



Automotive Experts

STAFFED EVENTS | DIRECT MAIL

MARKETING SOLUTIONS



iMR✓
APPROVED

RAY MARTIN

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ABOUT US

Family owned and operated since 1997.

60,000 Square Foot Print & Mail Facility.

We print over 100 million pieces of automotive mail annually.

USPS Partner.

We have USPS personnel on-site to make sure all of the mail is fulfilled and delivered on-time in the most efficient manner.

Offset and Digital Capabilities.

Our business model is designed to satisfy all of your automotive mail needs, from mass saturation mailing to targeted personalized variable image mailers.

Laser Focused on the Automotive Industry.

We have over 30 years of experience in the automotive industry, which we leverage to deliver the most powerful marketing opportunities to our dealers.

Technology.

We've partnered with the newest and latest technology companies to power our data hygiene, digital communications, and analytics.

Live Agent Call Center.

We have a highly trained team of agents that, on average, set appointments for 78% of all incoming calls.
Never miss another opportunity.

DIGITAL MARKETING

HYBRID SOCIAL MEDIA
OMNICHANNEL MARKETING

Auto brands are facing unique challenges in an unprecedented era. The secret to successful marketing strategy lies in harnessing the power of creativity and connection via social media platforms. Our team of experts utilizes the latest technology to help you reach your target audience, build authentic connections, and stand out in the race for attention and sales.

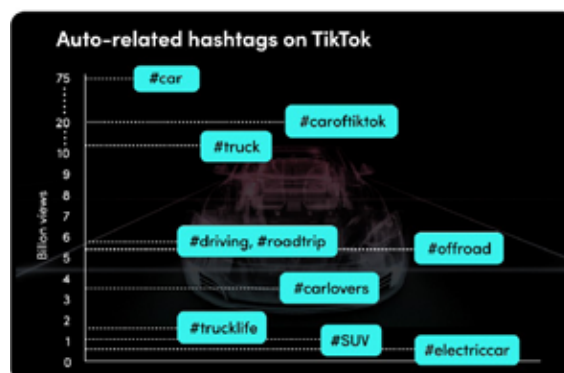
FACEBOOK

By customizing a Facebook Sales Event, we create buzz for your dealership. Every person that clicks, likes, or shares the event creates a lead for our company and your store. We reach 100,000-400,000 potential customers over 10 days for a 5-7 day sale. A STEADY STREAM of content designed to fit into everyone's social media schedule. In addition, we engage customers on your behalf and set and track appointments for you.

AVERAGE REACH.....350,000 Viewers
EXTRA CARS SOLD.....20 - 50
APPOINTMENTS.....80 - 200
AVERAGE LEADS.....80-200

TIKTOK

TikTok's mobile video platform is rapidly becoming the world's most influential social media network, and intelligent brands are taking notice. Autophiles are gathering by the millions around this virtual hub to share the latest in auto design, smart technology, and affordability. Some of the most trusted names in automotive technology are already utilizing TikTok to connect with users in a fresh, authentic way. And TikToks creative features make it easier than ever to promote brand awareness and loyalty.





LAMINATED SERIES

We use lamination and die-cuts to deliver a thick and durable, high-end postcard unlike anything else in the automotive industry.



9x12 Laminated Postcard
“Entitled Service”

5x11 Laminated Postcard
“March Mayhem”

5x11 Laminated (Visa)
“Blue / Gold”

9x12 Laminated Postcard
“Car & Buyer”

9x12 Laminated Postcard
“Red Tag”

9x12 Laminated Bi-Fold
“Truck Month”

DIRECT MAIL

D A T A B A S E & C O N Q U E S T



18x6 Bi-fold / Post-It
"March Mayhem"



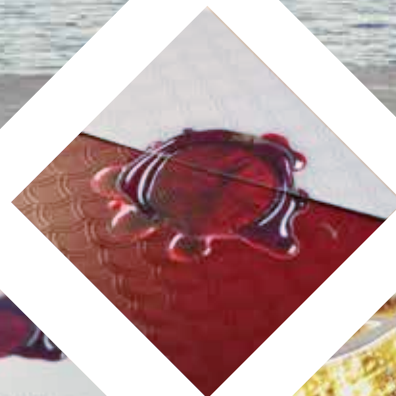
18x6 Bi-fold / Post-It
"Cartoon"



5x7 Linen / Polaroid



9x12 Tri-Fold Foil / Varnish
"Wax Seal"



Wax Red



Gratitude

4X6 TEXTURED SERIES

Select your theme, then customize the inside to create a personal note, service mailer, or conquest buyback message.

