



Sell more cars without spending a penny more on marketing.





The first-ever text-message trade value technology for car dealers.

- **IT'S EASY:** Plugs into all in-house and outsourced agency marketing efforts
- **IT'S AUTOMATED:** Magic URL takes over – entire shopper interaction is automatically generated

1

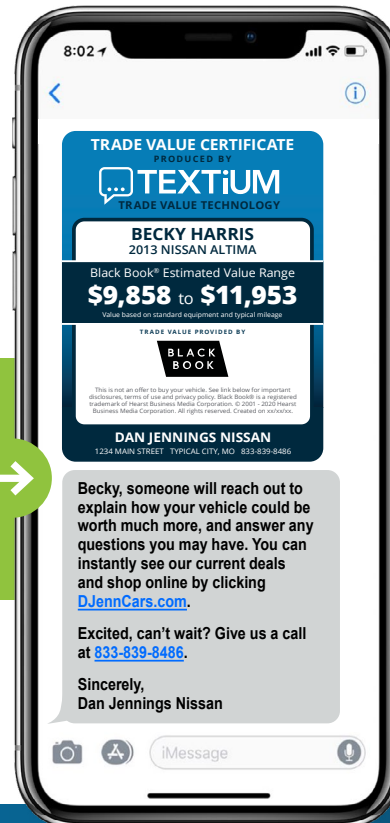
Copy and paste the Magic URL into any digital channel

magicURL.com/dealer#



2

In-market shoppers are identified and texted their vehicle's trade value



3

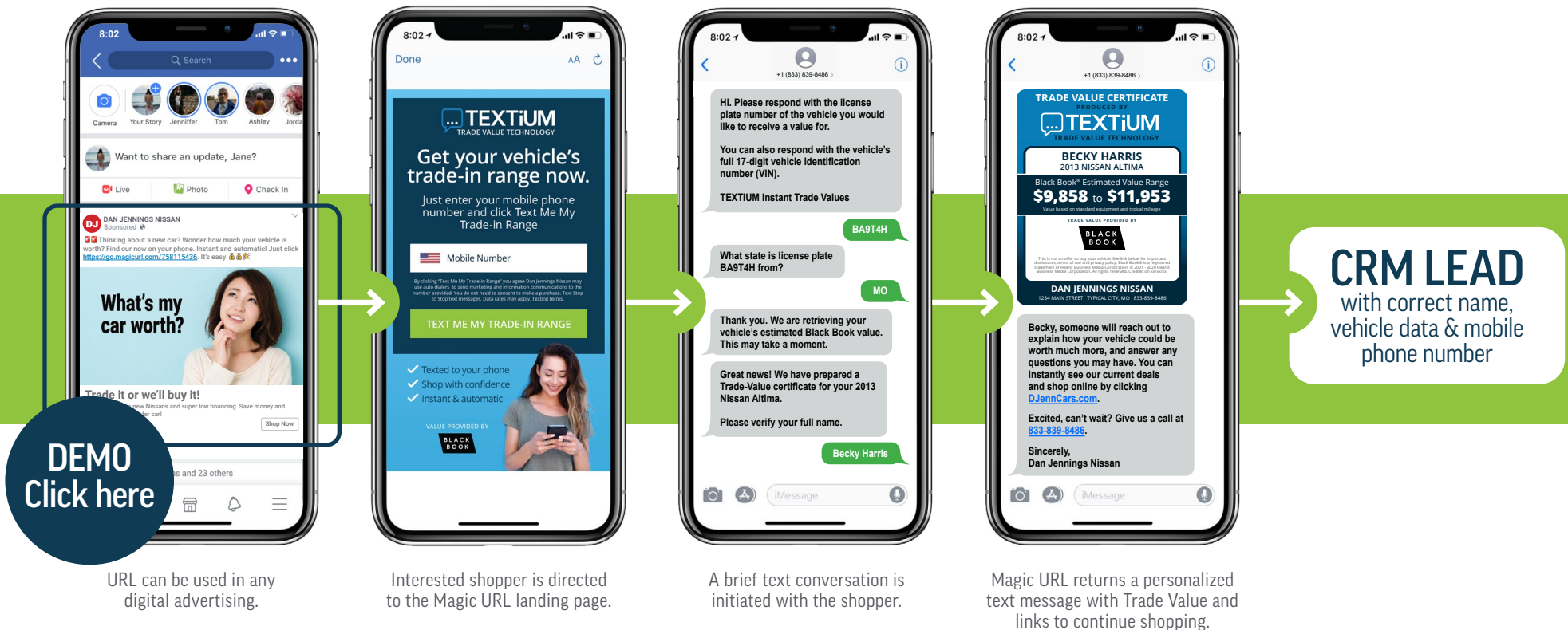
Real-time leads and hot notifications with name, vehicle, and verified mobile number are sent to the dealer





Eliminates outdated form-fills.

