

lead gniter 2.0

The average Chrysler dealer has over 20,000 unsold leads sitting in their CRM have been marked inactive for over 90 days.

CRMs are not designed to send mobile responsive emails and cannot effectively market to the entire database. Lead Igniter solves this problem by delivering mobile-enabled emails past the spam filters to reactivate dormant leads and increase engagement like never before.

Lead Igniter is a comprehensive solution that incorporates:

- Prospect Activity Tracking
- Marketing Automation Follow Up
- Mobile-Enabled Messaging
- Full-Time Account Management
- Pre-Populated Data Capture
- Conquest Service Coupons
- Return Visit Notifications
- Email Retargeting
- High Impact Letter Series
- Data Cleaning
- Engaging Content
- Proven Results

Even with a 10-20% closing ration on “active” internet leads (<90 days), dormant leads are much more challenging to engage and convert. Older data can contain spam traps, invalid emails, bogus names and bad phone numbers that hinder any marketing efforts.



Most People Today Are Reading Their Emails on Their Phones. Here are some benefits of Lead Igniter's Integrated Marketing:

Prospect Activity Tracking



See who is clicking in real-time, when they are browsing your website, and what they are interested in. With our system, you have the ability to identify prospects' interest based on what links they clicked to help convert a shopper into a buyer.

For aggressive dealers, this provides the opportunity to have a sales associate call the prospect, in some cases, while they are still on your website shopping!



Marketing Automation Follow-Up



Email prospects who visited your site for 30 days with targeted messaging. The average car buyer now spends 1-3 months researching before making a purchase. Give your dealership the competitive advantage to stay top of mind and be the dealership of choice when they are ready to buy.

How it works:

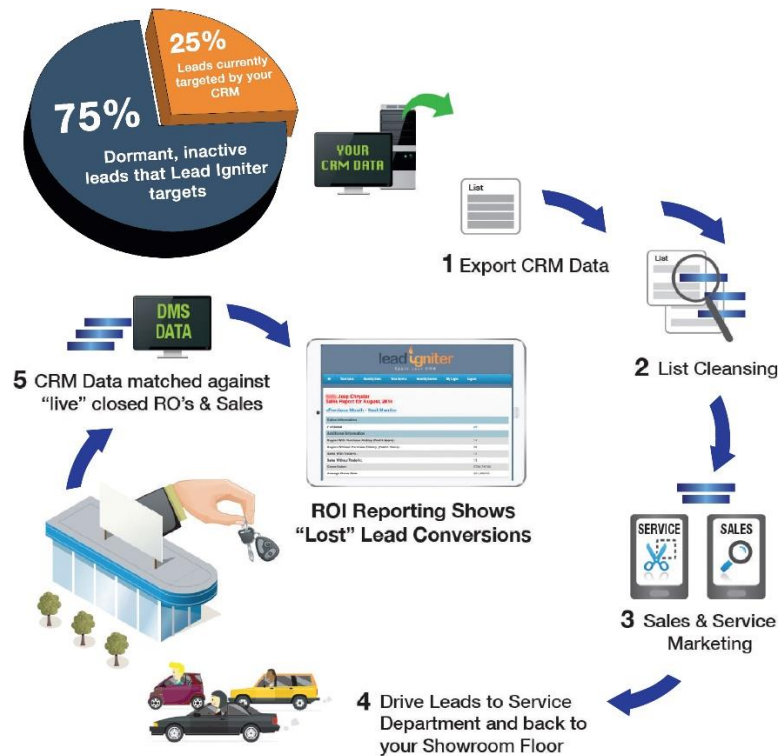
- Create personalized, relevant, timely messages
- Trigger messages based on prospect's actions:
 - New Vehicles

- Pre-Owned Vehicles
- Value My Trade
- Service Coupons
- Measure engagement and personalize response
- Align message with stage of buying funnel



Reactivated Leads

Hot leads are passed to dealership contacts for follow-up (CRM Integration Available). Lead Igniter targets your entire CRM database and reactivates dormant leads into new customers. Market to that data with sales and service messages to drive traffic back into the dealership. CRM data is matched against closed RO's and Sales showing your lost lead conversion.



Return Visit Notifications



Email notifications are sent when a prospect returns to your website. Triggered email messages average 70.5% higher open rates and 152% click-through rates than "business as usual" marketing messages (Pardot).

Prospects clicking on links or visiting your websites are hot prospects, they are interested in your dealership. Follow up before your competition has a chance.



Email Retargeting

Keep your dealership top of mind with email retargeting. Reach interested prospects in their inboxes with email messages designed to nudge them in the direction of your dealership. Track website visits and retarget based on level of interest.



High Impact Letter Series

If a prospect is returning your website, they are ready to buy. Direct them to your dealership with time sensitive incentives. We send messages based on the number of return visits to the website with deals expiring in 24 – 72 hours to get ready-to-buy prospects in your door.

Full-Time Account Management

Consult with our top notch team to design the campaign that best encompasses your sales and service offers. We work with you to develop effective campaigns.



Your account manager will reach out to you monthly to help guide you through the marketing process:

- Design & deploy custom email marketing campaigns highlighting various specials each month.
- Manage the timing & frequency of your communications
- Monitor successful delivery and analyze email performance & trends
- Coordinate your email strategy & execution within your integrated marketing strategy



Pre-Populated Data Capture

Mobile-enabled email and mobile landing pages with pre-populated data capture forms to increase response rates. Long forms deter people and typing on a mobile device can be prohibitive; with our pre-populating forms we can remove barriers to form submission and get you more leads.

Using our pre-populating landing page fields, you're going to get a higher opt-in rate. When a potential customer arrives at your landing page, and it's already filled in with the data that you want them to submit, they're much more likely to submit that form.



Conquest Service Coupons

Mobile Coupon Page designed for all makes and models. Nearly 60% of online service searches are to find promotions, discounts, or coupons.

Our Service Microsites offer a one-stop shop for customers to browse valuable service coupons and schedule appointments. Convert conquest leads to sales through your service department with our microsites featuring:

- Custom Design and Programming
- Mobile Optimized
- Maintenance and Hosting
- Call tracking number
- Clicker reports
- Target Conquest & Existing Customers

Data Cleaning



Our 2-step data cleansing of your CRM to remove invalid, dormant, and Spam Trap emails. Scrub out potential spam traps and bad emails and protect your sender's reputation.

We have a rigorous 3-step data cleaning process to purge fake, invalid and undeliverable emails that could harm your reputation if not removed through an Opt-out Campaign, ISP Distribution Analysis, Email Client Distribution Analysis, and Periodic Purge of Dormant Customers.

Engaging Content



Professionally designed and written email campaigns to drive engagement. Our messages are professionally written from a "female" friendly perspective, since 78% of service customers are women, in a conversational tone that is appealing to your demographic

Proven Results

Increased website traffic, trackable in Google Analytics. Detailed sales analytics and revenue reporting available. Our real-time reporting is one of Lead Igniter's most advanced features. We cross-reference the prospects we are marketing to on your behalf against your DMS to provide live data and ROI results of your campaign. The Dashboard Reports include:



- Sold Vehicles (Pre-owned and New)
- Closed Service Department RO's
- Customer Sales/Service History
- Revenue

This advanced reporting lets you know exactly how much profit you are making by investing in our program. We also remove people from the lists matched to your DMS who "unsubscribe" from your marketing campaigns to keep the results as clean as possible.