A LIST OF APPROVED SCRIPTS, PLEASE
CONTACT OUR SUPPORT TEAM AT 800.211.7614**

*Available at an additional cost.

Increase Sales and Pre-Owned Inventory

CLICK TO ORDER
THIS CAMPAIGN



VEHICLE IN DEMAND

EMAIL

Subject Line

Trade In Your Car Here!

ABC MOTORS
QUALITY VEHICLES

YOUR CAR HERE

IF YOU DON'T BUY FROM US!

your old one at %%Dealer_Name%%

Vehicle Model
Your coupon offer here

Click here to view inventory!

\$XX,XXX
Disclaimer goes here.

Coupon Header Here
Your coupon information here

Click here to schedule an appointment now!

\$XX.XX
Expires on 01/01/2020.

Click here to schedule an appointment now!

\$XX.XX
Expires on 01/01/2020.

Sales Hours: %%Dealer_State%%, %%City%%
Phone Number: %%Dealer_State%%, %%Phone%%
Address: %%Dealer_State%%, %%Address%%
Phone Number: %%Dealer_State%%, %%Phone%%
Email: %%Email%%

SOCIAL ADS*

Search Facebook

ABC Motors
Sponsored

You can trade up to a new vehicle or just sell your old one at %%Dealer_Name%%!
We'll buy your car even if you don't buy a new one from us!

YOUR CAR HERE

Value Your Trade Today!

ABCMOTORS.COM

Shop Now

Instagram

ABC Motors
Sponsored

YOUR CAR HERE

Shop Now

You can trade up to a new vehicle or just sell your old one at %%Dealer_Name%%!
We'll buy your car even if you don't buy a new one from us!

MAIL*

CLICK TO ORDER
DIRECT MAIL



YOUR CAR HERE

WE'LL BUY YOUR CAR EVEN IF YOU DON'T BUY FROM US!

2.5 x 2.5 Coupon

2.5 x 2.5 Coupon

2.5 x 2.5 Coupon

You can trade up to a new vehicle or just sell your old one at %%ClientName%%!

ABC MOTORS
QUALITY VEHICLES
1340 Any Street,
New York, NY 12345

U.S. Postage

%%ClientSelectState%%
%%ClientSelectCity%%, %%ClientSelectState%%, %%ClientSelectZip%%
%%ClientSelectPhone%%
%%ClientSelectAddress%%
%%ClientSelectEmail%%

%%ClientFullWork%%, %%ClientLastWork%%
%%ClientWorkPhone%%
%%ClientWorkEmail%%, %%ClientWorkPhone%%

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Utilize Vehicle Education to Increase Service ROs



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DID YOU KNOW? FLUIDS

EMAIL

Subject Line

Don't Miss These Vehicle Tips!

DID YOU KNOW? | Fluids

Maintaining proper fluid levels is a simple way to extend the life of your vehicle. Fluids are essential to many aspects of your vehicle including fuel economy and performance. Learn more below about how fluids can help protect your vehicle.

TRANSMISSION FLUID
Transmission fluid serves as a lubricant and coolant for the gears, clutches, and valves in your transmission. Bad transmission fluid can lead to problems with shifting and make driving your vehicle difficult. In some cases, it can even lead to transmission failure.

BRAKE FLUID
Brake fluid connects the brake pedal to the brakes to slow your vehicle to a stop quickly and smoothly. Contaminated brake fluid causes rust and corrodes operating components of your brake system and makes the brakes less responsive.

POWER STEERING FLUID
Power steering fluid allows you to maneuver and control your vehicle with little effort. Neglecting power steering fluid can result in poor handling and sluggish steering.

If you have any questions about %Create_Name%'s fluid tips or would like to schedule an appointment, please contact us at %Create_Phone% or %Email%.

Coupon Header Here
Your coupon information here
\$XX.XX
Expires on %Expiration%

Coupon Header Here
Your coupon information here
\$XX.XX
Expires on %Expiration%

SOCIAL ADS*

ABC Motors Sponsored

Maintaining proper fluid levels is a simple way to extend the life of your vehicle. Fluids are essential to many aspects of your vehicle including fuel economy and performance.

Transmission fluid serves as a lubricant and coolant for the gears, clutches, and valves.

Brake fluid helps your vehicle stop quickly and smoothly.

ABC Motors Sponsored

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MAIL*

CLICK TO ORDER DIRECT MAIL 

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2.5 x 2.5 Coupe 2.5 x 2.5 Coupe 2.5 x 2.5 Coupe

Enjoy these savings and if you have any questions or would like to schedule a service appointment, contact %ClientName% at %ClientSelectPhone%.

ABC MOTORS
1340 Any Street,
Any City, TX 12345

U.S. Postage

FOR A LIST OF APPROVED SCRIPTS, PLEASE CONTACT OUR SUPPORT TEAM AT 800.211.7614

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