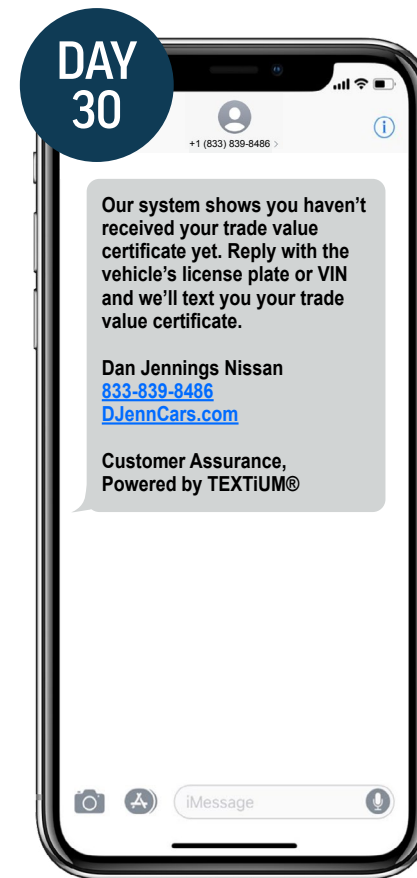
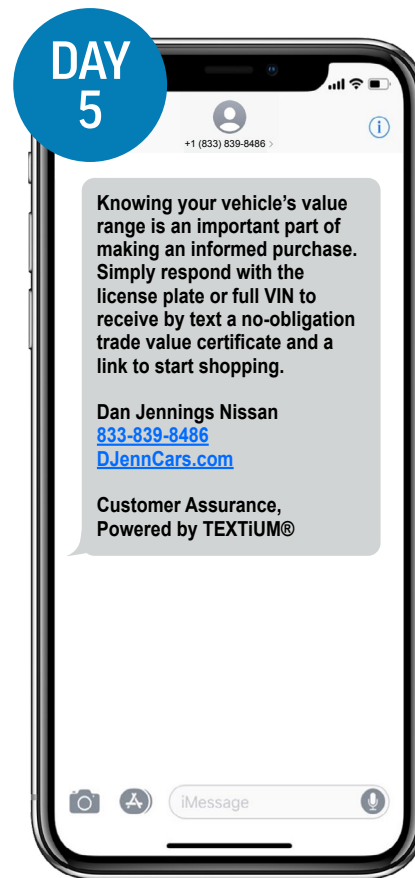
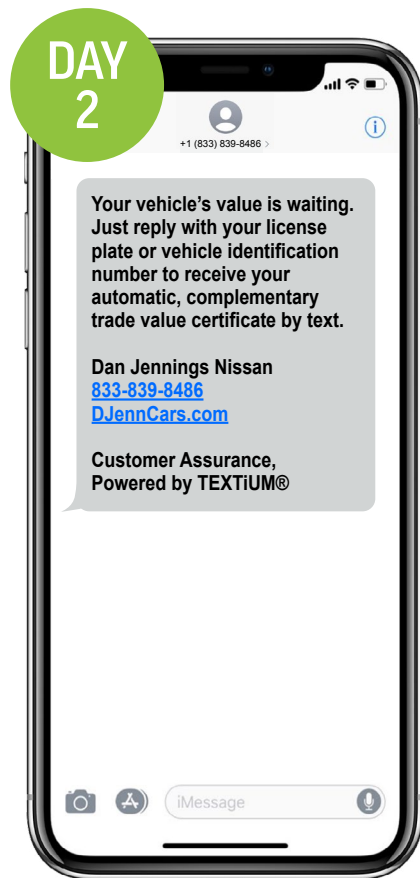
- “Text for your trade value” creates a new and exciting call-to-action
- In-market shoppers prefer to text and take advantage of the offer
- Each mobile number is captured, creating a high quality lead



Social media ads and posts • Email campaigns • Google ads • Video pre-roll • Website chat

Increased **lead volume** with Automated follow-up.

