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**BOSWELL
& ASSOCIATES**

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“Driving sales with technology and creativity”



AUTOMOTIVE MARKETING PROGRAM

IF NOT NOW, WHEN?

Are you doing everything you can to ensure your dealership is best positioned when the “New Normal” begins? Will your dealership come out of the COVID-19 pandemic stronger than it was before the world was turned upside down? If your answer is “I don't know” or “probably not”, you need to question why that is. Now is the time you need to be putting forth your full effort to reach the captive audience that is researching vehicles and dealerships while they are under quarantine.

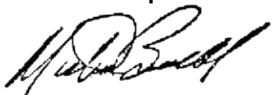
The retail automotive landscape was changed forever with the advent of the internet. While every dealer has a website and CRM software, not all of them are being used to maximum effect. The COVID-19 pandemic has kept buyers out of showrooms and in front of their computers. Is your dealership the most visible to those surfing the web right now? If not, you are missing out on a tremendous opportunity- for both the short term and long term.

Using a balance of technology and creativity, our hyper-targeted marketing program is custom designed for each dealer’s unique situation. We build a program around your specific needs and objectives, comprised not only of your proprietary information but also data specific to your market.

While SEO is a commonly used tool, we use a unique approach that is fine tuned to deliver the exact customer you are trying to reach, making it more cost-effective than the typical method. Online advertising is an extension of that and we can ensure your efforts are reaching your intended audience. In addition, we can offer you extremely low broadcast ad rates.

We can also implement a ‘sales without the showroom’ program, which allows your sales staff to work with customers who prefer an online purchasing process.

I hope after reviewing the information in this overview you will want to discuss in greater detail how we can help your dealership increase sales and customer loyalty. Thank you.



Michael Boswell

OVERVIEW

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- Founded in 2006, our agency combines old school work ethic with the latest technology
- Our people have actual retail automotive experience, so we know what works in the real world, not just hypothetically
- We help you get the most out of your website and CRM software
- We're big enough to provide major ad agency services, but small enough to give personalized attention
- We help you find your most profitable customers; we bring them to you and tell you what will help them purchase

TECHNOLOGY TO REACH CUSTOMERS

Can Customers Find You?

- Unless your dealership's brand is really strong, customers won't search you out
- If your dealership isn't one of the first that appear on a search engine, customers won't find you
- You need to utilize the latest web technologies: SEO, SEM, Lead Gen, Chat, Physical Retargeting with Dashboards

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Are You Using Data, Proprietary And External, To Increase Sales?

- You are sitting on a goldmine of data in your sales records
- Are you utilizing that data to its' fullest?
- Do you know exactly where your customers are coming from?
- Do you know the demographics, psychographics and behavioral data of your existing and potential customers?

TECHNOLOGY TO REACH CUSTOMERS- CONT.

HyperTargeted Marketing

- Find who the customers are with the highest chance of buying and sell them the way they want to be sold

Social and Automated Reputation

- Cultivate your audience proactively instead of reactively with better tools and follow up

Better Data Insights

- Customized to your Customer Profiles
- Clarity of Data – Ready to Leverage
- Who they are
- Where they are
- How they buy
- What they are looking for



TECHNOLOGY TO MOVE PRODUCT

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Use Data To Move Dead Inventory

- Every dealership struggles to move a portion of their inventory

Let Customers Know You Have The Inventory They Are Wanting

- You need to maximize your web presence for the vehicles customers are actually searching for

- We can leverage data of consumer desires to your inventory so you can 'move the steel'



CREATIVITY

Personalized and Customized for Every Dealership

- No two dealerships are the same. To be part of the conversation, your brand needs to be present, even when it is part of a Manufacturer campaign

Dealership Branding is Critical

- With Vehicle Brand Loyalty dipping to around 50%, your dealership brand is more important than ever

Protecting and Enhancing Your Brand

- Being present as a brand in key points in the customer buying cycle
- Producing a better top of mind awareness in your target market

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CREATIVITY- CONT.

Event Marketing

- Create fun and exciting events that draw consumers to you, not only do these events drive sales, but they are a great way to build a database for future sales while establishing brand recognition

Create and Maintain YouTube Channel / Social Media Accounts

- Powerful, unique video and social media content that separates you from the competition

Radio and TV Ad Campaigns

- Create an image for your brand with unique, memorable radio and television ad campaigns



SALES WITHOUT THE SHOWROOM

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Make Online Shopping Easy For The Customer

- **Dealers who develop their online sales program will be best positioned for the long term**
- **With customers having concerns about social interaction and the growing preference for 'Carvana' type purchasing, dealers need to have a consumer friendly online sales system in place**
- **For most younger consumers, vehicles are not an emotional purchase, they are an appliance that can be purchased in the same manner as a microwave**
- **The easier you can make it for potential customers to interact with your sales team, the more success you will have**

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