

# Affinitiv



# CTK

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

## Q4 2017



CLICK TO VIEW  
**OCTOBER 2017**

CLICK TO VIEW  
**NOVEMBER 2017**

CLICK TO VIEW  
**DECEMBER 2017**

# OCTOBER 2017

## CAMPAIGN TOOL KIT

# Promote Seasonal Offers to Increase Sales

CLICK TO ORDER  
THIS CAMPAIGN



BRAND RETENTION

## EMAIL

### Subject Line

Fall into a New Vehicle Today!

ABC MOTORS QUALITY VEHICLES

**FALL**  
into a  
**NEW**  
VEHICLE

Fall into a new vehicle at %%Dealer\_Name%%!

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

Footer: Sales Hours, Phone Number, Service Hours, Email

## SOCIAL ADS\*

ABC Motors Sponsored

Fall into a new vehicle at %%Dealer\_Name%%! Click to view our best deals on our latest inventory.

Don't miss out on Autumn Savings!

Shop Now

Instagram

ABC Motors Sponsored

Shop Now

Fall into a new vehicle at %%Dealer\_Name%%! Click to view our best deals on our latest inventory.

## MAIL\*

CLICK TO ORDER  
DIRECT MAIL

**FALL**  
into a  
**NEW**  
VEHICLE

2.5 x 2.5 Coupon

2.5 x 2.5 Coupon

2.5 x 2.5 Coupon

Fall into a new vehicle at %%ClientName%%.

ABC MOTORS QUALITY VEHICLES  
12345 Any Street, Any City, UT 12345

U.S. Postage

Footer: %%ClientSelectStore%%, %%ClientSelectCity%%, %%ClientSelectPhone%%, %%ClientSelectEmail%%, %%ClientSelectAddress%%

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

\*Available at an additional cost.



# Leverage the Time Change to Drive Traffic



CLICK TO ORDER  
THIS CAMPAIGN



DAYLIGHT SAVING TIME  
ORDERS DUE BY OCTOBER 31<sup>ST</sup>.

## EMAIL

### Subject Line

Turn Back the Clocks on Nov 5th!

## SOCIAL ADS\*

## MAIL\*

CLICK TO ORDER  
DIRECT MAIL



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

\*Available at an additional cost.



# Utilize Holiday Marketing to Boost Profits

CLICK TO ORDER  
THIS CAMPAIGN



HALLOWEEN  
ORDERS DUE BY OCTOBER 25<sup>TH</sup>.

## EMAIL

### Subject Line

Don't Miss These Spooky Savings

ABC MOTORS QUALITY VEHICLES

HAPPY Halloween

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!

Click here to schedule an appointment now!

Shop Now

ABC MOTORS QUALITY VEHICLES

12345 Main Street, Anytown, CA 90210

Phone: 800.211.7614 | Email: info@abcmotors.com

## SOCIAL ADS\*

ABC Motors Sponsored

Celebrate Halloween with savings from %Dealer\_Name%! Click for more information!

We're Putting the Treat back in Halloween!

Shop Now

Instagram

ABC Motors Sponsored

We're Putting the Treat back in Halloween! Celebrate Halloween with savings from %Dealer\_Name%!

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

Celebrate Halloween with these savings from %ClientName%!

ABC MOTORS QUALITY VEHICLES

12345 Main Street, Anytown, CA 90210

U.S. Postage

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

\*Available at an additional cost.

# Educate Customers about Fall Car Care Tips



DID YOU KNOW?  
FALL CAR CARE

## EMAIL

### Subject Line

Don't Miss These Vehicle Tips!

## SOCIAL ADS\*

## MAIL\*

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

Affinitiv

# NOVEMBER 2017

## CAMPAIGN TOOL KIT



# Utilize Black Friday Marketing to Increase ROI

CLICK TO ORDER  
THIS CAMPAIGN



BLACK FRIDAY  
ORDERS DUE BY NOVEMBER 17<sup>TH</sup>.

## EMAIL

### Subject Line

Black Friday Deals End Soon!

