

# DIGITAL MARKETING CAMPAIGN SERVICE

MAXIMIZE THE IMPACT OF DIRECT MAIL WITH DIGITAL MARKETING

**\*\*The exact same people your mailer is sent to are the people who will be targeted by the digital campaign\*\***

## WHY COMBINE DIRECT MAIL WITH DIGITAL MARKETING?

- The most effective campaigns combine direct mail with digital marketing for an approach that sticks with the target customer and enhances the likelihood of them taking action.
- Case studies show an average response rate increase of 92% when direct mail is paired with digital marketing.
- The combination guarantees improved recognition and awareness, as well as enhanced influence on prospects.
- Seeing or hearing an advertiser's message more than once greatly increases the chances of a prospect taking action.

## WHAT'S INCLUDED

- 4 Personalized Email Deployments
  - Personalized URL
  - Facebook, Instagram, & Messenger Ads
  - Gmail, YouTube, Display Ads & More
- Personalized IVR
  - Real Time Omni-Channel Reporting
  - All Leads go Directly into your CRM
  - Optional Ringless Voicemail

Marketing			
Services		IVR ONLY	Digital Marketing
Interactive Voice Response system (IVR)		✓	✓
Optional Ringless Voicemail		✓	✓
Whisper including credit tiers/derived attributes		✓	✓
Personalized URL		✓	✓
Real-Time Reporting		✓	✓
Opt-in Emails appended, Inbox verified, & Clean Up			✓
4 professionally managed email deployments			✓
Data Enhanced ID match for target digital ads			✓
Custom list Facebook			✓
Custom list Instagram			✓
Custom list Google			✓
Real-time Omni-channel Reporting			✓
INCLUDES ALL DAILY MEDIA SPEND			✓



Campaign Schedule	
Activity	Date
Total Mail Count	10,000
Mail Drop	8/13
Social Media Campaigns Drop	8/17
First Email	8/20
Second Email	8/27
Third Email	8/29
Final Email	8/31



Direct Social + Email Leads						
	Time	First	Last	Phone	Email	Comments
121	9/5/2018 18:17	Juney	#####	### ### ###	--	
120	9/4/2018 13:50	Gerri	#####	### ### ###	name@email.com	Appt. Requested: Morning of Wednesday, September 5, 2018
119	9/4/2018 13:19	Keinna	#####	### ### ###	--	
118	9/4/2018 8:15	Paul	#####	### ### ###	--	
117	9/3/2018 20:18	Edwin	#####	### ### ###	name@email.com	Appt. Requested: Afternoon of Monday, September 10, 2018
116	9/1/2018 8:19	Tiffany	#####	--	name@email.com	Appt. Requested: Evening of Monday, September 3, 2018

Phone Leads						
	Time	Phone Number	Duration	First	Last	Getcode
94	9/4/2018 17:50	### ### ###	3:23	MEGAN	#####	50,083,670
93	9/4/2018 13:49	### ### ###	2:28	GERRI	MELASCAGLIA	33,809,048
92	9/4/2018 12:22	### ### ###	2:58	KEINNA	MCKNIGHT	37,089,609
91	9/4/2018 11:48	### ### ###	3:43	MANUEL	ROJAS	43,480,803

Facebook Photo Ad

Offers Direct Sponsored

We noticed that your loan standings have improved. Save up to \$298/month on your auto loan payment!

www.mikesmotors.net

You Have Already Been Pre-Approved!

View your offer now with no risk to your credit score.

Like Comment Share

Facebook Video Ad

Offers Direct Sponsored

Our records show that you could easily save up to \$4,850/year by refinancing your auto loan.

www.mikesmotors.net

Refinance Today and Save!

See your personalized offer now.

Like Comment Share

Facebook Mobile Ad

Offers Direct Sponsored

We noticed that your loan standings have improved. Save up to \$298/month on your auto loan payment!

www.mikesmotors.net

You Have Already Been Pre-Approved!

Learn More

Like Comment Share

Instagram Story Ad

Offers Direct Sponsored

Our records show that you could be saving up to \$298/month on your auto loan payment.

Learn More

Google Display Ad

Mike's Motors

Refinance Today and Save

Our records show that you could easily save up to \$4,850/year by refinancing your auto loan.

Visit Site

YouTube Ad

Home

Refinance Today and Save

Our records show that you could easily save up to \$4,850/year by refinancing your auto loan.

Mike's Motors

Ad

Visit Site

Email Ad

We can take your payment from around \$337

Down to \$242

John,

Our records indicate that you are spending way too much on your monthly auto loan payment. We can significantly lower your monthly payment, leaving you with extra cash in your pocket each month.

We have a personalized offer just for you, click the button below to find out exactly how much you could be saving each month.

Click Here for Your Personalized Offer

You are also welcome to give us a call at (833) 682-4190. Be sure to enter your personal Approval Code: 11546678

Or stop by the dealership:

Mike's Motors  
1709 W. Myanmar Drive  
Austin, TX 78741  
www.mikesmotors.info

Facebook Twitter

PURL PAGE

Your Refinance Offer

Current Payment: \$337  
New Payment: \$242  
Estimated Monthly Savings: \$95

Please verify your information

First Name: JOHN Last Name: MICHAEL

Address: 2203 KING RD

City: FREESTAR State: AL Zipcode: 27784

Phone: 501-115-8899 Email:

Schedule Your Appointment

Date: Fri Oct 19 2018 Time of Day: Afternoon

Vehicle You're Interested In (optional): HONDA ACCORD

Submit





## Your Refinance Offer

Current Payment: \$337

New Payment: \$242

Estimated Monthly Savings: **\$95**

### Please verify your information

First Name

JOHN



Last Name

MICHAEL

Address

2203 KING RD

City

FREESTAR

State

AL

Zipcode

27784

Phone

501-115-8899

Email

### Schedule Your Appointment

Date

Fri Oct 19 2018

Time of Day

Afternoon ▼

Vehicle You're Interested In (optional)

HONDA ACCORD

Submit