- Outdated systems can't follow-up with a shopper who abandons
- Magic URL leverages automatic texting to follow-up with every interested shopper
- Shoppers are encouraged to complete their trade evaluation, and receive a link to shop the website or call

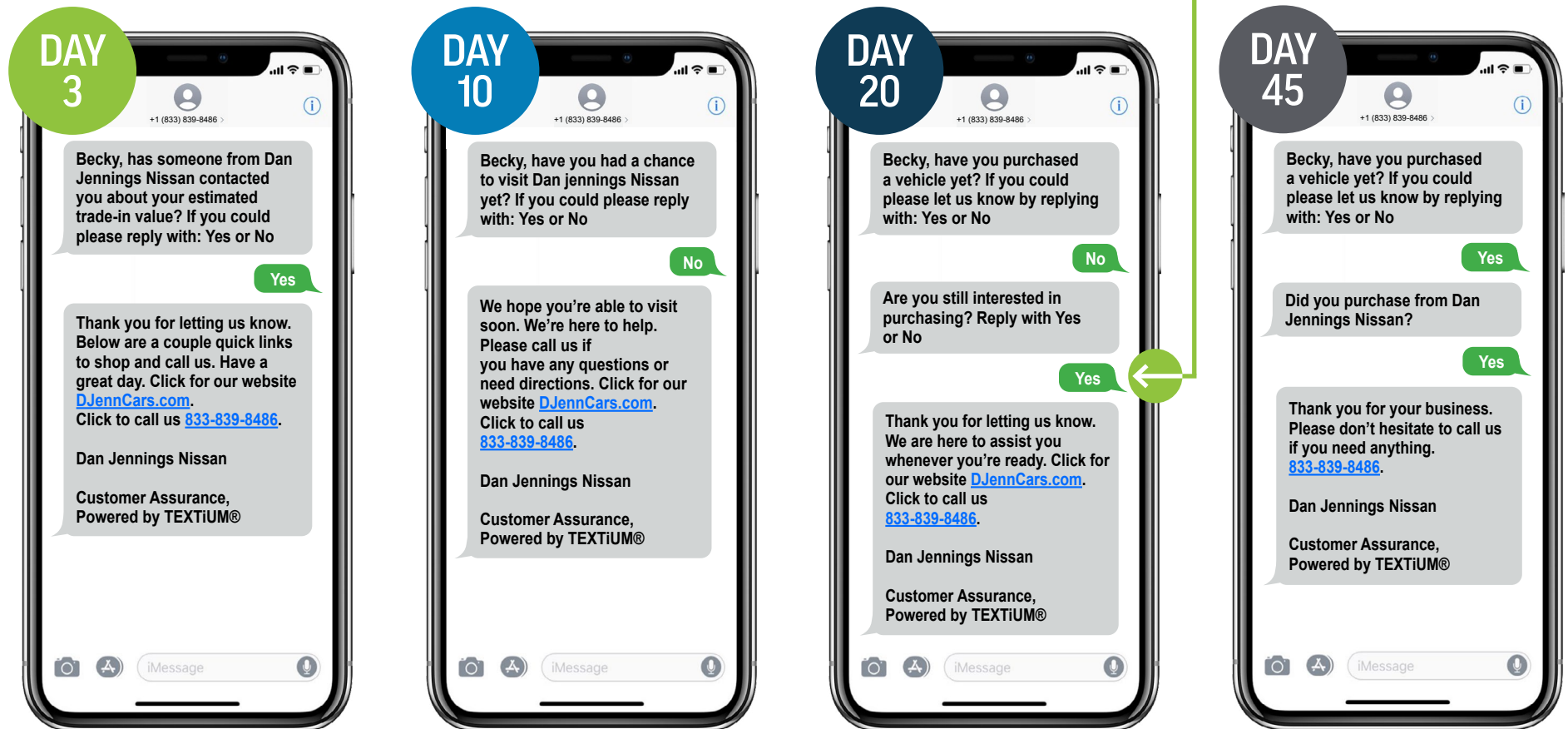


Increased **sales volume** with Automated follow-up.

- Your BDC may forget about leads, but Magic URL never does
- Magic URL verifies that each interested shopper is contacted, converted, and sold
- Hot notifications identify anxious buyers and instantly notifies the dealer's CRM

NOTE

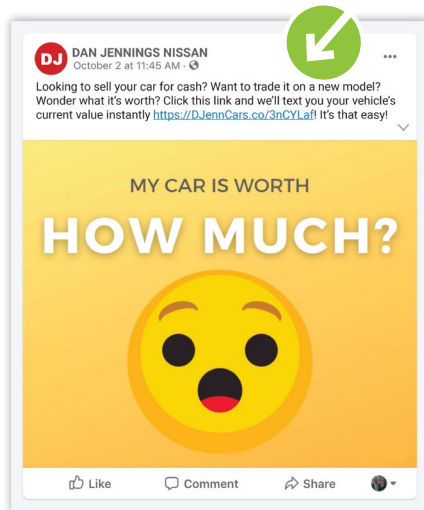
Day 20/45, if customer answers "Yes, I'm still interested", a **HOT Notification** is sent to the dealer's CRM