## SOCIAL ADS\*

## MAIL\*

CLICK TO ORDER  
DIRECT MAIL

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

\*Available at an additional cost.

# Drive Service Traffic by Promoting Your Service Department



CLICK TO ORDER THIS CAMPAIGN 

QUICK SERVICE

## EMAIL

### Subject Line

Keep It Moving with Quick Service!

At %%Dealer\_Name%%, we keep you moving with our quick service!

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

Footer: Hours, Address, Phone, Email, etc.

## SOCIAL ADS\*

Search Facebook

ABC Motors Sponsored

At %%Dealer\_Name%%, we keep you moving with our quick service!

We Keep It Moving!

Shop Now

Instagram

ABC Motors Sponsored

Shop Now

At %%Dealer\_Name%%, we keep you moving with our quick service!

## MAIL\*

CLICK TO ORDER DIRECT MAIL 



2.5 x 2.5 Coupon

2.5 x 2.5 Coupon

2.5 x 2.5 Coupon

At %%ClientName%%, we keep you moving with our quick service!

ABC MOTORS  
 12345 Any Street,  
 Any City, ST 12345

U.S. Postage

Footer: Address, Phone, Email, etc.

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

\*Available at an additional cost.



# Show Customer Appreciation with Special Deals



CLICK TO ORDER  
THIS CAMPAIGN

THANKSGIVING  
ORDERS DUE BY NOVEMBER 17<sup>TH</sup>.

## EMAIL

**Subject Line**  
Happy Thanksgiving!

from %Dealer\_Name%

**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!

**Coupon Header Here**  
Your coupon information here  
Click here to schedule an appointment now!

Shop Now

Wishing you and yours a Happy Thanksgiving from %Dealer\_Name%. Stop in for savings that are worth gobbling about!

## SOCIAL ADS\*

ABC Motors Sponsored

Wishing you and yours a Happy Thanksgiving from %Dealer\_Name%. Stop in for savings that are worth gobbling about!

Gobble Up These Savings!

Shop Now

Instagram

ABC Motors Sponsored

Gobble Up These Savings!

Shop Now

Wishing you and yours a Happy Thanksgiving from %Dealer\_Name%. Stop in for savings that are worth gobbling about!

## MAIL\*

CLICK TO ORDER  
DIRECT MAIL



2.5 x 2.5 Coupon

2.5 x 2.5 Coupon

2.5 x 2.5 Coupon

Happy Thanksgiving from %ClientName%

ABC MOTORS  
12345 Any Street,  
Any City, UT 12345

U.S. Postage

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

Affinitiv



# Boost Service Revenue with Vehicle Education



CLICK TO ORDER THIS CAMPAIGN

DID YOU KNOW? PREP FOR WINTER

## EMAIL

### Subject Line

Don't Miss These Vehicle Tips!

**ABC MOTORS**  
Home | New Cars | Pre-Owned | Specials | Schedule Service

**DID YOU KNOW? | Prep for Winter**

Preparing your vehicle for winter is not only necessary, but easy to do. Follow these simple tips to keep your vehicle in peak condition for the coldest season of the year!

**TIRES**  
For improved traction and handling during the winter months, consider getting snow tires for your vehicle. Snow tires feature tread designed specifically for driving on snow and ice. To learn more, contact [ABC Motors](#).

**WIPERS**  
Replace your windshield wipers every six months, especially during the winter. Also remember to check your windshield wiper fluid levels. Use wiper fluid with de-icer for quick melting through ice that builds up on your windshield.

**HEATING**  
Be sure all heater vent doors are working properly and that heater vents are all positioned to be sure air blows through each one. Test the heater at its full fan position and take the vehicle for a short ride to ensure hot air blows through all vents.

**Coupon Header Here**  
Your coupon information here  
**\$XX.XX**  
Expires on **12/31/2023**  
**SCHEDULE SERVICE**

**Coupon Header Here**  
Your coupon information here  
**\$XX.XX**  
Expires on **12/31/2023**  
**SCHEDULE SERVICE**

## SOCIAL ADS\*

ABC Motors Sponsored

Preparing your vehicle for winter is not only necessary, but easy to do. Follow these simple tips to keep your vehicle in peak condition for the coldest season of the year!

