

# *Tezz Mobile Marketing Solutions!*

## **MOBILE MARKETING FOR YOUR DEALERSHIP!**

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How Your Auto Center  
Can Increase Sales NOW!

Tezz Marketing Solutions [www.mytezz.com](http://www.mytezz.com)

# Tezz Mobile Marketing Solutions!

## Increase The Effectiveness Of Your Marketing Dollars!

Direct Mail \ Newspaper \ Clipper \ TV/Radio \ Billboards \ Yellow Pages

Track effectiveness and ROI of multiple advertising campaigns by using unique keywords for each ad



Build your customer list quickly & easily using unique  
Tezz Marketing Solutions [www.mytezz.com](http://www.mytezz.com)  
keywords in all of your advertising



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**Text Promotions Have Over A 94% Open Rate!**

## **Advantages of Text Marketing**

- Your Message Won't Be Ignored –  
**95% of Text Messages are Read within 15 Minutes!**
- Reach Your Customers in Real Time, Wherever They Are –  
**What If You Could Have An Extra 15-20 Customers On Your Slowest Days?**
- Increase Response Rates to as High as 35% -  
**Mobile Coupon Campaigns are Generating Average Redemption Rate of 10-25%!**

**Attract and Retain NEW Customers  
for a Fraction of the Cost of Traditional Advertising!**

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## Ways Dealers Use SMS Marketing

- 10X Redemption Rate Of Traditional Coupons
- Appt Reminders – 2 Month Reminder to Sched Oil Change
- Enhance Print/Online Ads – Text Call-to-Action & QR Codes
- Svc Appt Confirmations- Reduce No-Shows and Late Cancels
- Mobile Coupons and Offers - Target Slow Days/End of Month
- Contests, Raffles, Text-to-Win Games – Get NEW Customers
- Ask Campaigns- Customer Feedback, Voting, Qualifying
- Drive Traffic to Websites & Videos – Tracking ROI
- Virtual Business Cards and Staff Communications



# *Mobile Marketing Made Easy!*

## **SMS Demo Example**

Put This QR Code in Your Car  
Windows, Get Customer Opt-Ins  
While You Are Sleeping!



**Text Auto to 71441**

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Empty Lot QR for Car Info  
Polls to Qualify  
Test Drives: Txt2Win  
Service Reminders  
Service Promotions  
Your Car is Ready  
End of Month Deals  
Auto Tips & Education  
Manufacturers & Suppliers  
Segment: When, Models, Used, Svc

# *Mobile Marketing Made Easy!*

## **SMS Messaging Examples**

**Monday Tune-Up: This month, schedule an Engine Tune-Up for any Monday, and save \$50 off Reg Price. Offer good Mons only til xx/xx, limited availability.**

Win a \$50 Starbucks Gift Card: Test Drive a New Car this Week and Enter to Win a Free Starbucks Gift Card! Reply STARBUCKS to 71441 to Enter.

**Exclusive Text VIP Offer: Save 20% on any STP engine enhancement products. Offer expires xx/xx.**

Text VIP Club: Pre-pay for ur next 4 Oil Changes and save 30%. Pay for 4 changes over next year and save. Offer exp xx/xx.

**Service Sale: This week only, save 15% off all service. Text VIP Club members only. Expires xx/xxx.**

Refer a friend: Bring a new customer for any service and get \$25 off your next service. Text VIP Club Members only.



# *Mobile Marketing Made Easy!*

## **ADD SMS Appointment Confirmations!**

**Not Only Reminds Client but Confirms Their Appointment – Clients Love the Convenience.**

SMS Appointment Confirmations will reduce 'no-shows' (by up to 70%) and stimulate repeat business.

**Less intrusive than a phone call, much easier and, most importantly, MUCH less time consuming for office staff.**

You decide when each customer gets their confirmation:  
(1 Day Prior, 2 Hours Prior, etc)

<NAME>, *CityToyota* would like you to confirm your service appt on <WEEKDAY>, <TIME>. Please reply C to confirm or M to Miss. Or call us at xxx.xxx.xxxx.

# *Mobile Marketing Made Easy!*

**We provide you with a FULL  
suite of Mobile Marketing tools**

- Mobile Coupons with Trackable Redemption
- Mobile Landing Pages linked to SMS, QR Codes or Opt-In Forms
- Schedule Campaigns in Advance, Set-It and Forget-It
- Multiple Keyword Options, Including Free System Keywords
- Easy Contests and Raffles
- Appointment Reminder and Confirmation System
- American Idol Style Voting, Surveys and Polls
- Customized Website and Social Media Opt-In Forms
- Complete Auto-Responder Sequences
- **Simple, Easy User Interface with Videos and Support**



# *Mobile Marketing Made Easy!*

## **OUR PRICING & SERVICE PACKAGES**

### **Full Mobile Marketing Management – A Done-For-You-Service**

- Monthly Campaign Strategy Session
- 3 Scheduled Message Campaigns per Month
- 2 live support phone calls per Month
- Set-Up of Lists and Keywords, Creation of Text Campaigns
- Creation of Opt-In Forms for Website and Social Media
- Creation of Corresponding Mobile Coupons / Ads
- Campaign Reporting and Results

### **Done-For-You Service and Consultation**

- \$400 Mobile web site (optional)
- \$297/month up to 5,000 Msg/month
- Up to 5 Custom Keywords
- Free Unlimited QR Codes for your Cars!
- 5 cents for each additional Msg.
- \$5/month per additional Custom keyword for each Car.

Add SMS Appointment Confirmation Service: + \$100/month

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**No Contracts, Can Be Switched at Any Time!**