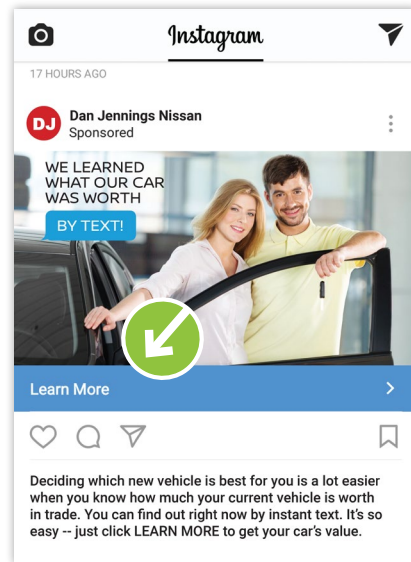
Digital marketing examples.

- Plug Magic URL into any current social media posts or paid ads

Facebook ad



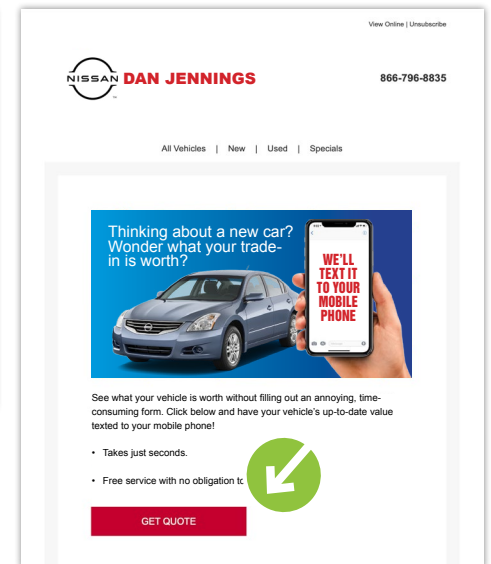
Instagram post



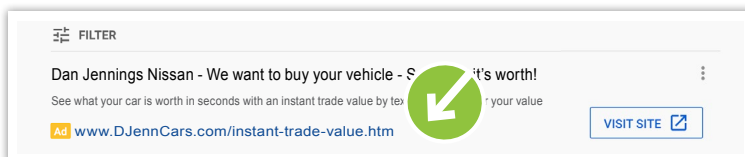
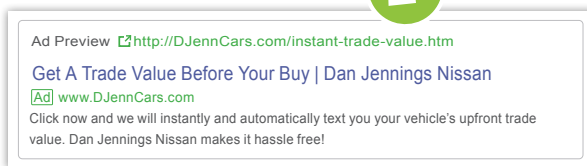
Google web ad



Dealership blog



PPC ads



You Tube



Email marketing examples.

Email campaigns

DAN JENNINGS NISSAN

NISSAN

BUY BACK SALE EVENT

We need pre-owned vehicles and **WE WANT TO BUY YOURS!**

Find out what it's worth right now on your mobile phone. Click below for your **instant, automatic trade value text**. No phone call required.

WE'LL TEXT YOU YOUR VEHICLE'S VALUE

CLICK FOR TRADE VALUE

DEMO Click here

NISSAN MAXIMA

\$399/mth* **SHOP NOW**

Special financing offers for a **LIMITED TIME ONLY!**

BIG DISCOUNTS on NEW Nissans & pre-owned vehicles!

150 NEW NISSANS AVAILABLE

Special Red Tag prices on each one! Save thousands before month end.

60 SECOND CREDIT APPROVAL

Get pre-approved before you shop! No Social Security # needed. No impact on your credit score.

