

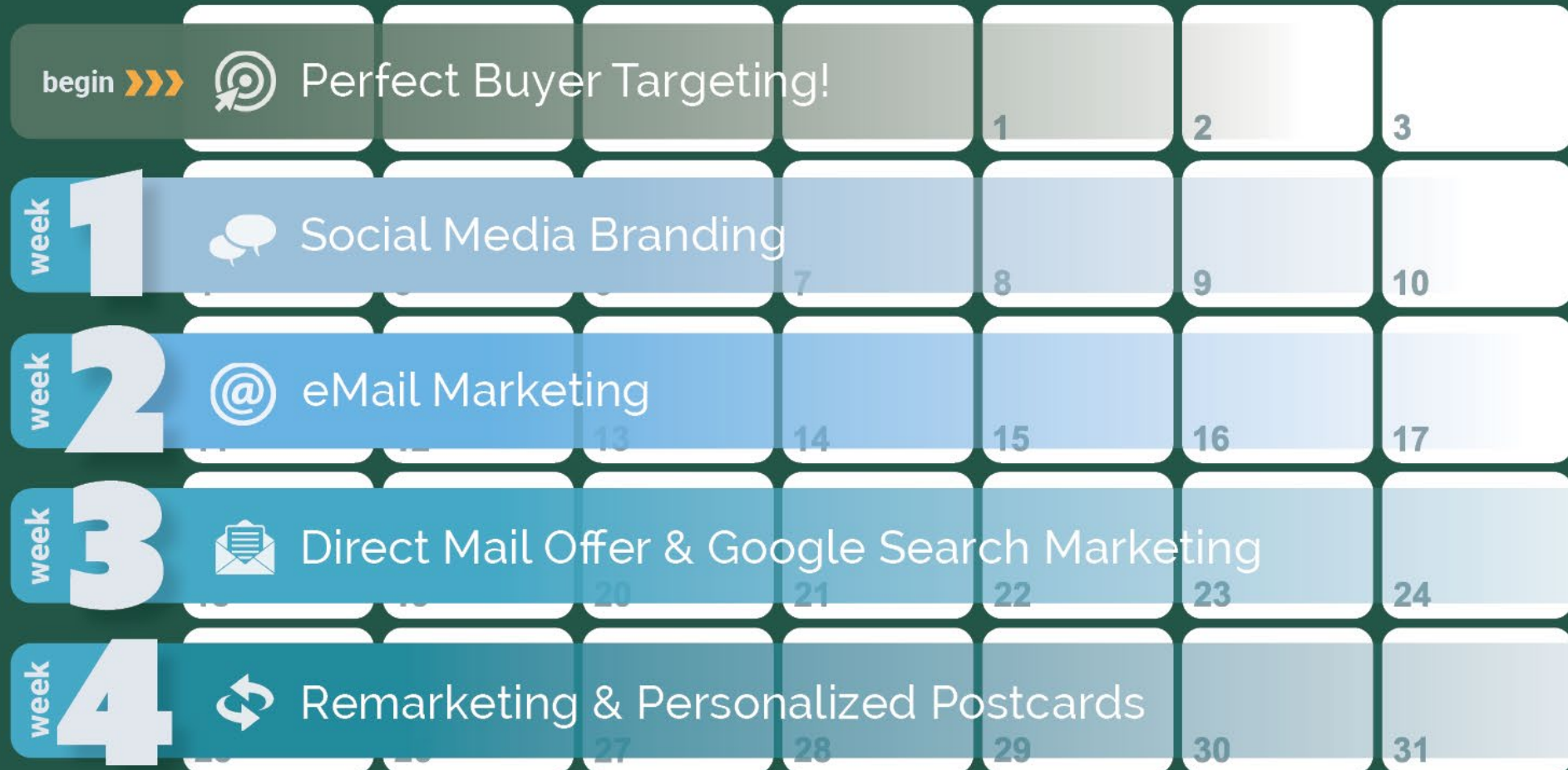
# Automotive Dealership Marketing Solutions

ONLINE  
**2**  
OFFLINE  
marketing

# Exceed sales goals...

by selling 10-20 more autos every month!