POST-IT & PRINCE SERIES™

We have specialized equipment to produce variable, 3D textured mail.
We are one of only a few printers in the US able to offer these products.



TAKE YOUR CAMPAIGNS FURTHER WITH AN APPROVED GM iMR TURNKEY VENDOR

Automotive Experts is proud to be a GM iMR Turnkey Vendor. Being an approved vendor enables us to provide a seamless solution for General Motors dealerships. In addition, we have taken the time to ensure that we abide by the latest brand requirements. This enables you to spend your marketing dollars much more efficiently. Whether you have a Buick, Cadillac, Chevrolet, or GMC dealership, we have coop-eligible campaigns ready for you.

An advertisement for a GMC Trade-In Event. The background is a dark, moody landscape with a red GMC pickup truck parked in the center. The truck is facing left and is illuminated by a light source from the left, creating a strong highlight on its front and side. The sky is dark with some clouds. In the top left corner, the text 'THE 20XX MODEL XXX' is written in white. Below it, 'TRADE-IN EVENT' is written in large, bold, white letters, with a red triangle above the 'A' in 'TRADE-IN'. In the top right corner, the text 'JOHN, WE KNOW YOU LOVE GMC... AND THE INVESTMENT YOU MADE ON YOUR MODEL IS ABOUT TO PAY-OFF, BIG TIME. BRING IN YOUR MODEL AND WE'LL PAY YOU TOP DOLLAR FOR YOUR TRADE.' is written in white. In the bottom left corner, there is a black rectangular box containing a 'BUYBACK CARD'. The card has the text 'BUYBACK CARD CASH IN. TRADE IN. TRADE UP.' in white, followed by the GMC logo and 'GMC DEAL PROFESSIONAL SERVICE'. Below this, it says 'QUALIFYING VEHICLE 20XX MODEL XXX' and '\$18,250 * + \$500'. At the bottom of the card, it says 'JOHN TUDE' and '\$18,750 *'. In the bottom left corner of the advertisement, the text 'ABC GMC' is written in red. In the bottom right corner, the address '1234 ANY STREET ANYCITY ANYSTATE 12345' is written in white.



THE EXCHANGE program

John,
Congratulations, you were selected to participate in our exclusive buyback program. Because you own a 20XX Model XXX, we're willing to offer you up to 110% of the Black Book Value.¹

The even that defines Top Dollar value for your vehicle!

check it out!

Bring yours

Vehicle will be priced to sell. Make your exchange today!

**2018 GMC MODEL
\$194 PER MO**

Awesome!

**2018 GMC MODEL
\$169 PER MO**

Hot wheels!

**2018 GMC MODEL
\$169 PER MO**

Whoa!

GMC

[illegible]



SUBPRIME & SATURATION

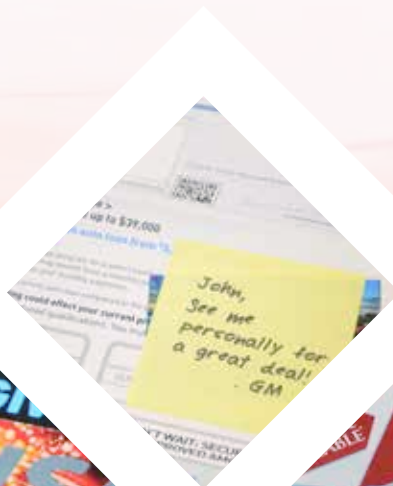
We only partner with the highest caliber list providers and lenders that maintain fresh Bureau data, so you reach the right audience every time.



Letter / Envelope / Card
"AFP"



8x10 Bifold Visa
"Visa Vehicle Elimination"



Letter / Envelope / Post-It
"Payment Exchange"



8 Page Magazine
"Red Tag Event"



11x15 Bi-fold
"Car Wars"



Mailpak



DIRECT MAIL PRODUCT LINEUP

We are a turn-key print and mail fulfillment center. Every direct mail campaign includes postage, live call center, tracking, and pre & post event email.

