



ONECOMMAND®

TAKE COMMAND OF YOUR CUSTOMERS' EXPERIENCE

EMAIL IN
MOTION PLUS

Drive Purchase Behavior by Exponentially Extending the Reach of Your Campaign

What is Email in Motion Plus?

Looking to take your conquest marketing to the next level? By leveraging a low cost, multi-channel conquest approach, email coupled with social media advertising, your dealership receives exponential opportunities to build brand awareness, engage with potential buyers, and drive business to your store. When consumers are targeted by social media advertising and email marketing, they are 22% more likely to purchase.

How Does Email in Motion Plus Work?

Email in Motion Plus communicates with potential buyers in your ideal market area with a conquest email piece, then retargets these buyers through social media advertising to drive increased response rates. **Enroll now and get started today!**

- 1. Target In-Market Buyers:** OneCommand identifies in-market buyers who have formally opted in to receive email communications from auto dealerships and are ready to purchase a vehicle in the next six months. We take these potential buyers and match them against your current DMS database to exclude customers who have purchased at your dealership in the past 36 months.
- 2. Create Optimized Campaigns:** OneCommand's Creative Team designs a custom email campaign with complementing social ads to create a unified marketing message. Each piece is specific to your dealership, including offers, CTAs, campaign theme, website URLs, and logos, which creates a coordinated digital marketing attack to gain visibility for your campaign.
- 3. Retarget Email Recipients:** To increase campaign performance, we leverage our direct partnership with Facebook and their enhanced data set to retarget email recipients with complementary social media advertisements. When used together, social ads and targeted email extend the reach of a campaign by 77%.
- 4. Review Enhanced Reporting:** Take the guesswork out of social media and conquest ROI. Our reporting includes marketing channel metrics and match back reporting to demonstrate the returns of your multi-channel campaign.

What can I expect from Email in Motion Plus?

We've seen Facebook advertisements return three to five times their investment and these numbers increase dramatically when paired with a coordinated email campaign. Find your ideal, in-market buyers and influence them to visit your dealership for their vehicle needs with a proven multi-channel conquest strategy.

Sign up for Email in Motion Plus today!



BENEFITS OF EMAIL IN MOTION PLUS

Lower Conquest Marketing Budget

Utilize OneCommand's Email in Motion Plus program to target buyers with a low-cost, cohesive digital campaign.

Increase ROI

OneCommand is the only application in the market that captures "hand raisers" who have opted in to receive dealership communications. Our proprietary data match criteria returns a purified conquest list of buyers who are in-market for a new vehicle in the next six months in your ideal market area.

Develop Brand Awareness

By delivering dealer-specific creative through email and social advertisements, you are constantly developing brand awareness. Every time the consumer opens their email or visits their Facebook page, you distinguish your dealership from the competition.

Save Time and Resources

OneCommand handles everything, from building your creative to ensuring CAN-SPAM & Facebook ad compliance, completing digital marketing delivery to reporting results and ROI, managing opt-outs and everything in between.

Lacy, Kyle. "New Research: Combining Email + Facebook Ads Reached Customers Who Are 22% More Likely to Purchase - The ExactTarget Blog." The ExactTarget Blog. Salesforce, 16 Oct. 2014. Web. 18 June 2015.

Connect
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