



FORDDIRECT

# ConsumerConnection

Email Creator: Best Practices

## Service

### 1) Identify low response rates and drive business.

Example: Send a service reminder to your lost customers.

#### Action:

- Target a specific list of customers, such as lost service customers, with an effective discount card campaign to bring them back into your dealership.
- Follow up with an email campaign one week after direct mail is sent to reinforce your message to your specified group.



Ford discount card direct mail template example

### 2) Take advantage of seasonal service campaigns.

Example: Send an air conditioning maintenance reminder in the summer.

#### Action:

- Send mailers to your owners at the beginning of every season, and use coupons based on the season and target audience.
- Follow up one week later with an email campaign that includes the same offers.

## Sales

### 1) Identify high inventories for further promotion.

Example: Ford Transit Connect inventory is high.

#### Action:

- Use a direct mail template, like the Ford Transit Connect template to the right, to target previous owners in your DMS and potential conquest customers.

### 2) Take advantage of new vehicle launches.

Example: The new Lincoln MKX or Ford Edge is launching.

#### Action:

- Send a direct mail campaign announcing a new vehicle or vehicles.
- Target customers who have bought previous or similar vehicles within the last two to five years.
- Target neighbors within a community where a fellow neighbor has purchased a Ford and/or Lincoln from your dealership. (Neighborhood Mailer campaign)



Ford Transit Connect direct mail template example

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## Ongoing Best Practices

### 1) Always collect email addresses.

#### Action:

- Ensure that your sales and service personnel request customer email addresses at the time of sale or service and immediately enter them into your DMS to build your contact database.
- Indicate that important service reminders/vehicle news and coupons will be sent via email to promote good email capture rates.

### 2) Business Development Center (BDC) follow-up.

#### Action:

- Check the Declined Service and Ford Credit In-Equity reports frequently and have your team make follow-up calls to each contact.
- Subscribe yourself, your general manager and general sales manager to these reports to track ROI and campaign effectiveness.

### 3) Be consistent!

#### Action:

- Create a communication schedule that works for you.
- Be mindful of your contact frequency - don't overcommunicate with your customer base!

### 4) Designate a ConsumerConnection champion.

#### Action:

- Attend all PAR calls and CFC visits (Gold Dealers only).
- Encourage collaboration between the sales and service teams, and coordinate ad hoc campaigns.

For additional ConsumerConnection assistance,  
please contact Program Headquarters (PHQ) at  
866.777.0389



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