

MILEONE QUICK START PROMOTIONS

JANUARY 2017



JOB STARTER INFORMATION

Please include this necessary information in all job starters



MileOne Marketing
1 Olympic Place, Suite 1120
Towson MD, 21204

JOB SUBMITTED BY: RMM 3/3/3 QUICKSTRIKE CAMPAIGN

DATE: XX/XX/XXXX

RMM APPROVAL:

DIVISION APPROVAL:

1. High level description of the project The 3/3/3 Campaign is a “quick strike” campaign to be used at any time and for any store when they need to boost numbers during the month. The 3/3/3 Campaign symbolizes 3 days/3 models/payments under \$300. In this particular case we are using Herb Gordon Nissan and focusing on the Altima, Rogue, and Sentra as the main models and for the high lines it could be 5/5/5.

2. What are we trying to accomplish? (What is the challenge or problem that must be solved?) **Trying to create a sense of urgency in a very short window. We want to let customers know about vehicles that are being featured for a limited time only (3 days) under \$300. We would like to try to incorporate some sort of live ticking clock to show the real time of how much time they have left during the sale.**

3. Ideal target audience(s) (ie. prospect, customers who bought in the last 3 years, special financing, etc.)

Prospects and current customers

Adults: 25-54 who are ready to buy. They simply need a reason to be pushed over the edge.

4. What do we want the audience to do? What is the CTA? (ie. go online, visit dealership, look at specific model, etc.) **We want the audience to go to the website to view the specific models that will be featured and call to make an appointment. The prices and vehicles from the email should be clear and concise and stand out.**

5. What’s the SINGLE most important message we need to communicate? (If you could only say one thing...) **3/3/3: 3 days/3 models/less than \$300 per month!!!**

6. Support points (How does this help main message? Please prioritize) **Feature the 3 vehicles that we are going to promote.**

7. Who are the main competitors? What are they doing? (ie. enticing offers, giveaways etc.) **They will be running their standard month long promotions.**

8. How will we evaluate our success? (ie. leads, sales, foot traffic, clicks) **email open rate, clicks on website, # of incremental leads generated by the promotion.**

9. Specific deliverables (What are we producing? What is TBC producing?) **Email, Flash Frame, New Car Specials Page, Website Pop-Up and a Facebook feature.**

QUICK START PROMOTION // GO FOR 3

GO *F*  *SALES*
O
R *EVENT*

GO FOR 3 // OFFERS

GO FOR 3



GO FOR 3
3 DAYS. 3 MODELS.
3 PAYMENTS ON US!

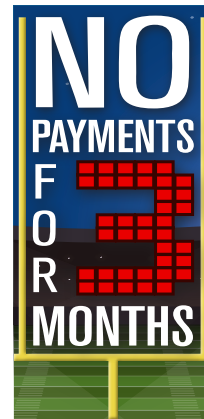
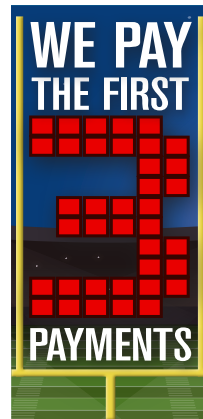


GO FOR 3 SALES EVENT
3 DAYS. 3 MODELS.
UNDER \$300/MONTH!

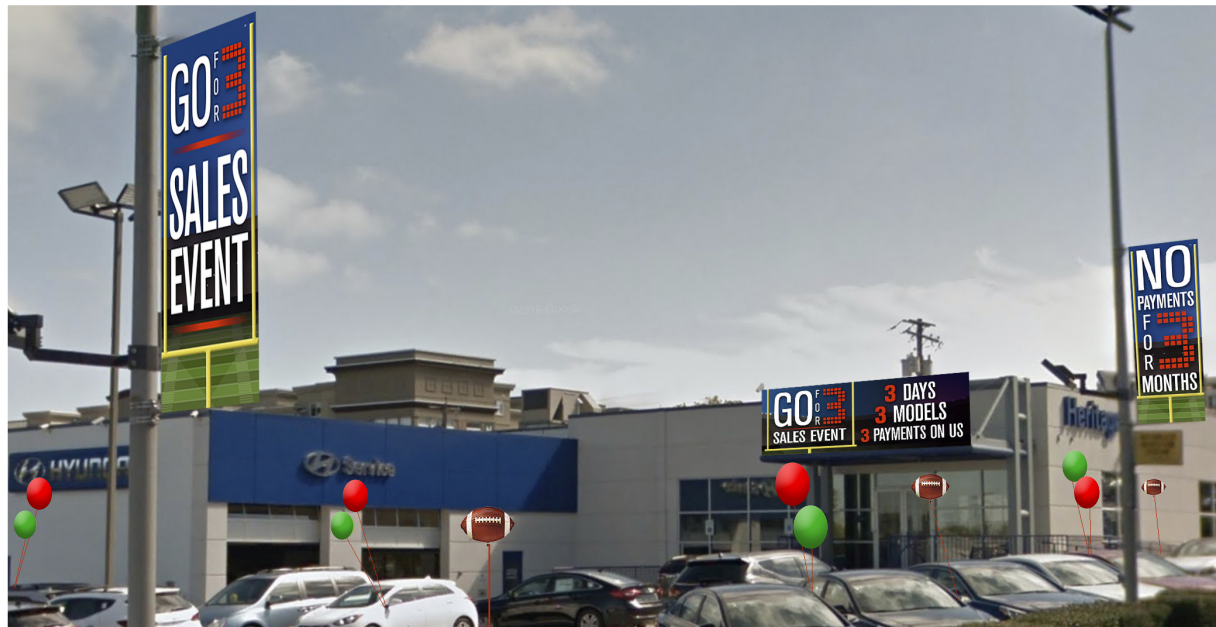


GO FOR 3 SALES EVENT
3 DAYS. 3 MODELS.
NO PAYMENTS FOR 3 MONTHS!

