



Planning

what to launch
position in market
strategy
campaign development
cost-effectiveness
research
resources
innovate

Vibe

generate excitement through branding
messaging
why it is awesome
what are the benefits
express the need

Communicate

knowledge
to prospects
to agents
to dealerships

eblast
social media
videos
websites
print material
direct mail
SEO
blogs
video meetings

innovation
research new platforms of interest

Awareness

knowledge of potential **Leads**
communicate to **Sales**
follow-up
retention
reports
progress

HIT

Engage

communicate
knowledge
feedback
listen to needs
build pathways

deliver brand specific marketing materials

tablet of videos (*new*)
collateral
banners
placemats
digital sellsheets

Retention

what can we do for you
communication
maintenance
feedback

Expectations and Goals

- INCREASE SALES
- BUILD AWARENESS
- ACQUIRE NEW CUSTOMERS
- GROW COMPANY'S REVENUE
- INNOVATE & EXCITE
- LAUNCH NEW SERVICE MODELS
- RETAIN CLIENT RELATIONSHIPS



research & knowledge of competitors

#1

Create Space on website
for **PRODUCT VIDEOS**,
a link can be sent
to all agents, customers,
dealers & sales.

#2

New Sales Tool for Dealships

Tablet for video deck
of programs & products



\$60 (one time cost)

Completion EV Customer Video

create script
make edits
Alex voice over

Creation Video Deck

video deck of each program
and product for **Tablet** viewing

T&W

- DW
- DT
- DWM
- DWMX
- PVD

VSC

- TP
- TP Plus
- AXC 3-6
- Flex Protection
- EV

AXC Bundles

- StayNu
- AX3
- AX3 exotics
- AX4 w/ opt
- AX4 exotics
- AX5 w/key

Loyalty Programs

- Lifetime PT
- TLC2
- TLC
- Loyalty Advantage

Powersports

- VSC
- T&W
- GAP

GAP

Stand Alones

- RK
- DG
- PDR
- DI

Excess Wear & Tear

- Lease Wear & Tear
- AX4 w/key Ultimate
- AX5 w/key Ultimate