



The Benefits of Running a Multi-Channel Promotion

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About the Authors



Stephanie Thompson

With over a decade of sales experience under her belt, Stephanie has been an instrumental force within PERQ's sales division. Since 2004, Stephanie has arduously climbed herself to the top – from a bright-eyed, newly graduated marketing consultant, to her current role as Client Success Director of PERQ's automotive division. Over the years, Stephanie has shared a great deal of her direct marketing expertise with clients, assessed current client needs and has managed a team of thriving account managers who have consistently exceeded expectations.

“Over the years, dealers have leveraged various channels. But what many dealers haven’t done just yet is use multiple advertising channels to convey the same message.”

-Stephanie Thompson

Dealerships are always on the lookout for new and innovative ways to reach in-market consumers.

Over the years, dealers have leveraged various channels. But what many dealers haven’t done just yet is use multiple advertising channels to convey the same message. Often times, the use of multiple channels had been disjointed. And while the branding was similar, the message wasn’t exactly the same.

Now, you might be asking yourself “What difference does it make if I use multiple channels for one sole campaign?” Well, believe it or not, there are number of benefits associated with running multi-channel promotions... more than you would probably think!

In this E-Guide, you’ll learn about the great benefits of multi-channel promotions and how they can help your dealership gain more valuable exposure, get more Ups in your showroom and ultimately sell more cars!

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Examples of Successful Multi-Channel Promotions





In case you're unfamiliar, Multi-channel promotions are the implementation of marketing strategies that utilize several marketing channels instead of just one. As of late, multi-channel promotions have been permeating almost every aspect of people's lives in some shape or form. Don't believe me? Here are some recent examples of some of the biggest brands running their own:

- **Burger King** – Using a healthy blend of Twitter, Facebook, YouTube, Television & Print, Burger King recently announced the limited time release of their famous chicken fries. In each channel Burger King leveraged the same cute cartoon character, orange & red color schemes and the memorable slogan (and hashtag!) #ChickenFriesAreBack – which they encouraged the use of on Twitter.
- **Taco Bell** – In March 2014, Taco Bell began serving their breakfast items nationally; and while they were a huge hit, they wanted to keep the momentum going. In early 2015, Taco Bell launched a playful "attack" on McDonald's "plain" breakfast menu with their "Breakfast Defectors" campaign. Alluding to the creepiness of Soviet propaganda posters, creepy, nightmarish Ronald McDonald-looking clowns saturated Facebook, Twitter, YouTube, television and print. Naturally, the goal of this campaign was to get consumers pumped about doing something rebellious like going against the status quo... and what's more standard and "normal" than ol' Mickey D's?

→ **H&R Block** – During the 2015 tax season, H&R block ran their "Get Your Billions Back, America" campaign. The message was simple: "It's? your money. Come get it!" and it ran across almost every channel imaginable: Facebook, television, direct mail, e-mail, etc. But the channels weren't the most important aspect of the campaign – it was how cohesive the messaging was. H&R Block used the same slogan, the same bow-tied spokesmen (Actual Tax Preparer, Richard Gartland), the same green, black & white color scheme and heck, even the same song (The O'Jays' "For the Love of Money.")

If you've found yourself at any of these establishments recently, it's probably due in part to the advertisements you've seen from them.

In this E-Guide, you'll learn about the great benefits of multi-channel promotions and how they can help your dealership gain more valuable exposure, get more Ups on your dealership and ultimately, sell more cars!

Sources

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What Are the Benefits?



While using only one channel to promote your sales event is sufficient, there's just **so much** you can do with multi-channel promotions that you simply can't using just a single channel. Multi-channel promotions provide invaluable exposure to not only more buyers (new and old alike), but different types of buyers based on the channels you've decided to leverage for your advertising.

Of course, that's just one of many things your dealership can experience running a multi-channel promotion. Here are 3 vital ways your dealership can benefit from running your own multi-channel promotion:

Reach More People

There's no denying that you can reach a pretty substantial number of people through one marketing channel. If your ads are attention grabbing and you're targeting the right consumers, you're going to see folks engaging with your ads.

So, let's say your single channel ads are working quite well. If you implement that same messaging and targeting to other channels (including the one you're currently working with), you can literally double or even triple the number of consumers reached. Not all consumers respond to the same marketing channels, so "attacking" other channels means reaching consumers who would have otherwise not received your message. Basically, the more channels you decide to leverage, the more people you're going to reach.

Now, the real beauty of multi-channel promotions stems from cohesive messaging -- or, a primary message that spans across multiple channels. Essentially, if your brand's message is consistently reinforced, it will make your ad campaign far more influential. It's an excellent way of drawing in curious consumers who don't prefer just one channel, but who actively engage with multiple advertising channels.



