



**Join the
Revolution.**



A CALL FOR CHANGE!



If you're sick of seeing minimal results for your online marketing investment, of having no accountability from your vendors, of having a company that just treats you like an ATM every month, then it's time to demand change.

We see it every day – companies taking advantage of dealers, overcharging for ineffective products, offering poor support, and treating you like you're only as valuable as your next invoice.

If you're as sick of this as we are, then demand better – raise your expectations.

Our commitment to your success starts with **Honesty** and **Integrity, Openness** and **Transparency**, and **holding ourselves accountable to you**. Can you say that about the other guys?

This booklet is your introduction to the RnD Revolution – the Internet Marketing Revolution you were promised years ago, and the one we are delivering now. We promise this will be a great investment of your time and energy that will yield a fantastic payoff.

Read about the RnD Revolution...

**RnD Interactive
is bringing
new ideas to
Automotive Internet
Marketing.**



www.rndinteractive.com

SALES (888) 689-2652

be first on their minds

Email Marketing to your existing customer database is a great way to keep your name in front of sold and unsold prospects. When customers are thinking about buying, you'll be the first on their minds.

FEATURING...

- Custom Designs
- Dealership Branding
- Data-Focused Email Content

Incentives Data
Used Vehicle Specials
Service Newsletters

- Send via Your CRM
- Dedicated Account Management

YOUR LOGO

Sales: (888) 222-2222
 Parts & Service: (555) 222-2222

111 Main Street, Your Town, TX 77777

New Vehicles Vehicles Specials Financing

FATHER'S DAY
 FOR THE DAD THAT WORKS HARD AND PLAYS HARD
 \$3,500 cash back
 OR
 1.9% APR on **FORD**
 and \$1000 rebate on **F-150 SuperCrew**

We are celebrating Father's Day at **Your Dealership**. Ford is a brand you have come to trust over many decades. We have all models available here with **Unbeatable APRs and Rebates**. The 2013 F-150 SuperCrew is available with **\$3,500 cash back OR 0.9% for 60 months PLUS \$1,000 factory rebate**.

Below are some of the fabulous offers available to you right now! Visit our [Website](#) or give us a call at **(888) 222-2222** to schedule a test drive.

Click For Fast & Easy Financing

YOUR LOGO

Sales: (888) 222-2222
 Parts & Service: (555) 222-2222

111 Main Street, Your Town, TX 77777

Schedule Service Service Dept. Service Directions

HOW TO... DETAIL YOUR VEHICLE LIKE A PRO!

Selecting the best CAR WAX

When you purchase a vehicle, you're making an investment toward the next vehicle you will buy. If you're interested in maximizing the value of your investment, then this article was written for you.

It all starts with regular documented maintenance at the dealership — we always keep your vehicle's records for you, which will help when trying to sell your vehicle. Additionally, regular washing and detailing will contribute to the resale value of your trade-in while keeping it looking great.

The Interior
 Dust can clog up the inner workings and affect the performance of your vehicle, especially buttons on the dashboard. Regular detailing cuts down on the amount of dust that is circulated through the air.

There is not one particular wax that is suited to all vehicles. To choose the best wax for your needs, it is important to assess the condition of your automobile. Some waxes are made to enhance faded paints while others are for protecting a newer paint job. Other criteria to consider:

Spray - sprays are quick and easy to apply. However, they do not last as long as a paste or liquid.



more details online at
www.rndinteractive.com

Turn over to dig into the details...

SALES (888) 689-2652

EMAIL MARKETING

Your prospects, sold and unsold, are a great source of potential sales. Carefully marketing to those customers can lead to a gold mine of future sales.

We practice a straight-forward approach to email marketing that is focused on giving your customers valuable information, and providing that information with such regularity that they come to expect it, and depend on it being there when they will be making a buying decision.

The result is 5 – 10 incremental sales from your existing database every month, all with little effort on your part.

Email Marketing – RnD Style:

First, we strongly suggest sending your customers no more than 3 email marketing pieces a month – any more than that and your customers will start opting-out in droves.

We suggest a schedule of emails that includes a Service Piece, a New Car Piece, and a Used Car Piece.

Service – your current coupons, plus a consumer-friendly service article, helps keep overall opt-out rates lower.

Used Cars – your Used Vehicle Specials, broken down by useful categories, and linked to your website.

New Cars – Incentives or New Vehicle Specials, plus a feature offer, linked to your website.

We send these through your CRM, which saves you money, and lets you know exactly who is responding so you can sell that customer a car.

Call us for more info on this valuable product: (888) 689-2652.