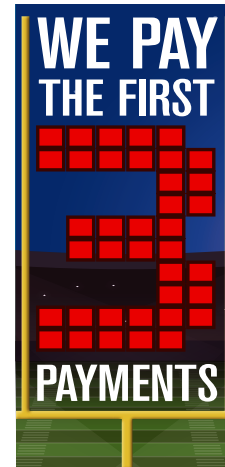
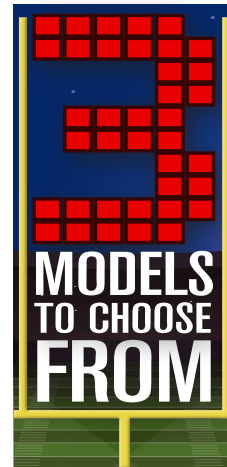
GO FOR 3 // EXTERIOR POLE BANNERS



GO FOR 3 // EXTERIOR BANNERS

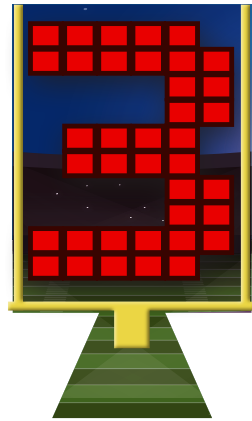


GO FOR 3 // STORE INTERIOR BANNERS



GO FOR 3 // VEHICLE TOPPERS

GO FOR 3



GO FOR 3 // BUTTONS AND TIE

GO FOR 3



GO FOR 3 // DEALERSHIP INTERACTIVE GAME



GO FOR 3 SALES EVENT

CORNHOLE FIELDGOAL!

You get 3 tries to land a corn bag on the board to receive a discount on your next service!

YOU COULD SCORE UP TO 15% OFF YOUR NEXT 3 SERVICES!

- Discounts equal the area in which the bag lands.
- If a bag is touching two areas, you receive the larger discount!
- Land more than one bag and receive that discount on your next service.
- Land all 3 and receive the largest discount scored on your next 3 services!