4X6 TEXTURED SERIES

LAMINATED SERIES

5x11 Laminated Postcard
9x12 Laminated Postcard
9x12 Laminated Bi-Fold
5x11 Laminated Postcard (Visa)

POST-IT NOTE SERIES

18x6 Bi-fold (Envelope)
18x6 Bi-fold (Envelope/Cartoon)

VARNISH & FOIL SERIES

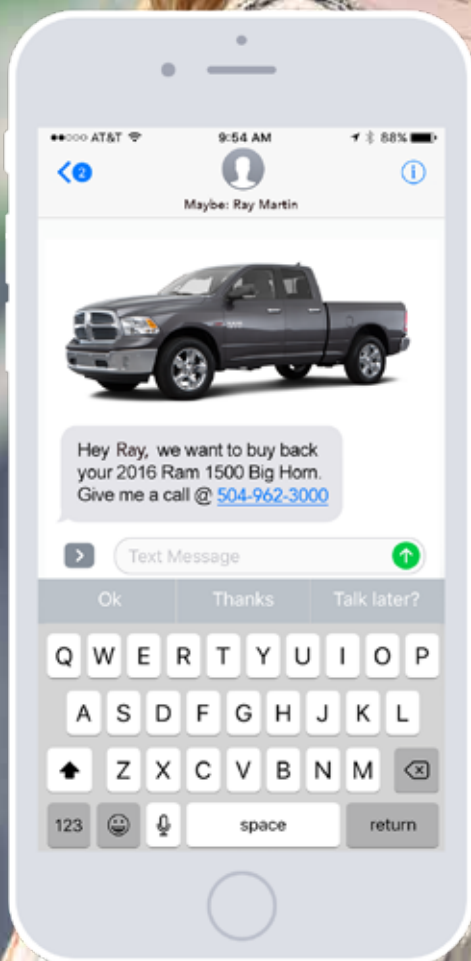
9x12 Tri-fold Foil / Varnish
9x12 Postcard Foil
10x8 Bifold Foil / Varnish
5x7 Linen / Polaroid

SUBPRIME

Letter / Envelope / Card
Letter / Envelope / Post-It

SATURATION

8 Page Magazine
Mailpac
11x15 Bi-Fold
8x10 Bi-Fold Visa



PROFIT MINER



Profit Miner is a predictive marketing platform that identifies and markets to the top 20% of database and conquest prospects that are ready to buy the vehicles on YOUR lot, using multiple digital and traditional marketing channels.

MULTI-CHANNEL MARKETING STRATEGY



Hygiene and Intelligent Audience ID. We pull your data and run it through our proprietary software to produce the most valuable list of database and conquest prospects imaginable, updated with email and mobile number appends.



We start the campaign with the highest quality, powerful, and personal direct mail campaign. Using 3D textured printing and custom hand-writing technology, the open-ability of this invite is near 100%.



Second Marketing Push.
We email prospects a personal email that appears to come directly from the dealer.



Silent But Deadly. We continue to market to prospects using our “Silent Messaging” platform that delivers a personal message directly to the mobile voice-mail of the prospect.



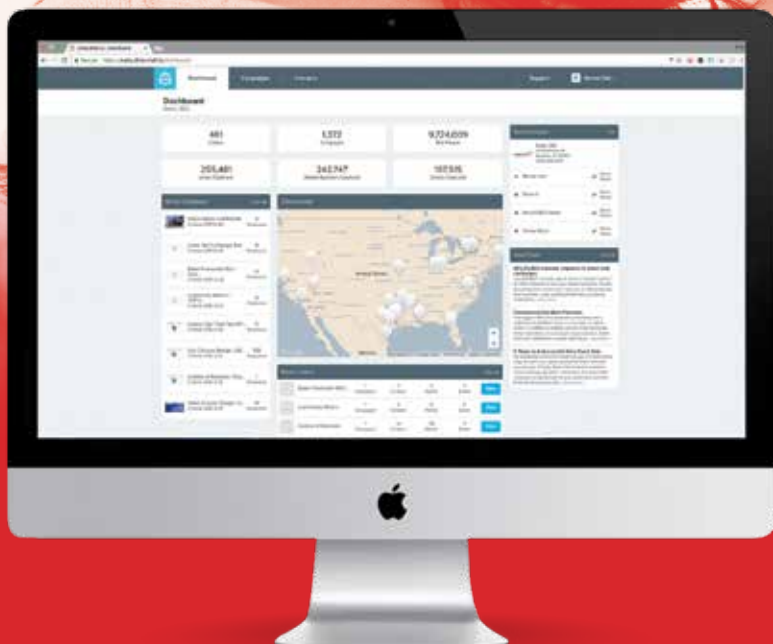
Variable Visual Texting. We use MMS to send a personal text message with the picture of the prospect's car.
*Dealer must have written consent to send messages to their database customers.