Here's a run-down of some of the most popular marketing channels that your dealership can use (including ones that we personally offer):

→ **Targeted Display:** Online advertisements that use Polk data to hyper-target in-market consumers through channels such as Facebook. Back in December, Al Willeford Chevrolet reached 45,085 consumers through targeted display alone! **

**And a whole lot more using other channels, of course!

→ **Direct Mail:** Direct mail, in and of itself, is pretty self-explanatory. It's printed advertising that's directly mailed to consumers. Here at PERQ, we offer 2 types of direct mail: Event Mail & Targeted Mail. Event Mail consists of advertising pieces that use incentives like giveaways to encourage **prospective customers** to visit a dealership's online microsite or in-store kiosk for the purpose of lead capture. Targeted Mail, however, leverages a dealership's **current database of qualified buyers** to provide hyper-personalized offers with the hope of increased consumer response.

North Dakota based dealership, Minot Automotive, observed a 5.088% response rate for their MoneyPlay mail piece back in February 2015; garnering almost 2,000 visits to their store 3 days!

→ **E-mail Marketing:** While e-mail marketing is something we don't offer (yet), it's proven to be an extremely useful channel for many dealerships across the U.S. Using your current database of consumers, you have the opportunity to send out hyper-targeted, personalized messages to buyers. And depending on the software that you're working with, you can also track open & response rates in order to determine what elements need to be changed for future campaigns.



→ **Video** (*YouTube, Television Commercials, Etc.*)

– So long as the message is the same across your other channels, video is a great option for dealerships wanting to capture the attention of avid television watchers and YouTube fanatics. YouTube offers the ability to hyper-target viewers (region, interests, etc.) and television offers dealerships the opportunity to air commercials to viewers in their region.

→ **Traditional Media** – Lastly, we mustn't forget traditional media (television, radio, magazines, billboards, etc.). Although digital advertising is all around us, traditional mediums are still extremely relevant for marketers. We encourage our dealers to utilize the same content they own with us across their ad partners! Think about it! Let's say you're driving on the highway. You see lots of billboard ads, right? After you've come home, you probably remember some of those ads: "2 for \$4 Big Macs" or "Come to Castleton Square Mall July 4th and Meet Peyton Manning." Or, you might find yourself as a doctor's office flipping through magazines and see an ad for makeup. The point here is that traditional ads work and they work extremely well.

Cohesive Branding & Messaging

In case you're unfamiliar, cohesive branding & messaging are when your campaign's messaging and design are the same (or extremely similar) across all of your marketing channels. Although cohesive branding & messaging are core attributes of multi-channel promotions, they also happen to be **major benefits**. Why? Well, for starters, having a consistent message across multiple channels allows for great brand recognition.

Consumers see tons of ads on all sorts of different channels every, single day. And even if certain consumers prefer one channel to another, seeing the same messages, slogans, logos and color schemes

over and over again will keep your dealership "**top of mind.**" If your dealership implants itself into a consumer's memory, they're probably going to abstain from going to the competitor right up the block because they'll want to go to the one they inherently know (even if they *really don't know you*). Additionally, cohesive branding builds trust within the message and offer. If consumers are seeing your message on different channels, he reveals a great level of legitimacy. Brand recognition is crucial to piquing interest and developing trust.

Easier Follow-Up

Obviously, the whole point of running multi-channel promotions is to ultimately sell more cars. That's a given! But in order to get to that point, you need to obtain qualified leads – and that's exactly what will happen (hopefully!) once your ads have run their course and consumers have filled out their information on an online microsite or in-store kiosk.

For the duration of a multi-channel promotion with PERQ, collected buyer information (contact information, trade-in info, etc.) will immediately go into your dealership's own FATWIN dashboard. There, you'll be able to filter leads. For example: You might want to only show "Hot Leads" -- buyers who are in the market to purchase a particular vehicle in the next month or so. However, you might also want to find buyers who are interested in scheduling a test drive; or have already scheduled a test drive. Knowing what it is a buyer is interested in ahead of time helps gets the conversation started.

Now you might be asking yourself "I don't want my guys to spend too much time following up with all these leads. I want them on the sales floor!" Well, you're in luck! If you add on **Conversion Boost** – our personalized BCD & email follow-up and appointment setting service – to your next event, our folks will do some of the heavy lifting for you. On average, dealerships schedule **5X** more appointments with Conversion Boost.