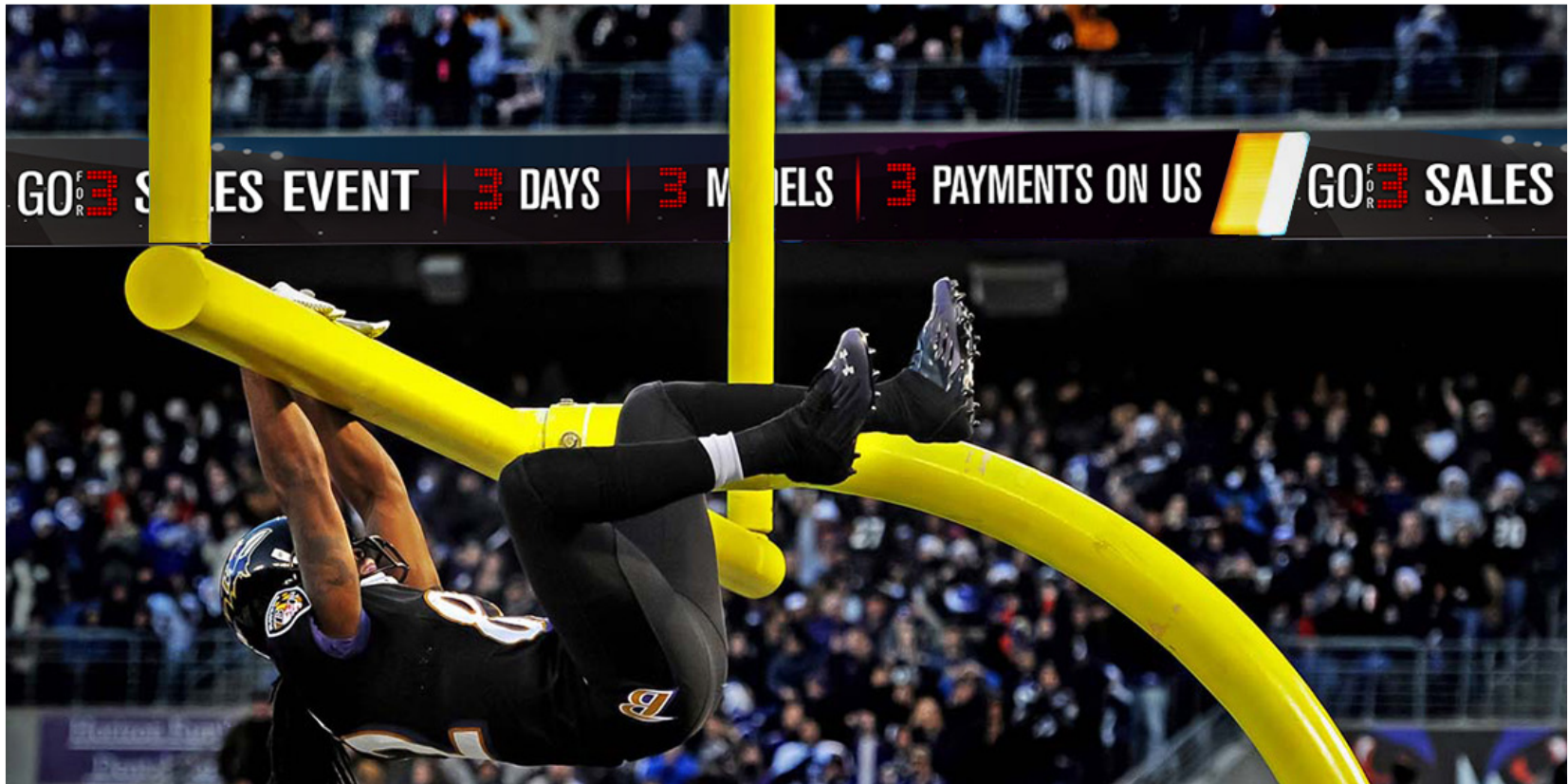
GO FOR 3 SALES EVENT

- WITH THIS COUPON -

X% OFF
Your Next Service

*Maybe Disclaimer states a maximum discount amount. No expiration date to allow customers to use multiple cards, and also make these generic. Standard disclaimer here. Standard disclaimer here.

GO FOR 3 // DIGITAL BOARD - RAVENS



GO FOR 3 // EMAIL



GO FOR 3 SALES EVENT

3 DAYS. 3 MODELS. 3 PAYMENTS ON US!

Additional Information/Others**

<p style="font-size: x-small;">2017 Mazda CX-3 Sport AWD MSRP \$22,110 STOCK #Z4105751</p> <table style="width: 100%; text-align: center;"> <tr> <td style="width: 50%; color: red;">LEASE</td> <td style="width: 50%; color: red;">BUY</td> </tr> <tr> <td style="color: red; font-size: large;">\$181</td> <td style="color: red; font-size: large;">\$21,514*</td> </tr> <tr> <td style="font-size: x-small;">FOR 36 MONTHS</td> <td style="font-size: x-small;">SAVE: \$1,596</td> </tr> </table>	LEASE	BUY	\$181	\$21,514*	FOR 36 MONTHS	SAVE: \$1,596	<p style="font-size: x-small;">2016.5 Mazda CX-5 Sport AWD MSRP \$25,795 STOCK #F6781654</p> <table style="width: 100%; text-align: center;"> <tr> <td style="width: 50%; color: red;">LEASE</td> <td style="width: 50%; color: red;">BUY</td> </tr> <tr> <td style="color: red; font-size: large;">\$170</td> <td style="color: red; font-size: large;">\$24,590*</td> </tr> <tr> <td style="font-size: x-small;">FOR 36 MONTHS</td> <td style="font-size: x-small;">SAVE: \$1,205</td> </tr> </table>	LEASE	BUY	\$170	\$24,590*	FOR 36 MONTHS	SAVE: \$1,205
LEASE	BUY												
\$181	\$21,514*												
FOR 36 MONTHS	SAVE: \$1,596												
LEASE	BUY												
\$170	\$24,590*												
FOR 36 MONTHS	SAVE: \$1,205												
<p style="font-size: x-small;">2016 Mazda CX-9 Sport AWD MSRP \$34,220 STOCK #F6109462</p> <table style="width: 100%; text-align: center;"> <tr> <td style="width: 50%; color: red;">LEASE</td> <td style="width: 50%; color: red;">BUY</td> </tr> <tr> <td style="color: red; font-size: large;">\$297</td> <td style="color: red; font-size: large;">\$32,435*</td> </tr> <tr> <td style="font-size: x-small;">FOR 36 MONTHS</td> <td style="font-size: x-small;">SAVE: \$1,785</td> </tr> </table>	LEASE	BUY	\$297	\$32,435*	FOR 36 MONTHS	SAVE: \$1,785	<div style="background-color: #003366; color: white; padding: 10px;"> <h3 style="margin: 0;">VIEW ALL GO FOR 3 SALES EVENT SPECIALS</h3> <div style="display: flex; justify-content: center; gap: 10px;"> » CLICK HERE </div> </div>						
LEASE	BUY												
\$297	\$32,435*												
FOR 36 MONTHS	SAVE: \$1,785												

MAZDA DEALERSHIP - WITH THIS COUPON -

SERVICE SPECIAL

\$XXXXXX

XXXX XXXX XXXX
Regularly \$XXXX**

*Disclosure. Disclosure. Disclosure. Disclosure. Disclosure. Disclosure. Disclosure. Disclosure.
Disclosure. Disclosure. Disclosure. Disclosure. Disclosure. Disclosure. Disclosure. Disclosure.

»
VIEW ALL SERVICE SPECIALS

JOB STARTER INFORMATION

Please include this necessary information in all job starters



MileOne Marketing
1 Olympic Place, Suite 1120
Towson MD, 21204

JOB SUBMITTED BY: RMM

DATE: XX/XX/XXXX

RMM APPROVAL:

DIVISION APPROVAL:

- 1. High level description of the project** The “Second Chance” promotion is a “quick strike” campaign to be used at any time and for any store when they need to bump up their numbers in service by offering a “second chance” to customers who have declined a service. When a customer comes in for service, there are times when the service advisor will recommend additional services that the customer can opt not to do. They will now be able to receive the service they declined at a discounted price for a very limited time.
- 2. What are we trying to accomplish?** (What is the challenge or problem that must be solved?) **The goal is to get the customers who declined a service to get the service completed as a result of a special offer personalized for them.**
- 3. Ideal target audience(s)** (ie. prospect, customers who bought in the last 3 years, special financing, etc.) **Customers who have declined a service (assume in the last 90 days).**
- 4. What do we want the audience to do?** What is the CTA? (ie. go online, visit dealership, look at specific model, etc.) **We want the audience to schedule a service appointment for one of the service and/or services that they declined.**
- 5. What’s the SINGLE most important message we need to communicate?** (If you could only say one thing...) **We really want to entice the customer to schedule an appointment for whatever service(s) they had declined. So, the message must be clear and engaging to show that the service they declined is important and a great value, but for a very limited time.**
- 6. Support points** (How does this help main message? Please prioritize) **Will be specific in the final word doc.**
- 7. Who are the main competitors? What are they doing?** (ie. enticing offers, giveaways etc.) **Email and direct mail coupon offers designed to get the customers in the door for a regular visit.**
- 8. How will we evaluate our success?** (ie. leads, sales, foot traffic, clicks) **email open rate, RO response from customers on declined op code list, # of calls from specific tracking phone number, incremental lift in declined service scheduled appointments**
- 9. Specific deliverables** (What are we producing? What is TBC producing?) **Email, customer declined service videos to accompany email, videos are already produced by OEMs and vendors that are already available to dealers**
- 10. Mandatories** (Include specific disclaimers, URLs, phone numbers and addresses. If a logo must be used for an event,

QUICK START PROMOTION // SECOND CHANCE



ON TRACK
Keep your vehicle running

AT HERITAGE AUTOMOTIVE

SECOND CHANCE // LETTER AND EMAIL



6324 Baltimore National Pike
Catonsville, MD 21228

XXX.XXX.XXXX
HeritageToyotaCatonsville.com

Dear <Customer First Name>,

Thank you for trusting us to take care of your most recent Honda service needs. For your car's health and the safety of you and your passengers, I'd like to get you back in here soon to have the additional services we recommended taken care of and get your Toyota On Track!

We'd like to offer you up to 30% off the <service type> service that was recommended for your <Vehicle Year> Toyota <Vehicle Model>. Plus, 10% off your next Oil and filter change.

If you would like to discuss this service in more detail with myself or your service advisor, <Service Advisor Name>, please feel free to contact us at xxx-xxx-xxxx.

Best,

Ron Filling

Ron Filling
Service & Parts Director
Heritage Toyota Catonsville



RECOMMENDED SERVICES DISCOUNTS FOR YOUR TOYOTA



SCHEDULE ADDITIONAL
RECOMMENDED SERVICES
BY 1/30/17 AND RECEIVE

WITH THIS COUPON
30% OFF*

SCHEDULE ADDITIONAL
RECOMMENDED SERVICES
BY 2/30/17 AND RECEIVE

20% OFF*

OFFERS EXPIRE FEB 30, 2017

6324 Baltimore National Pike • Catonsville • HeritageToyotaCatonsville.com

WITH THIS COUPON

10% OFF*
OIL & FILTER
CHANGE

OFFER EXPIRES JAN 31, 2017

HeritageToyotaCatonsville.com

SECOND CHANCE // REMINDER TEXT



Reminder text from service advisor offering to extend offer for declined recommended services.

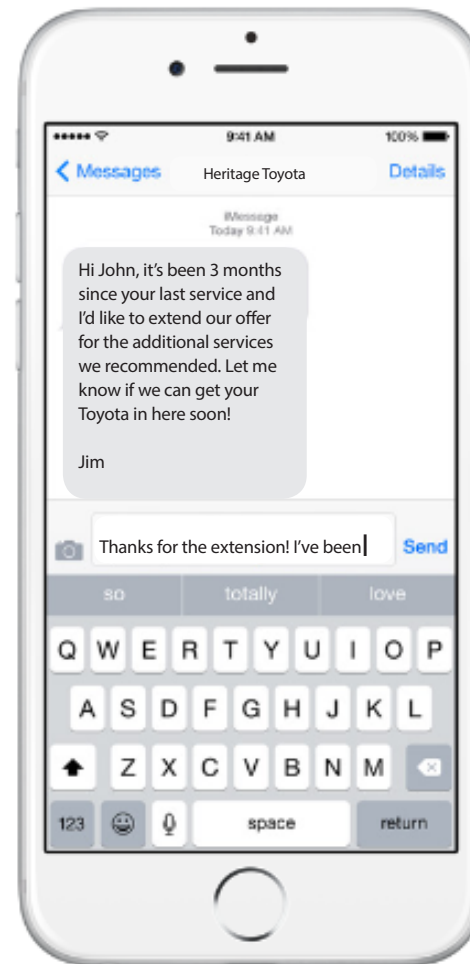
Example A

Hi John, it's been 3 months since your last service and I'd like to extend our offer for the additional services we recommended. Let me know if we can get your Toyota in here soon!

Jim

Example B

John, it's Jim at Heritage Toyota. Just wanted to remind you of our additional services discounts. It's been three months since we made our recommendation and we'd like to extend our discount to you a little longer. Please call to schedule an appointment so you don't miss out on this great offer!



SECOND CHANCE // DID YOU KNOW? CARD



Copy:


Have you declined recommended services within the last 6 months?


We know it's not always the best time to do some of the necessary services your vehicle needs to keep it running smoothly, but we are concerned about you and your safety while driving. Ask about our special discounts for declined services.

Infographic or list of consequences of not servicing your car regularly.

HAVE YOU DECLINED RECOMMENDED SERVICES WITHIN THE PAST 6 MONTHS?

We know it's not always the best time to do some of the necessary services your vehicle needs to keep it running smoothly, but we are concerned about you and your safety while driving. And postponing some services can end up costing a lot in the long run. Ask about our special discounts for declined services so you can keep your vehicle On Track.