Live Reporting Feed. All activity is fed into our system so you can watch the pulse of the campaign in real-time.



Follow up. We'll send multiple communications using direct mail, email, silent messages, live calls, and variable image text messages based on the prospect's media preference.



The Direct Mail Intelligence Platform



All Of Your Direct Mail Intelligence In One Place...

With DirectMail.io you'll be in control of all your leads, regardless of who prints your mail.



Much More Than A Typical Lead...

Incoming leads are enriched with additional attributes such as email addresses, credit scores, in the market scores, mobile numbers, and much more. It's a lead on STEROIDS.



Predict The Future...

Our built-in, predictive analytics pulls industry data and results to help you pick the perfect product for your target market.



Multiple Response Lead Capture...

Never miss another lead. Customers can respond through landing pages, phone, SMS, and even check-in on-site with our mobile app.



Feel The Heartbeat...

Monitor your campaign live with our real time analytics dashboard. From tracking the delivery to tracking every response, you'll have your finger on the pulse.



It's Like A Turbo-Booster...

Through email, text reminders, retargeting ads, and our call center, we boost performance, maximizing every dollar spent and improving ROI.





Live Call Pro

Nothing can replace the sound of a friendly voice when a customer calls your business. A professional and tested process ensures you maximize every opportunity. We specialize in answering the phones for dealers across the nation.



Dedicated Agents

Our highly skilled and trained agents ensure each call will be met with a friendly and knowledgeable voice. A friendly and upbeat agent experience has proven to increase campaign performance.



Conditional Questions

Specific proven scripts for each type of campaign and continued QA testing allows the performance to improve as we answer each call.



Smart/Live Transfer

Appointments/ Callers with special questions or needs can be transferred to one of your salespeople or product specialists to ensure every call is maximized.



Lead Tracking Dashboard

We use the industries leading tracking and analytics dashboard for all campaigns www.directmail.io.



Campaign Types

Event Style Prize Driven Campaigns.
Buyback and Trade In Campaigns.
Subprime Campaigns.



3rd Party Integrations

Push leads into any CRM making it easy to handle within your existing sales process and also attribute the leads to the proper source.



STAFFED EVENTS

Our Automotive Staffed Events are all about meeting one goal:

Moving massive amounts of inventory & increasing your gross.

Not only do we get customers to your door with persuasive direct mail, we send in our expert sales team that have years of experience handling high volume sales to your dealership to move massive amounts of inventory.

You've got backup. Not only do our teams help with selling, we train your managers & team before the sale & help you every step of the process: before, during & after the sale. **With approximately 300 events per year, we have the experience and the expertise to catapult your business to the next level.**

Here are some of our latest results.

911K IN 6 DAYS - CDJR WASHINGTON

741K IN 6 DAYS - TOYOTA KENTUCKY

612K IN 6 DAYS - HYUNDAI NEW YORK

780K IN 6 DAYS - CHEVROLET WASHINGTON

TESTIMONIALS

With over two decades of experience, Automotive Experts is honored to have built the trust of dealers nationwide, and recognized in the automotive industry for our continuing commitment to excellence that drives us to higher and higher levels of success and client satisfaction each year.



I have been doing business with Automotive Experts since 2005. I now own a Chevy store and a Ford store. We use IMR funds to produce traffic and facebook promotions. My Ford store used quick lane service mail along with approved co-opable Facebook promotions. We have used Ray's company for many staffed events over the last 17 years. You can call me anytime about Automotive Experts.

Keith Powell

Yes Chevrolet, Hurricane, WV (304) 397-5267

ADDITIONAL REFERENCES

Ken Hyman

McLarty Daniel Automotive | Bentonville, AR (479) 250-3900

Mark Sanguinetti

Sango Buick GMC | Winnsboro, LA (318) 367-0124

Joe Costanza

Best Chevrolet | Kenner, LA (504) 527-8590

Neil Haskins

Luther Nissan of Inver Grove | Inver Grove Heights, MN (651) 432-4082

Scott Stephens

Chapman Las Vegas Dodge Chrysler Jeep RAM | Las Vegas, NV (702) 457-1061

Kirk Wallace

Patterson Chrysler Dodge Jeep RAM | Tyler, TX (903) 561-2404

Paul Brewer

Palmer's Toyota Superstore | Mobile, AL (251) 439-9224

And many more. Please contact us for a longer list of references in your state: 504.962.3000



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