



What are you planning for your advertising and marketing programs to attract, sell, retain, and increase loyalty with women consumers?

Become
ASKPATTY
Female Friendly Certified!

Women are the majority purchasers of all new cars sold in the U.S. today. By branding your company as AskPatty Female Friendly Certified, you will:

Attract additional women customers

Sell more vehicles to women

Retain women customers

Increase the loyalty of women customers

Gain a competitive marketing advantage in your marketplace

Since women account for over 80% of completed CSI surveys, effectively marketing your dealership as Ask Patty Certified Female Friendly can improve your CSI scores.

NOTE: 80% of all completed CSI surveys are done by women

Program Overview:

Interactive, web-based Training and Certification
Private Labeled, co-branded AskPatty website
Premier listing in certified dealership search engine
Republishing Rights to AskPatty.com Articles
Marketing and Advertising co-branded program and support

AskPatty-branded showroom media kit
Web-based Marketing Handbook
Use of AskPatty logo in your advertising (print, web, newsletters, email campaigns)
Joint press release to local market
Unique Brand Within Local Marketplace



For more information, contact us today!

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