HERITAGE | 
CATONSVILLE | TOYOTA



ON TRACK
Keep your Toyota running

DID YOU KNOW?

Lorem ipsum dolor estes consectetur nonummy. Lorem ipsum dolor.

- 1 Lorem ipsum dolor estes**
xx happens because of xx service was not performed in a timely manner
-  **2 Lorem ipsum dolor estes**
xx happens because of xx service was not performed regularly.
- 3 NEVER Ignore Warning Lights!** 
- 4 Lorem ipsum dolor estes**
xx happens because of xx service was not performed in a timely manner. xx happens because of xx service was not performed in a timely manner
-  **5 Low Gas Mileage?**
xx happens because of xx service was not performed in a timely manner



ON TRACK
Keep your Toyota running

SECOND CHANCE // VOUCHER/PRINTED COME BACK CARD



HERITAGE | 
CATONSVILLE | TOYOTA

ADDITIONAL
RECOMMENDED
SERVICES



ON TRACK
Keep your Toyota running

YOUR SERVICE ADVISOR
RECOMMENDS
THESE SERVICES:

*Rear axel damage repair
Front end alignment
+ tire replacement (2)*

30%

Discount

JMS

Service Advisor

1/4/17

Date

Discount good one month from date of issue.

SECOND CHANCE // BUTTON AND RO STICKER

ON TRACK
Keep your vehicle running



KEEP YOUR TOYOTA

ON TRACK

Keep your Toyota running

ASK ME HOW!

Ask us how to SAVE up to

30%

WHEN YOU SCHEDULE
ADDITIONAL
RECOMMENDED
SERVICES

ON TRACK
Keep your Toyota running

JOB STARTER INFORMATION

Please include this necessary information in all job starters



MileOne Marketing
1 Olympic Place, Suite 1120
Towson MD, 21204

JOB SUBMITTED BY: RMM

DATE: XX/XX/XXXX

RMM APPROVAL:

DIVISION APPROVAL:

- 1. High level description of the project** The Red Dot promotion is a “quick strike” campaign to be used at any time and for any store when they need to move specific models or aged inventory. The red dots symbolize marked down prices, but only for vehicles marked by the red dot.
- 2. What are we trying to accomplish?** (What is the challenge or problem that must be solved?) We are trying to push specific models or aged inventory in order to boost numbers for the month. The specific vehicles to be promoted would be determined by the store.
- 3. Ideal target audience(s)** (ie. prospect, customers who bought in the last 3 years, special financing, etc.) Active & Inactive customers, and prospects. Adults: 25-54 who are ready to buy. They simply need a reason to be pushed over the edge.
- 4. What do we want the audience to do?** What is the CTA? (ie. go online, visit dealership, look at specific model, etc.) We want the audience to go to the website to view the “red dot” vehicles and generate a lead or make an appointment to visit the dealership.
- 5. What’s the SINGLE most important message we need to communicate?** (If you could only say one thing...) We really want to emphasize to the customer that the red dot marked vehicles are at a terrific price, but for an extremely limited time (probably 24-72 hours).
- 6. Support points** (How does this help main message? Please prioritize) Will be included in the word doc that lists all of the details and offers.
- 7. Who are the main competitors? What are they doing?** (ie. enticing offers, giveaways etc.) Their standard monthly themes.
- 8. How will we evaluate our success?** (ie. leads, sales, foot traffic, clicks) email open rate, clicks on website, # of appointments set and # of incremental leads generated during the promotional period.
- 9. Specific deliverables** (What are we producing? What is TBC producing?) Email, Flash Frame, Website Pop-Up, Cling ons, and facebook post [Dealer.com will filter inventory on website, and RMC will post on FB].
- 10. Mandatories** (Include specific disclaimers, URLs, phone numbers and addresses. If a logo must be used for an event,

QUICK START PROMOTION // RED DOT

**RED
DOT**
48 HOUR
SALES EVENT



RED DOT // EMAIL HEADER AND BUTTON

Header: 48 Hour Red Dot Sales Event

Headline: 48 Hours to Save Big!

Subhead: Every vehicle marked with a Red Dot is priced to sell!
Save thousands on already discounted models!

Visual: Show several vehicles in pods with red dots and reduced prices

Button: View Red Dot Inventory



Email Header



Email Button

RED DOT // FLASH FRAMES



RED DOT // WEBSITE POP-UP



RED DOT
48 HOUR
SALES EVENT

Save Thousands
Off MSRP for a
very limited time!

Three cars (blue, grey, and red) are shown in a row, each with a small red dot on its window. The background is light grey with diagonal lines.

[VIEW RED DOT INVENTORY >](#)

RED DOT // FACEBOOK



facebook

Email or Phone Password [Log In](#)
[Forgot account?](#)

Heritage Volkswagen Parkville
@HeritageVWParkville

- Home
- About
- Photos
- Reviews
- Service
- Videos
- Events
- Vehicle Videos
- Posts
- YouTube
- American Cancer Society
- Likes
- [Create a Page](#)

Save Thousands Off MSRP for a very limited time!

[Shop Now](#) [Message](#)

Heritage Volkswagen Parkville
Yesterday at 8:01am · 🌐

Who here is a fan of the 2017 #Tiguan? <https://goo.gl/ko7eWJ>

2017 VOLKSWAGEN TIGUAN: PUTTING THE "SPORT" IN SUV :
Volkswagen Media Centre
Combining a 200-horsepower turbocharged engine with precision engineering, the Tiguan ups the bar...
MEDIA.VW.COM | BY NEWSPRESS LTD

[Like](#) [Comment](#) [Share](#)

Heritage Volkswagen Parkville
January 6 at 8:02am · 🌐

Don't be surprised if people stop to stare at your #CC.

