



VIRTUAL SALES EVENTS

DEALER PROBLEMS WITH EVENTS

- Low conquest response rate
- Appeals to shoppers who would have bought regardless
- Too many gift seekers
- Oversaturates database with similar offers

OUR EVENT MARKETING SOLUTION

- Exclusive offer which appeals to a large audience
- A motivating message that doesn't need a gift or giveaway
- High conquest success rate
- Tracks all activity so you can be informed when you reach out

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 THEY'RE HARD TO SOLVE

- Prospects would rather research online rather than coming to your dealership
- Traditional events appeal to buyers that have already decided to buy from you
- Marketing offers haven't changed, yet the way people shop has
- Reliant on OEM incentives

KEY FEATURES

- Direct Mail
- Email
- Landing Pages
- Facebook, Flyers and Banners
- Interactive Dashboard that shows you what they are looking at in real time

3X MORE LEADS

than traditional sales events for 15 months in a row!

5 GAME CHANGERS

1. Runs All Month
2. Offers Your Competitors Can't Make
3. Doesn't Require Gifts
4. 100% Automated
5. Customers Shop 4X Longer

SHOPPERS RELY ON DEALERS LESS EACH DAY FOR THE INFO THEY NEED TO BUY A CAR

A Virtual Sales Event turns the tables on today's car buyers.

292 LEADS PER MONTH
NEW CITY NISSAN

138 LEADS PER MONTH
DEAN ARBOUR FORD

218 LEADS PER MONTH
SANSONE TOYOTA

PERFORMANCE AVG. & FORECAST BY TARGET VOLUME

TARGET AMOUNT (50% CONQUEST!)		2,500	3,500	5,000	7,500
LEADS					
WEB LEADS	2.5%	63	88	125	188
PHONE CALLS		16	22	32	48
TOTAL LEADS	3.14%	79	110	157	236
HIGH ENGAGEMENT WEB LEADS					
PAYMENT REQUESTS	12%	9	13	19	28
PRE-APPROVED REQUESTS	3.2%	3	4	5	8
TRADE-IN INFO	15.2%	12	17	24	36
VEHICLE DETAIL PAGE	37%	30	41	58	87
SOLD		14	20	29	43
COST SUBTOTAL		\$3,795	\$4,915	\$6,445	\$9,095

*Pricing per month based on a 90 day commitment.



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

more traffic. more selling.