





# **JUNE 2017**

# **COMING SOON!**

### JULY

- First Service Appointment
- July 4th
- Summer Blockbuster
- Did You Know? Fuel Economy
- Back to School
- Labor Day
- Fluids

• Did You Know?

AUGUST

- Vehicle In Demand
- 800.211.7614 | OC\_support\_online@affinitiv.com

# The Next Generation CRM Has Arrived!

# SOMETHING **BIG** IS HERE THE NEXT GENERATION CRM



The next generation HigherGear CRM provides dealers an even more simplified user interface with industry-leading plug-ins, increased sales, and world class support. The HigherGear CRM has always been the undisputed industry-leader in ease-of-use among CRMs. With the new platform, dealers are experiencing 15 years of features and functionality moved into a modern, mobile first, responsive design. HigherGear is optimized for use on any Windows, Apple, or Android device to make the selling process natural and fluid without having to rely on a separate app or sync issues between devices. With streamlined modules and work flows, flattened layout, and tab navigation, users are finding it easier to perform their daily job functions.

Dealers who are utilizing HigherGear are tracking more leads, bringing back more prospects, and closing more sales than ever before!

## CLICK TO SCHEDULE A DEMO >



# **Celebrate Dads with Exclusive Savings!**



## CLICK TO ORDER THIS CAMPAIGN

FATHER'S DAY ORDERS DUE BY JUNE 12<sup>TH</sup>.

#### EMAIL Subject Line

Happy Father's Day!



### SOCIAL ADS\*





### MAIL\*





2.5 x 2.5 Coupon	2.5 x 2.5 Coupon	2.5 x 2.5 Coupon	
Celebrate Dad with these exclusive savings from %%ClientName%%!	ABC MARTINESS AND NOT AND AND AND AND AND 1326 ANY SPRES ANY CRUST 1295	U.S. Postage	
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### VOICE

Hello. This is [Name], the [Title] at [Dealership]. On behalf of the entire team at [Dealership], we'd like to wish all the great dads out there a very happy Father's Day! Again, this is [Name] and our number is [Phone]. Happy Father's Day!

### TEXT\*\*

[Insert Dealership Name] wishes all dads a happy Father's Day! Our number is [Insert Phone Number]. STOP to Cancel, Msg&Data Rates May Apply.

\*Available at an additional cost. \*\*Please check with compliance for restrictions on using this text script.



# **Recapture Lost Revenue with a Lost Soul Campaign**



#### **EMAIL**

**Subject Line** We Haven't Seen You in a While!



#### SOCIAL ADS\*





#### MAIL\*





2.5 x 2.5 Coupon	2.5 x 2.5 Coupon	2.5 x 2.5 Gugon	
Has it been a while since you visited us? Come back in to %%ClientName%% for these exclusive savings!	ALC MOTIONS ALC MOTIONS 12845 Any Street, Any City, ST 12345	U.S. Postage	
NCGenetalent2NN NCGenetalent2NN NGGenetalent2NN NGGenetalentNN NGGenetalentNN		Nichonand Antonewski Kilkontetta antiverski Nichonandifika (1935) Nichonandifyski, Nichonathanetki Nichonardigiki	

#### LIVE CALL TRY SOMETHING NEW THIS MONTH

Send a customized live call campaign to your customers using Affinitiv's myBDC! Our professional, highly trained BDC representatives can send out calls for appointment setting, lead generation, equity mining, special event invitations, and much more.

### CLICK TO LEARN MORE

#### Sign up for myBDC today!

\*Available at an additional cost. \*\*Please check with compliance for restrictions on using this text script.

# Affinitiv

# **Utilize Summer Marketing to Boost Revenue**

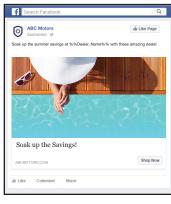


#### **EMAIL**

Subject Line We Have Summer Savings Just for You



#### SOCIAL ADS\*



Instagram		
ABC Motors	Sponsored V	
3		
Shop Now	>	
$\bigcirc$ Q		
Soak up the summer savings at %% amazing deals!	Dealer_Name%% with these	

#### MAIL\*





2.8 x 2.5 Coppon	2.5 x 2.5 Coupon	2.5 x 2.5 Coup	on
Soak up the summer savings at %%ClientName%%!	ABCCONS EACT VARCES 1228 Avg Varces Avg Car, ST 12285		U.S. Postage
SOLinethelankustNS Solicitekentype SSO Solicitekentype SSO Solicitekentype SSO Solicitekentype SSO SSOLinethelanks		WiGenet/refuencits WiGenetLehtwert/K WiGenetTeret/N WiGenetCeret, WiGenetGerWiWiGenetGeWi	

### VOICE

Hello, this is [Name], the [Title] at [Dealership]. Did you know the timing of the summer solstice depends on when the sun reaches its farthest point north of the equator? That's right. According to the Farmer's Almanac, the summer solstice is on June 21st, and it is the day with the most sunlight hours throughout the entire year. This summer fact was brought to you by [Dealership] and our phone number is [Phone]. Have a great summer!

#### TEXT\*\*

The summer solstice on June 21st has the most daylight hours. ?s [Insert Dealership Name] at [Insert Phone Number]. STOP to Cancel, Msg&Data Rates May Apply.

\*Available at an additional cost. \*\*

\*\*Please check with compliance for restrictions on using this text script.



# **Drive Service Traffic with Vehicle Education**



#### EMAIL

**Subject Line** Don't Miss These Vehicle Tips



#### SOCIAL ADS\*





#### MAIL\*



### VOICE

Hello, this is [Name], the [Title] at [Dealership], with a few helpful automotive tips. According to Popular Mechanics, if you're planning a summer road trip, be sure to check your oil, brakes, and tire tread before heading out. These summer road trip tips were brought to you by [Dealership]. Have a safe and happy summer road trip!

#### TEXT\*\*

[Insert Dealership Name] Tip: Popular Mechanics says check ur oil, brakes & tires B4 a trip. ?s [Insert Phone Number]. STOP to Cancel, Msg&Data Rates May Apply.

\*Available at an additional cost. \*\*P

\*\*Please check with compliance for restrictions on using this text script.

