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# THE POWER OF POSITIVE INTERRUPTION

How many times do you open your mailbox to discover dozens of mailers, coupons and magazines? How often is your email inbox filled with a ridiculous amount of junk mail? We have all been there. These communications go straight to the trash. They are irrelevant to the average consumer, who does not have time to sift through and find the messages that are significant to them. Consumers are overwhelmed with messages from competing brands.

While it can be difficult to break through all the noise, Kennedy Marketing Group (KMG) has developed proprietary ultra-targeted, multi-channel marketing strategies and sales training events to create "positive interruption" in the lives of your customers. For more than two decades, KMG has been a national leader and provider of effective automotive marketing solutions. With national representation, KMG has worked with over 1,000 dealer clients and has established partnerships with some of the biggest and best in the automotive industry, including individually owned dealerships, large and small dealer groups, automotive technology providers and data compilers. KMG's top priority is maximizing profits for its clients utilizing its copyrighted, trademarked and innovative solutions and its proprietary and well-known trade dress.

When starting any marketing campaign, it is vital to understand that the contacts in your database want to be treated as individuals with unique wants and needs. A major problem dealerships have is identifying individuals in their database who still own their vehicles. Research demonstrates that 20-40 percent of the customers in a dealership's DMS no longer own the vehicle on file. KMG's proprietary data services and Vehicle Owner Verification (VOV™) process systematically analyzes a dealership's DMS to identify whether a customer still owns the vehicle on file. Instead of merely extracting potential buyers from a dealer's database, KMG uses such knowledge to craft a different message to these customers, while maximizing impact on pure, in-the-market buyers. Dealerships can more effectively use their marketing budgets, which translates to higher ROIs and CSI scores.

James Kennedy, CEO/president of KMG, is consistently ahead of the game in offering advanced marketing technologies and customized strategies to ensure his dealership clients maximize their marketing investments: "Kennedy Marketing Group is always looking for and developing new and innovative ways

*to best serve our clients, and that is why we are so excited about our game-changing Vehicle Owner Verification process. We pride ourselves in identifying with, and providing in-the-market, pure buyers to our clients, and this initiative is a very important component to assuring continued success to our dealer clients nationwide."*

Using interconnecting marketing channels, KMG creates familiarity, recognition and reconnection between dealerships and their customers. KMG starts dealership campaigns featuring proprietary hand-addressed, customized invitations, written by real people. This uniquely personal touch instills curiosity, excitement and generates much higher-than-average open rates. In a stack of everyday mail, recipients will consistently open this invitation first. A follow-up and personal email blast is strategically sent, including a link to a personalized web page, also known as a pURL. This, combined with call tracking and ringless voicemails, provides the most impactful solution for optimum results. Each of these channels resonates a now familiar message that a dealer cares about its individual customers. After receiving a personal invitation from the owner or general manager of the dealership and a follow-up email from the same individual, and hearing his personal invitation, a customer feels validated and important. KMG's multi-channel Personalized Power Invitation™ campaign tactically reaches the targeted audience with messages throughout the entirety of the campaign in order to retain the individual's personal attention.


Cory Dupriest, general sales manager of Street Toyota, states, "I am a believer! Over multiple campaigns KMG has tested 14,342 of our customer sales and service records using their Vehicle Owner Verification process. Of the 14,342 records, 3,057 no longer owned the vehicle on file, so we sent them a different message. On our first campaign using 10,000 records, KMG helped us sell 180 vehicles for a 1.8 percent conversion on sales and we serviced 1,670 vehicles for a 16.7 percent conversion on service, providing us a 34 to 1 ROI! We have since

*done two more campaigns that also achieved similar great results!"* It's no surprise KMG invitations generate an exceptionally high open and response rate and in-store traffic.

Dealerships also need to be prepared to handle the traffic generated by a KMG campaign. KMG's Appointment Driven Sales Event provides training in handling high customer traffic situations, as well as a customer acquisition process utilizing in-the-market leads.

Rob Terry, associate general manager of Findlay Chevrolet Buick GMC, and his team have thrived during these events: "We were hoping that this Appointment Driven Sales Event would help us move the needle. The results were exactly what we were hoping for. We moved the needle! Since then we have had Alan (event manager) and the event back to our dealership many times, each time yielding better and better results. The sales team looks forward to his arrival and sales morale goes through the roof. We sell a lot of cars during the sale, and have a lot of residual business the following week. He teaches the team how to effectively work the phones and our dealership has benefited time and time again. We are a huge fan of Alan and KMG. We are looking forward to our next event."

KMG's comprehensive, three-day training and sales events are designed to train a sales staff to make and close real appointments. The on-site event manager will instruct and assist a sales team committed to advancing their sales skills. When experiencing hands-on, in-the-field, on-the-job training and sales support, the sales team is able to ask questions and capitalize on their strengths in real sales situations, while maximizing profits. These highly effective training events foster an appointment setting culture that endures and is reflected in the actions of each sales team.

KMG has consistently proven its unique ability to deliver exceptional multi-channel marketing campaigns, in-the-market consumers, and revenue into each dealership client for whom they work. Dealerships can be confident KMG will "positively interrupt and influence" their customers and maximize their profitability. Kennedy Marketing Group directs readers to its promotion in this month's Auto Success magazine on the adjacent page. 

# Make Damn Sure... You Know Your Customers...

# VOV™

## VEHICLE OWNER VERIFICATION

## Kennedy Marketing Group's Vehicle Owner Verification reconnects you with your lost customers.

### Case Studies:

**KIA DEALERSHIP - FL**  
15,586 Records Tested  
~ 45% nlov\*

**INFINITI DEALERSHIP - UT**  
4,902 Records Tested  
~ 32% nlov\*

**FORD DEALERSHIP - NY**  
5,155 Records Tested  
~ 43% nlov\*

**CHEVROLET DEALERSHIP - IL**  
3,457 Records Tested  
~ 27% nlov\*

**NISSAN DEALERSHIP - TX**  
6,000 Records Tested  
~ 29% nlov\*

**CJDR DEALERSHIP - OH**  
4,941 Records Tested  
~ 31% nlov\*

\*No longer own vehicle.

**CONTACT US TODAY FOR YOUR FREE ANALYSIS**

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