## **AskPatty** Marketing Program



Standard Package: Ask Patty Certified Female Friendly Dealer Program:	Standard	Full
- Web-based interactive Certified Female Friendly Training (module driven).	$\checkmark$	$\checkmark$
- Monthly web-based Female Friendly tip of the month (for certified employees).	$\checkmark$	$\checkmark$
- Ability to co-brand with the Ask Patty brand.	$\checkmark$	$\checkmark$
- Ability to use Certified Female Friendly Dealer logo in all advertising, on dealer	$\checkmark$	$\checkmark$
website, and on all Internet postings.	$\checkmark$	$\checkmark$
- Private-labeled Ask Patty/Dealer website.		
- Integration of private-labeled website into dealership's main website.	$\checkmark$	$\checkmark$
- Interactive credit application.	$\checkmark$	$\checkmark$
- Easy quote feature.	$\checkmark$	$\checkmark$
- Service coupons and service scheduling.	$\checkmark$	$\checkmark$
- Search Engine submission.	$\checkmark$	$\checkmark$
- Ability to receive RSS feeds for Search Engine Optimization.	$\checkmark$	$\checkmark$
- Listing on AskPatty.com search engine and website.	$\checkmark$	$\checkmark$
- Rotating banner advertising on AskPatty.com.	$\checkmark$	$\checkmark$
- Initial joint press campaign to your local market.	$\checkmark$	$\checkmark$
- Initial Ask Patty launch eMail campaign to dealer's customer database.	$\checkmark$	$\checkmark$
- Initial online Ask Patty dealership "kick off" meeting.	$\checkmark$	
- Marketing and advertising to women resource guide.	<b>√</b>	$\checkmark$
- Employment opportunity recruiting tool.	$\checkmark$	$\checkmark$
- Ability to run quarterly online promotions.	$\checkmark$	$\checkmark$
- Initial packet of Point of Purchase materials.	$\checkmark$	$\checkmark$
- eMail marketing monthly campaign (basic up to 15K).	$\checkmark$	$\checkmark$
Full Package: Ask Patty Certified Female Friendly Dealer Program:		
(Includes ALL features listed in Standard Package above, PLUS)		
- Interactive credit application WITH online pre-approval on private-labeled website.		$\checkmark$
- DMS extraction and database "cleaning."		$\checkmark$
- eMail Matching of DMS customer database (up to 25K records).		$\checkmark$
- eMail database management.		$\checkmark$
- Fully spam compliant eMail Marketing program (up to 25K customers).		$\checkmark$
- Monthly Sales-related custom eMail sent to customers and prospects (up to 25K).		
- Monthly Service-related custom eMail sent to customers and prospects (up to 25K).		$\checkmark$
- eMail Marketing program reporting – Deliver, Open, Read, and Clicks.		$\checkmark$
- Monthly eNewsletter to customers and prospects (up to 25K).	L '	$\checkmark$

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