Snow tires improve traction and handling. [Shop Now](#)

Use wiper fluid with de-icer for quick melting action.

ABC Motors Sponsored

Snow tires improve traction and handling. [Shop Now](#)

Preparing your vehicle for winter is not only necessary, but easy to do. Follow these simple tips to keep your vehicle in peak condition for the coldest season of the year!

## MAIL\*

CLICK TO ORDER DIRECT MAIL

**DID YOU KNOW? | Prep for Winter**

Preparing your vehicle for winter is not only necessary, but easy to do. Follow these simple tips to keep your vehicle in peak condition for the coldest season of the year!

**TIRES**  
For improved traction and handling during the winter months, consider getting snow tires for your vehicle. Snow tires feature tread designed specifically for driving on snow and ice. To learn more, contact [ABC Motors](#).

**WIPERS**  
Replace your windshield wipers every six months, especially during the winter. Also remember to check your windshield wiper fluid levels. Use wiper fluid with de-icer for quick melting through ice that builds up on your windshield.

**HEATING**  
Be sure all heater vent doors are working, rotate the vent door selector switch to all positions to be sure air blows through each one. Test the heater at its full fan position and take the vehicle for a short ride to ensure hot air blows through all vents.

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

Enjoy these savings and if you have any questions or would like to schedule a service appointment, contact [ABC Motors](#) at [ABC Motors](#).

**ABC MOTORS**  
12345 Any Street  
Any City, UT 12345

**U.S. Postage**

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

\*Available at an additional cost.

# DECEMBER 2017

## CAMPAIGN TOOL KIT

# Leverage the Holiday Season to Boost Revenue



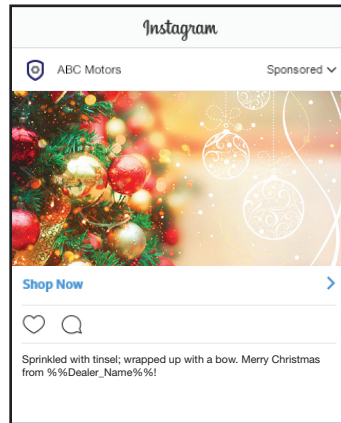
**CLICK TO ORDER  
THIS CAMPAIGN** 

**CHRISTMAS  
ORDERS DUE BY DECEMBER 18<sup>TH</sup>.**

## EMAIL

**Subject Line**  
Wishing You a Merry Christmas!

## SOCIAL ADS\*



## MAIL\*

**CLICK TO ORDER  
DIRECT MAIL** 



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

\*Available at an additional cost.



# Leverage the Holiday Season to Boost Revenue



CLICK TO ORDER  
THIS CAMPAIGN



HOLIDAYS  
ORDERS DUE BY DECEMBER 18<sup>TH</sup>.

## EMAIL

### Subject Line

Happy Holidays from our Family to Yours!

ABC MOTORS QUALITY VEHICLES

Happy Holidays

Happy Holidays from %Dealer\_Name%!

 Vehicle Model Your coupon offer here Click here to view inventory! \$XX,XXX Dealer gets here	 Vehicle Model Your coupon offer here Click here to view inventory! \$XX,XXX Dealer gets here
Coupon Header Here Your coupon information here Click here to schedule an appointment now! \$XX.XX Expires on %Date%	Coupon Header Here Your coupon information here Click here to schedule an appointment now! \$XX.XX Expires on %Date%

State: %State% | City: %City% | Phone: %Phone% | Fax: %Fax% | Email: %Email% | Website: %Website%

## SOCIAL ADS\*

ABC Motors Sponsored

Sprinkled with tinsel; wrapped up with a bow. Happy Holidays from %Dealer\_Name%!

A Season Full of Savings!