Car Dealership in Parkville, Maryland
4.2 ★★★★★ · [Open Now](#)

Search for posts on this Page

"To provide amenities to guarantee customer satisfaction before, during, and after the sale of our great Volkswagen cars."

1,719 people like this and 1,677 people follow this

675 people have been here

About [See All](#)

9215 Harford Rd
Parkville, Maryland
(888) 430-3904
www.heritagevwbaltimore.com/
Hours 9:00AM - 9:00PM
[Open Now](#)

RED DOT // FILTERED INVENTORY



heritagedealers.com/new-inventory/index.htm?search=&saveFacetState=true&accountId=&year=2015&lastFac

29 Franchises, 16 Dealerships, 16 Brands

Mile ONE HERITAGE A MileOne Company

Locations New Inventory Pre-Owned Inventory Specials Finance Service & Parts About Us

Show Only **30 Vehicles matching:** Year: 2015 [Reset Filters](#)

Sort by Page 1 of 2 [Next >](#)

Keyword

Search Inventory

Location

Year

2017 (505)

2016 (3418)

2015 (30)

2014 (2)

Make


Trim

Body Style

Price

Exterior Color

2015 Jeep Renegade Sport FWD SUV



Engine: 1.4L I-4 cyl
 Transmission: 6 speed manual
 MPG Range: 24/31
 Exterior Color: Glacier
 Interior Color: Black
 Stock #: L5B72963

MSRP: **\$21,970**
 Internet Price: **\$16,138**

[GET EPRICE](#)


Power & Air Group, Sound Group

[Save This Car!](#) [Get Price Alerts](#)

Comments: Power & Air Group (Air Conditioning, Power Heated Mirrors, and Speed Control), Quick Order Package 21A, Sound Group (1-Yr SIRIUSXM Radio Service, 5.0"...

[Compare](#)

2015 Toyota Yaris 3DR LE Liftback



Engine: 1.5L I-4 cyl
 Transmission: 4-Speed Automatic with Overdrive
 MPG Range: 30/36
 Exterior Color: Absolutely Red
 Interior Color: Black
 Stock #: 154382

MSRP: **\$17,340**
 Internet Price: **\$17,094**

[GET EPRICE](#)

Comments: 2-Step Carpeted Cargo Cover, 6 Speakers, ABS brakes, Air Conditioning, AM/FM radio, Audio Steering Switch, Body Color Lower & Back Door Garnish, Brake...

[Save This Car!](#) [Get Price Alerts](#)

RED DOT // WEBSITE BANNER AND PRICING



Contact Us: (844) 211-0331 6324 Baltimore National Pike, Baltimore, MD 21228

Heritage Toyota Catonsville LIVE CHAT Log In

[New Inventory](#) [Pre-Owned Inventory](#) [Specials](#) [Finance](#) [Service & Parts](#) [About Us](#)

New Toyota Inventory in Baltimore, MD

Save Thousands Off MSRP for a very limited time!

RED DOT
48 HOUR SALES EVENT

Heritage Toyota Catonsville
6324 Baltimore National Pike,
Baltimore, MD 21228

HERITAGE TOYOTA
CATONVILLE'S

HOT WINTER

SALES EVENT


Great Selection - With Thousands of
New and Pre-Owned Vehicles to Choose From

Show Only **1032 Vehicles matching:** All Listings

Search By Keyword

Sort by

Page 1 of 65 [Next >](#)



2017 Toyota Yaris iA 4-Door Sedan

Trim: 4-Door
Engine: 1.5L I-4 cyl
Transmission: 6-Speed Automatic
Drive Train: Front-wheel Drive
MPG Range: 32/40
Exterior Color: Frost
Interior Color: Mid Blue Black
Stock #: 3T148244


MSRP: **\$17,915**
Internet Price: **\$16,577**
Our Exclusive Price: **REVEAL RED DOT PRICING**

Comments: 16" x 5.5" Alloy Wheels, 6 Speakers, ABS brakes, Air Conditioning, AM FM RAIDO, Brake assist, Bumpers:

[Watch Video](#) [Save This Car!](#) [Get Price Alerts](#)

RED DOT // WEBSITE DISPLAY BANNERS

Save Thousands on Already Discounted Models!




**RED
DOT**
48 HOUR
SALES EVENT


HERITAGE
AUTOMOTIVE

[VIEW INVENTORY >](#)

HERITAGE
AUTOMOTIVE



**RED
DOT**
48 HOUR
SALES EVENT



Save
Thousands
on
Already
Discounted
Models!