Running Your Own Multi-Channel Promotion



Now that you're familiar with all the wonderful benefits that come with running a multi-channel promotion, do you think you're ready to give it a shot? The concept of initiating a full-fledged multi-channel promotion might be a little intimidating, but simply knowing how a campaign functions can help you to confidently execute a campaign that gets results.

Here's a basic, step-by-step overview of how to run your very first multi-channel promotion:

Step #1. Determine Your Goals

Your ultimate goal is to "sell more cars," but isn't that every dealer's goal? When it comes to planning out your first multi-channel promotion, really think about what you're looking for from the actual promotion. Do you want to increase buyer/seller engagement? Do you want to get more Ups into your showroom? Sell new or used cars? Promote a new model? Restock the lot with inventory? Whatever your goal is, just make sure that it's something you can track easily, so that you're able to determine if those goals were hit or not.

Step #2. Determine Who to Target & What Channels to Leverage

.....and DO NOT say that you want to "Target Everyone" on "Every Channel." Not only is this impractical and very expensive, but it won't provide accurate data. While multi-channel promotions certainly make way for increased exposure, you want every engagement a consumer has with your advertising to be worth the cost. If you target everyone, you're wasting valuable money and resources on folks who couldn't give 2 hoots about your dealership in the first place.





That being said, you should really think about your ideal consumer. Who normally visits your dealership, or better yet, who would you like to visit your dealership? Think about fairly specific demographics within your region. Once you've discovered your target consumer, you then need to determine what channels make sense for that demographic. For example: Does targeted display make sense for non-smartphone users? Or would a blend of direct mail and banner ads make more sense?

Step #3. Craft the Message & Look of Your Campaign

Once you've determined what consumers you're going after and what channels you're using, it's time to craft the perfect message and determine what you want your ads to look like. You'll want to craft your ads based on what you think your target demographic will respond to. So, if your target market is mostly composed of millennials with a mid-level income, you might consider ads that are sleek, modern and very direct. Whereas if you're targeting parents, you might consider a seasonal theme or event that your family can take part in. Whatever themes and messaging you decide on, make sure they "read well" across all your selected marketing channels.

Step #4. What Do You Want to Offer Buyers?

Advertising is, what I like to call, a very "quid pro quo" type of industry. We want buyers to engage with our brand and purchase our products/service, but they want an enticing reason to come to us as opposed to our competitors. Basically, they want something in return. So, when you're crafting your multi-channel campaign, come up with something that will incentivize your buyers to visit your microsite or in-store kiosk. It could be as simple as a \$25 gift card for taking a test drive; or as exciting as



entering for a chance to win \$25,000. Just make sure to keep your target demographic in mind so you know it's an offer they'll actually enjoy.

Step #5. Track & Make Changes

Once your campaign has been running for a few days, it's time to take a look at what's going on. Is your campaign performing successfully or are there changes to be made? Using PERQ's FATWIN analytics dashboard, dealers get a pretty clear idea of who is responding to their ads and what channels are performing well.

While some channels can't be changed within real time, if you choose targeted display, banner ads or e-mail as one of your channels, you can make fairly immediate revisions based on the data that you've pulled. So, if one ad isn't performing as well as you'd hope, perhaps you need to fix the targeting. Or, perhaps you need to tweak the language a bit so that it's more appealing but still cohesive across the remaining channels.

What's especially cool about this element of multi-channel is that, even if you can't change any elements right away, you now have valuable data for any future multi-channel campaigns you run. This will save you boatload of time, and it'll give you more time to really think about the message you want to convey!



“Adopting multi-channel promotions will set your dealership apart from your competition.”

Summary

Multi-channel promotions allow dealers to easily reach and engage with more buyers within their market, consistently remain top-of-mind and to follow-up with indecisive yet valuable buyers. To do this, dealers need to determine goals, find their target market, determine appropriate channels and provide an incentive that will provide for a great customer experience.

This all seems like a LOT of work.... because it IS a lot of work. There are a number of steps to be taken and lots of research to be done, but the results are what make the entire promotion worthwhile. Hiring a company that understands the value and who can handle the heavy lifting for you will help you to focus on your customers. As your competition becomes fiercer and advertising tactics becomes more advanced, adopting multi-channel promotions will set your dealership apart from your competition. Along with the ultimate goal of selling more vehicles, multi-channel's top-of-mind advertising will help folks truly recognize your brand -- which will prove helpful when the time comes for those individuals to purchase a vehicle. Who are they going to think of? They're going to think of you!

Want to learn more about how your dealership can leverage multi-channel promotions? Visit perq.com/multi-channel or call 800.873.3117 and ask for Stephanie!

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