ABC MOTORS.COM Shop Now

Instagram

ABC Motors Sponsored

Shop Now

Sprinkled with tinsel; wrapped up with a bow. Happy Holidays from %Dealer\_Name%!

## MAIL\*

CLICK TO ORDER  
DIRECT MAIL



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

Happy Holidays from %ClientName%!

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

U.S. Postage

%%ClientName% | %%Address% | %%City% | %%State% | %%Zip% | %%Phone% | %%Fax% | %%Email% | %%Website%

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

\*Available at an additional cost.

# Leverage the Holiday Season to Boost Revenue



**CLICK TO ORDER THIS CAMPAIGN** 



**CHRISTMAS (BEACH)  
ORDERS DUE BY DECEMBER 18<sup>TH</sup>.**

## EMAIL

### Subject Line

Wishing You a Merry Christmas!

Merry Christmas from %%Dealer\_Name%%!

 <b>Vehicle Model</b> Your coupon offer here <a href="#">Click here to view inventory!</a> <b>\$XX,XXX</b> Dealer goes here.	 <b>Vehicle Model</b> Your coupon offer here <a href="#">Click here to view inventory!</a> <b>\$XX,XXX</b> Dealer goes here.
<b>Coupon Header Here</b> Your coupon information here <a href="#">Click here to schedule an appointment now!</a> <b>\$XX.XX</b> Expires on XXXXX.	<b>Coupon Header Here</b> Your coupon information here <a href="#">Click here to schedule an appointment now!</a> <b>\$XX.XX</b> Expires on XXXXX.

Sales Hours: %%Dealer\_Sales\_Hours%%  
 Phone Number: %%Dealer\_Sales\_Phone%%  
 Service Hours: %%Dealer\_Service\_Hours%%  
 Phone Number: %%Dealer\_Service\_Phone%%  
 Email: %%Dealer\_Email%%

## SOCIAL ADS\*

ABC Motors Sponsored

The sun may be shining, but we're still jolly! Merry Christmas from %%Dealer\_Name%%!

A Season Worth Celebrating!

ABCMOTORS.COM [Shop Now](#)

Instagram

ABC Motors Sponsored

[Shop Now](#)

The sun may be shining, but we're still jolly! Merry Christmas from %%Dealer\_Name%%!

## MAIL\*

**CLICK TO ORDER DIRECT MAIL** 



2.5 x 2.5 Coupon

Merry Christmas from %%ClientName%%!

**ABC MOTORS**  
 12345 Any Street,  
 Any City, ST 12345

U.S. Postage

%%ClientSelectState%%  
 %%ClientSelectCity%%, %%ClientSelectState%% %%ClientSelectZip%%  
 %%ClientSelectPhone%%  
 %%ClientSelectEmail%%  
 %%ClientSelectWeb%%

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

\*Available at an additional cost.



# Leverage the Holiday Season to Boost Revenue



**CLICK TO ORDER THIS CAMPAIGN**

**HOLIDAYS (BEACH)  
ORDERS DUE BY DECEMBER 18<sup>TH</sup>.**

## EMAIL

### Subject Line

Happy Holidays from our Family to Yours!

ABC MOTORS QUALITY VEHICLES

*Happy Holidays*

Happy Holidays from %Dealer\_Name%/!

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

Sales Hours: %Dealer\_Sales\_Hours%  
 Phone Number: %Dealer\_Sales\_Phone%  
 Service Hours: %Dealer\_Service\_Hours%  
 Phone Number: %Dealer\_Service\_Phone%  
 Email: %Dealer\_Email%

## SOCIAL ADS\*

ABC Motors Sponsored

The sun may be shining, but we're still jolly! Happy Holidays from %Dealer\_Name%/!

A Season Worth Celebrating!

ABC MOTORS.COM Shop Now

ABC Motors Sponsored

Shop Now

The sun may be shining, but we're still jolly! Happy Holidays from %Dealer\_Name%/!

## MAIL\*

**CLICK TO ORDER DIRECT MAIL**



2.5 x 2.5 Coupon

2.5 x 2.5 Coupon

2.5 x 2.5 Coupon

Happy Holidays from %ClientName%/!