[VIEW INVENTORY >](#)



RED DOT // COASTERS



RED DOT // GIVE-A-AWAYS

**RED
DOT**
48 HOUR
SALES EVENT



RED DOT // STORE INTERIOR MERCHANDISING



RED DOT // STORE EXTERIOR MERCHANDISING



RED DOT // ROOF TOPPERS AND VINYL BANNER



RED DOT // SCRATCH-OFF CARDS



RED DOT // BUS SHELTER ADVERTISING



RED DOT // SERVICE SPECIAL SPINNER



QUICK START PROMOTION // SPOT THE DOT



SPOT THE DOT // FLASH FRAME



FLASH EVENT

7 2 HOURS
THIS WEEKEND ONLY



VIEW ALL
SPECIALS

SPOT THE DOT // FACEBOOK



A screenshot of the Facebook page for Heritage Mazda Bel Air. The page header shows the name 'Heritage Mazda Bel Air' and the URL 'facebook.com'. The main cover image features the 'SPOT THE DOT FLASH EVENT' logo. The left sidebar contains navigation links such as 'Home', 'About', 'Reviews', 'Photos', 'Videos', 'Service', 'YouTube', 'Events', 'Vehicle Videos', 'Posts', 'American Cancer Society', and 'Likes'. The main content area displays a post from 'Heritage Mazda Bel Air' with the text 'Take a #Mazda3 for a spin!' and a photo of a car's interior. The right sidebar includes a 'Shop Now' button, a search bar, and an 'About' section with a map and contact information: '710 BELAIR Rd, Bel Air, MD 21014' and '(888) 434-3732'. The 'About' section also lists sales hours: 'M - F: 9AM - 9PM', 'Sat: 9AM - 6PM', and 'Sun: Closed'.

SPOT THE DOT // BANNER



heritagemazdabelair.com

Contact Us: 855-411-3134 710 Belair Road, Bel Air, MD 21014

Heritage Mazda Bel Air [Chat Live](#) [Log In](#)

[New Inventory](#) [Pre-Owned Inventory](#) [Specials](#) [Finance](#) [Service & Parts](#) [About Us](#)


New Inventory Specials

HERITAGE MAZDA BEL AIR **SPOT THE DOT FLASH EVENT**

Show Only **1 Vehicle matching:** All Listings Page 1 of 1

Sort by Page 1 of 1

Search By Keyword
e.g., Leather



2016 Mazda CX-3 Touring

Engine: 2.0L I-4 cyl
Transmission: 6-Speed Automatic
Drive Train: Front-wheel Drive
MPG Range: 29/35
Exterior Color: Soul Red Metallic
Interior Color: Black
Stock #: F6131788

MSRP: **\$24,570**
Internet Price: **\$23,311**
[I'M INTERESTED](#)
[View Disclosure](#)

Premium Package, Radio: AM/FM/CD/HD Modular Audio System w/6 Spkrs

Comments: Infotainment System (Aha Internet Radio, E911 Automatic Emergency Notification, Infotainment System Voice Command, Pandora Internet Radio, Radio Broad...

Manufacturer Offers:
[\\$500 cash back on select 2016 Mazda CX-3](#)
[Financing Offer - 0.0% for 63 mos on select Mazda models](#)

[Watch Video](#) [Save This Car!](#) [Get Price Alerts](#) [Compare](#)

[Compare Selected](#) [Deselect All](#) Page 1 of 1

*Your additional costs are accessories that you add, sales tax, tag and title fees for the state in which the vehicle will be registered and freight (Maryland only). A dealer processing fee (not required by law) applies to the state in which the vehicle transaction occurs (\$299 Maryland; \$135 Pennsylvania; \$649 Virginia and North Carolina). See individual vehicle page or contact the store by phone or email for complete details on all offers.

SPOT THE DOT // EMAIL



HERITAGE
AUTOMOTIVE

NEW | USED | SERVICE

SPOT THE DOT
FLASH EVENT
72 HOURS
THIS WEEKEND ONLY

<p>2016 Hyundai Accent SE MSRP \$16,580</p> <p>LEASE \$119 /mo** FOR 36 MONTHS</p> <p>BUY \$11,341* SAVE: \$5,239</p> 	<p>2017 Hyundai Elantra SE MSRP \$18,110</p> <p>LEASE \$119 /mo** FOR 36 MONTHS</p> <p>BUY \$12,971* SAVE: \$5,139</p> 
<p>2017 Hyundai Sonata MSRP \$22,560</p> <p>LEASE \$139 /mo** FOR 36 MONTHS</p> <p>BUY \$18,375* SAVE: \$4,185</p>	<p>2017 Hyundai Santa Fe Sport 2.4 FWD MSRP \$26,245</p> <p>LEASE \$199 /mo** FOR 36 MONTHS</p> <p>BUY \$20,720* SAVE: \$5,525</p>

SPOT THE DOT // BUTTON AND RO STICKER



SPOT THE DOT // STORE INTERIOR MERCHANDISING



SPOT THE DOT // BANNER



SPOT THE DOT // HANG TAG



SPOT THE DOT // SERVICE SPINNER



SPOT THE DOT // GIFT CARDS



OFFER OFFER

OFFER OFFER OFFER
OFFER OFFER OFFER
OFFER OFFER OFFER

*LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EUSMOD
TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM
VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA
COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE

JOB STARTER INFORMATION

Please include this necessary information in all job starters



MileOne Marketing
1 Olympic Place, Suite 1120
Towson MD, 21204

JOB SUBMITTED BY: RMM

DATE: XX/XX/XXXX

RMM APPROVAL:

DIVISION APPROVAL:

- 1. High level description of the project** Create a “quick strike” campaign to be used at any time and for any store when they need to create a sense of urgency or excitement to motivate people to come in and buy now. Main goal: generate leads, move inventory, specifically SUV/TRUCKS.
The focus is for winter and the idea that “Falling Temperatures Mean Falling Prices”!
- 2. What are we trying to accomplish?** (What is the challenge or problem that must be solved?) **When the weather gets cold, consumers tend to avoid going outside and as a result, shopping for vehicles. We are offering an added incentive/reason tied to falling temperatures for prospects to come out and buy, despite the cold weather.**
- 3. Ideal target audience(s)** (ie. prospect, customers who bought in the last 3 years, special financing, etc.) **Active & Inactive customers, and prospects.**
Adults: 25-54 who are ready to buy. They simply need a reason to be pushed over the edge.
- 4. What do we want the audience to do?** What is the CTA? (ie. go online, visit dealership, look at specific model, etc.) **We want to encourage the consumer to go to the website and fill out a lead form!**
- 5. What’s the SINGLE most important message we need to communicate?** (If you could only say one thing...) **When the temperature drops, so do our prices! Every degree below a specific designated temperature you’ll save an additional \$X off all SUV/TRUCKS. Promotion available for an extremely limited time (probably 24-72 hours).**
- 6. Support points** (How does this help main message? Please prioritize) **For example, for every degree under Freezing (32 degrees) as of noon 1/21, we will give you (the prospect) \$100. So if the temperature at noon is 27 degrees, we will give an additional \$500 off the new vehicle of their choice for 48 hours.**
- 7. Who are the main competitors? What are they doing?** (ie. enticing offers, giveaways etc.) **They will continue with their typical monthly promotions.**
- 8. How will we evaluate our success?** (ie. leads, sales, foot traffic, clicks) **email open rate, clicks on website, # of appointments set and incremental leads.**
- 9. Specific deliverables** (What are we producing? What is TBC producing?) **Email, Flash Frame, Website Pop-Up, POS Thermometer, and RMC will post on FB.**

QUICK START PROMOTION // X MARKS THE TRUCK SALE



X MARKS THE TRUCK // POSTER

The main promotional poster features a yellow background with a diamond-plate texture. At the top, a large red 'X' is followed by the word 'HERITAGE' in grey. Below this, the text 'MARKS THE TRUCK SALE' is prominently displayed, with 'MARKS THE' in black, 'TRUCK' in large red letters, and 'SALE' in black. A dashed white border surrounds the top portion of the text. At the bottom, the text 'VIST US TODAY AND DISCOVER SAVINGS UP TO \$1,500 OFF*' is written in black, with 'VIST US TODAY AND' and 'UP TO' in red.

X HERITAGE
MARKS THE TRUCK SALE

VIST US TODAY AND
DISCOVER SAVINGS
UP TO
\$1,500 OFF*

X MARKS THE TRUCK // FLASH FRAME



X HERITAGE
MARKS THE TRUCK SALE



FIND YOUR TRUCK

DISCOVER SAVINGS UP TO \$1,500 OFF*

X MARKS THE TRUCK // WEBSITE PRICING




Contact Us: (844) 202-9431 9801 Reisterstown Road, Owings Mills, MD 21117

Heritage Toyota Owings Mills [Log In](#)

[Home](#) [New Inventory](#) [Pre-Owned Inventory](#) [Specials](#) [Finance](#) [Service & Parts](#) [About Us](#)

[models](#) [Compare](#)



2017 Toyota Tundra Limited 5.7L V8 Truck Double Cab

Stock #: 7T617684
Model: Tundra
Trim: Limited 5.7L V8
Transmission: 6 speed automatic
Exterior Color: Magnetic Gray
Drive Train: 4x4
Engine: 5.7L V-8 cyl
Interior Color: Black
Model Code: 8352
Fuel Type: Regular Unleaded
Hwy MPG: 17
City MPG: 13
Engine Size: 5.7L

MSRP: **\$46,728**
Internet Price: **\$45,978**


[I'M INTERESTED](#)

[Discover Savings](#)

Comments: 4WD and Black. Load this Tundra down with passengers, cargo, whatever! This Tundra's cavernous space will haul around everything you need.
***Your addi...**

Manufacturer Offers:
[\\$750 cash back on select 2017 Toyota Tundra,](#)
[Financing Offer : 1.9% for 60 mos on select Toyota](#)

[models](#) [Compare](#)



2017 Toyota Tundra SR5 5.7L V8 Truck CrewMax

Stock #: 3T617280
Model: Tundra
Trim: SR5 5.7L V8
Transmission: 6-Speed Automatic Electronic with Overdrive
Exterior Color: Super White
Drive Train: 4x4
Engine: 5.7L V-8 cyl
Interior Color: Graph Fabric W/Off-Rd Pck
Model Code: 8361

MSRP: **\$44,683**
Internet Price: **\$43,683**

[I'M INTERESTED](#)

[Discover Savings](#)

[Watch Video](#)

X MARKS THE TRUCK // VINYL LOT PATH



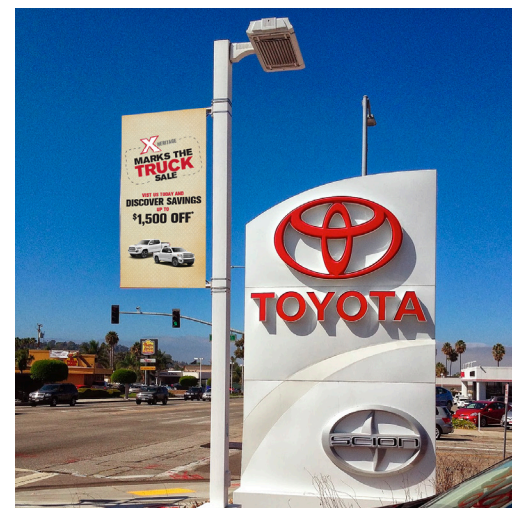
X MARKS THE TRUCK // TRUCK FLAG



X MARKS THE TRUCK // TRUCK BED SIGN



X MARKS THE TRUCK // STORE EXTERIOR BANNERS



X MARKS THE TRUCK // STORE INTERIOR MERCHANDISING



X MARKS THE TRUCK // BUTTON

