

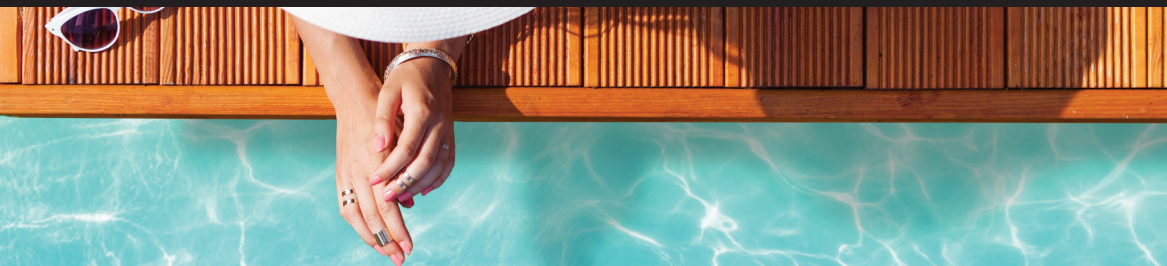
Affinitiv



CTK

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

JUNE 2017



COMING SOON!

JULY

- First Service Appointment
- July 4th
- Summer Blockbuster
- Did You Know?
Fuel Economy

AUGUST

- Back to School
- Labor Day
- Vehicle In Demand
- Did You Know?
Fluids

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 ►](#)

Recapture Lost Revenue with a Lost Soul Campaign



CLICK TO ORDER THIS CAMPAIGN 

LOST SOUL

EMAIL

Subject Line

We Haven't Seen You in a While!

Has it been a while since you visited us? Come back in to %Dealer_Name% for these exclusive savings!

<p>Vehicle Model Your coupon offer here</p> <p>Click here to view inventory!</p> <p>\$XX,XXX Expires on %date%</p>	<p>Vehicle Model Your coupon offer here</p> <p>Click here to view inventory!</p> <p>\$XX,XXX Expires on %date%</p>
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Click here to schedule an appointment now!

\$XX.XX
Expires on %date%

SOCIAL ADS*

ABC Motors Sponsored

Has it been a while since you visited us? Come back in to %Dealer_Name% for these exclusive savings!

Haven't Been in Since the Stone Age?

Shop Now

ABC Motors Sponsored

Has it been a while since you visited us? Come back in to %Dealer_Name% for these exclusive savings!

Shop Now

MAIL*

CLICK TO ORDER DIRECT MAIL 



2.5 x 2.5 Coupon

2.5 x 2.5 Coupon

2.5 x 2.5 Coupon

Has it been a while since you visited us? Come back in to %ClientName% for these exclusive savings!

ABC MOTORS
12345 Any Street
Any City, UT 12345

U.S. Postage

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.

Sign up for myBDC today!

CLICK TO LEARN MORE 

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

Utilize Summer Marketing to Boost Revenue



EMAIL

Subject Line

We Have Summer Savings Just for You

Soak up the Savings!

Vehicle Model
Your coupon offer here

Click here to view inventory!

Coupon Header Here
Your coupon information here

Click here to schedule an appointment now!

Expires on xxxxxx

SOCIAL ADS*

Soak up the Savings!

Shop Now

Shop Now

Soak up the summer savings at %%Dealer_Name%% with these amazing deals!

MAIL*

2.5 x 2.5 Coupon

2.5 x 2.5 Coupon

2.5 x 2.5 Coupon

Soak up the summer savings at %%ClientName%%!

ABC MOTORS
1340 Any Street,
Any City, UT 12345

U.S. Postage

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.