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

U.S. Postage

%ClientSelectStore%  
 %ClientSelectCity% %ClientSelectState% %ClientSelectZip%  
 %ClientSelectPhone%  
 %ClientSelectEmail%  
 %ClientSelectHours%  
 %ClientSelectAddress%  
 %ClientSelectCity% %ClientSelectState% %ClientSelectZip%  
 %ClientSelectPhone%  
 %ClientSelectEmail%  
 %ClientSelectHours%  
 %ClientSelectAddress%

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

\*Available at an additional cost.



# Regain Customers With Seasonal Marketing



## EMAIL

### Subject Line

Are You on the Nice List?

**Make Santa's nice list...**

Get yourself on Santa's nice list by maintaining your vehicle! %Dealer\_Name% has deals guaranteed to keep you off of the naughty list!

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

Sales Hours: %DCenter\_Sales\_Schedule%  
 Phone Number: %DCenter\_Sales\_Phone%  
 Service Hours: %DCenter\_Service\_Schedule%  
 Phone Number: %DCenter\_Service\_Phone%  
 Email: %DCenter\_EmailAddress%

## SOCIAL ADS\*

ABC Motors Sponsored

Get yourself on Santa's nice list by maintaining your vehicle! %Dealer\_Name% has deals guaranteed to keep you off the naughty list!

**Make Santa's nice list ...**

ABC MOTORS.COM Shop Now

Instagram

ABC Motors Sponsored

**Shop Now**

Get yourself on Santa's nice list by maintaining your vehicle! %Dealer\_Name% has deals guaranteed to keep you off the naughty list!

## MAIL\*

**Make Santa's nice list...**

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

Get yourself on Santa's nice list by maintaining your vehicle! %ClientName% has deals guaranteed to keep you off of the naughty list!

**ABC MOTORS**  
 QUALITY DEALERS  
 12345 Any Street,  
 Any City, UT 12345

U.S. Postage

%ClientName%  
 %ClientAddress%  
 %ClientCity%  
 %ClientState%  
 %ClientZip%

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

\*Available at an additional cost.

# Boost Revenue with Year-End Savings



CLICK TO ORDER  
THIS CAMPAIGN

NEW YEAR  
ORDERS DUE BY DECEMBER 26<sup>TH</sup>.

## EMAIL

**Subject Line**  
Happy New Year!

ABC MOTORS  
QUALITY VEHICLES

NEW YEAR

exclusive deals from %Dealer\_Name%

**CLICK TO ANIMATE!**

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 %date%

Phone Number: %Dealer\_Sales\_Phone%  
Service Hours: %Dealer\_Service\_Hours%  
Phone Number: %Dealer\_Service\_Phone%  
Email: %EmailAddress%

## SOCIAL ADS\*

Search Facebook

ABC Motors  
Sponsored

Celebrate the new year with these exclusive deals from %Dealer\_Name%

HAPPY NEW YEAR  
Ring in the Savings!

ABC.MOTORS.COM Shop Now

Instagram

ABC Motors  
Sponsored

HAPPY NEW YEAR

Shop Now

Ring in the Savings! Celebrate the new year with these exclusive deals from %Dealer\_Name%

## MAIL\*

CLICK TO ORDER  
DIRECT MAIL



2.5 x 2.5 Coupon

2.5 x 2.5 Coupon

2.5 x 2.5 Coupon

Celebrate the new year with these exclusive deals from %ClientName%

ABC MOTORS  
1340 Any Street,  
New City, UT 12345

U.S. Postage

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

\*Available at an additional cost.



# Increase Service Revenue with Road Trip Maintenance Education



CLICK TO ORDER THIS CAMPAIGN



DID YOU KNOW? HOLIDAY ROAD TRIP

## EMAIL

### Subject Line

Don't Miss These Vehicle Tips!

## SOCIAL ADS\*

## MAIL\*

CLICK TO ORDER DIRECT MAIL



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

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