

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