The Big Picture!



day one >>



# Perfect Buyer Targeting!

We target the perfect buyers - the people that can actually qualify for financing, but don't know it yet.

These are buyers you can "get bought" with your banks and finance team right now!



week one »»



# Social Media Branding

Immediately we turn on our social efforts across all platforms in your market. We're in their Facebook feeds getting re-tweeted on Twitter, all targeted based on our proprietary buyer profiles.

By getting in front of your customers BEFORE they get the offer, it builds brand awareness and credibility.



week two »»

# @ eMail Marketing

While your team is gearing up for the rush, your customers receive targeted emails, which sparks interest and creates huge demand.

Our eBlasts consist of sending personalized emails to your target audience. This further reinforces the idea they CAN get qualified, but only with YOUR help.

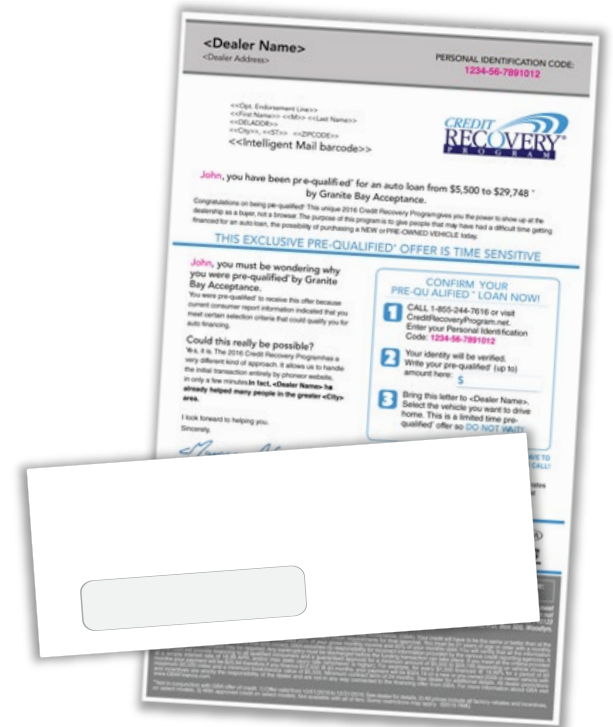


week three »»



## Direct Mail Offer

The CRP Credit Mailer looks like a legitimate offer from a bank. This mail offer maintains the same brand consistency as all other touch points.



## Google Search Marketing

Next, we turn on Google SEM ads to further drive conversions and backup the credit message. When customers search terms like “bad credit car loan” in your market, your credit message will be right there.



week four >>



# Second Chance Remarketing & Personal Postcards

During and far after your campaign, our BDC representatives will continue to call all of your leads for a full 365 days!

Buyers receive our oversized personalized postcard. This final touch reinforces the message that your customers really can get a new vehicle.



throughout the campaign »»

## In-House BDC (Business Development Center)

Our BDC reps are the best in the auto business, they are highly trained and right here in the Radius office. A lead in your CRM is just a lead until they show up at the dealership, so we capture all interest and qualify every buyer with a LIVE call.

## Radius CRM (Customer Relationship Management)



We confirm all interest with always-on lead capture through phone, web and social media. You have a direct line of communication with the fully staffed Radius BDC so every buyer is worked 110%. This saves you time and frustration so you can focus on closing more sales.





# Let's Get Started!

We have a simple one-page order form with NO lock-ins or long-term agreements. Let Radius save you time and money while driving in 10-20 buyers each month. Just sit back and we'll start driving in qualified buyers within 72 hours.

## It's easy as...

- 1 Confirm Program Budget
- 2 Your Digital Efforts Go Live
- 3 Greet Buyers within 72 hours!



# Our Guarantee

Here at Radius Marketing we do all the “front end” work so you can focus on closing. You will have direct access to our proprietary CRM for every response. Our BDC is committed to contacting all available responses for 365 days from your order date. Our program is 100% trackable, so you always know your TRUE ROI.

*Tiffani Long*

Tiffani Long - President



A service of Radius Marketing Group

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