



PRIVATE SALES EVENTS

THE DIFFICULT PROBLEM WE SOLVE

- Low showroom traffic
- Oversaturation of dealer marketing
- Declining results from traditional sales events
- Less influence over shoppers' final decisions

OUR SOLUTION

- Identifies current, previous, and conquest customers who are ready to buy now
- Delivers quick high-impact lift in quality showroom traffic
- Tracks, tests, and measures marketing
- Prepares and equips sales team to align with marketing

MEET THE TEAM:



Jamil Zabaneh
President of
J&L Marketing



Ken Schaeffer
Regional
Vice President

Jamil has over nine years of experience pioneering digital marketing solutions & a track record for creating innovative marketing solutions for the automotive industry's most complex challenges.

Ken has over 30 years of experience in the automotive sector and a deep understanding of today's market. His extensive experience within dealerships and in sales leadership and marketing allows him to strategically help dealers achieve more than ever before.

WHY IT'S HARD TO SOLVE THE PROBLEM

- Shoppers visit less than 1.4 dealerships
- They no longer rely on dealerships for information about offers & incentives
- They're making decisions before contacting a dealership
- They aren't as easily influenced by traditional marketing
- Dealers lack data on what marketing delivers best results
- Dealer marketing and sales do not align

KEY FEATURES

- Turn Key Program
- Response Analysis
- Data Analytics
- Optimized Marketing Funnel (Fully Automated Marketing, Including Direct Mail, Email, & Landing Pages)
- BDC Services for Quick & Easy Contacting & Follow-Up
- On-site Promotion Coordinator
- J&L University

Targeted Customers Buy

3.7X MORE VEHICLES

Over a 30 day period

5 VARIABLES WE MONITOR TO DELIVER RESULTS

1. Target List
2. Event Specifics (Dates, Times, Gifts, Etc.)
3. Themes (Headlines & Offers)
4. Creatives (Imagery & Layout)
5. Showroom Traffic & Sales

THE BUYING JOURNEY HAS CHANGED

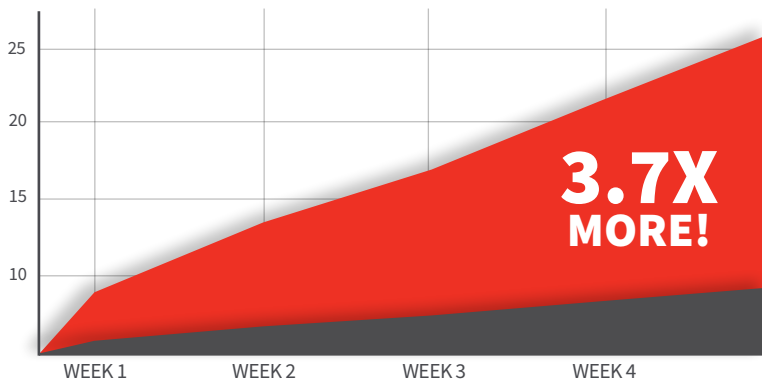
Dealers who hope to influence shoppers to their dealership instead of the competition must target in-market shoppers at exactly the right time.

68 VEHICLES SOLD/MO
OCEAN HONDA OF WEYMOUTH

58 VEHICLES SOLD/MO
KERRY TOYOTA

51 VEHICLES SOLD/MO
LEXUS ROUTE 10

FORECAST - AVG. VEHICLES SOLD OVER 30 DAYS



27 CARS SOLD WITHIN
30 DAYS WITH
SALES EVENT

7 CARS SOLD WITHIN
30 DAYS WITHOUT
SALES EVENT

CLICK HERE NOW



**TO SCHEDULE AN
APPOINTMENT ONLINE**

*Calculated based on percentages from customers targeted vs. a control list of customers who would have been targeted but were not.

Click to call or email: [800.346.9117](tel:800.346.9117) | learn@jandlmarketing.com | jandlmarketing.com

more **traffic.** more **selling.**