



Prepare for Social Distance Marketing Success in 2021

Last year without exception was difficult for dealerships, altering how they do business and interact with customers. In 2021, dealerships can still achieve marketing success but one thing is certain:

Social distance marketing needs to be at the core of how dealerships do business to stay in front of current and potential customers.

With Activator, dealerships can guarantee social distance marketing success by taking these three steps to evaluate budgets and shift tactics:

Step #1 Review Marketing Strategies

To make the most of every dollar, dealerships should carefully review each aspect of their current marketing efforts and budget to get an understanding of:

- How much was spent on marketing in 2020 broken down by campaign and tactic
- Which strategies and campaigns generated the greatest return
- What budgetary moves can be made to fund specific initiatives or departments

Step #2 Prioritize ROI

Investing in marketing strategies that deliver incremental gains in customer engagement and conversions is key. With Activator, dealerships can send targeted email marketing at scale to drive more sales and service visits, a tactic that will stand the test of time—even during a pandemic.

Step #3 Consolidate Vendors & Programs

In 2021, dealerships should consider ways to consolidate marketing vendors and the costs associated with them into one easy-to-use solution: Activator. On average, **Activator can consolidate up to five vendors for dealerships** translating into significant time and budget savings, both of which are always in high demand.

With Activator, dealers can market seamlessly across critical customer touchpoints and positively impact their entire business and revenue using a single solution.

14.3% average open rate for hyper-targeted emails

50 new sales hand-raisers per month on average as a result of hyper-targeted marketing*

20% average conversion rate from marketing hand-raisers to sales*

* Data for top Activator dealers

Is your dealership prepared for marketing success in 2021?
Talk to your Sales representative about Activator today or visit ActivatorDS.com.