CLICK NOW

Limited time event - sale ends July 31, 2020

DAN JENNINGS NISSAN

1234 Main St. • Typical City, MO 63033
833-839-8486 | www.DJennCars.com

- Plug Magic URL into all internal and outsourced email marketing
- Move interested shoppers to a texting experience
- Instantly drop them onto your website to start shopping
- Magic Automation continues to follow-up to generate more sales and leads

CRM autoresponder and BDC emails

Message

Delete Archive Reply Reply Forward Attachment Meeting Move Junk Rules Move to Other Read/Unread Categorize Follow Up Send to OneNote Insights

Dan Jennings Nissan

Tim Rice <trice@djenncars.com>

Becky Harris

Thursday, November 5, 2020 at 2:45 PM

Show Details

DAN JENNINGS NISSAN

1234 Main St. • Typical City, MO 63033
555-555-5555 | www.DJennCars.com

Hi Becky. Thank you for your interest in a 2020 Nissan Altima. Someone will call you as soon as we open in the morning. If you'd like to get a value for your vehicle, our system can text you one automatically at anytime. It's simple. Just click here www.DJennCars.com/instant-trade-value.htm

Sincerely,

Tim Rice
Internet Manager
555-555-5555
trice@djenncars.com



Magic Keyword™ technology updates traditional marketing with texting.

- Choose any keyword with local “text-to” phone number
- Shoppers can text the keyword or their license plate number

1

Add your unique keyword and local number to any traditional marketing

2

A brief text conversation is automatically initiated with the shopper

3

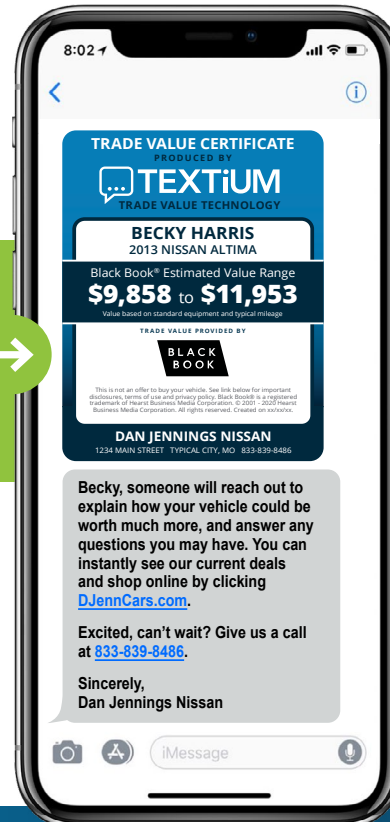
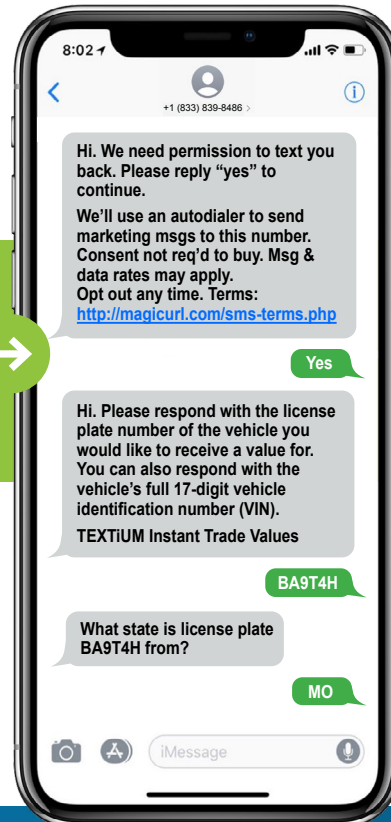
A personalized text response with Trade Value and links to continue shopping is delivered

4

Real-time leads and hot notifications with name, vehicle, and verified mobile number are sent to the dealer

Magic Keyword

Direct mail
Dealership POP
Billboards & banners
Vehicle descriptions
OTT video
TV & Radio



Direct mail marketing examples.

Sales letters

You're Pre-Qualified!
FOR AN AUTO LOAN FROM \$3,000 UP TO \$35,000!

32*****AUTO**3DIGIT1234
J150974 429
Becky Harris
15 Elm Street
Typical City, MO 63305



Congratulations!

Dear Becky,

Good news! Your estimate excellent payment history means **you've been pre-qualified for auto financing up to \$35,000*** to be used to purchase a new, used or certified pre-owned vehicle at Dan Jennings Nissan. Dan Jennings is offering you competitive financing, available on a variety of in-stock vehicles.

With current rebates, discounts and low interest rates, you could also potentially lower your car payment by thousands each year. Just think of what you could do with all that savings!

Just look at this savings example:

2020 NISSAN ALTIMA
\$299/mth*
Just \$1,999 down
cash or trade



What are you waiting for? This is a great opportunity to use your credit status to drive home in a newer, safer vehicle.

Hope to see you soon!

DAN JENNINGS 
1234 Main St. • Typical City, MO 63033
833-839-8486 | www.DJennCars.com

You can choose to stop receiving "prescreened" offers of credit from this and other companies by calling toll free 1-888-567-8688. See **PRESCREEN & OPT-OUT NOTICE** on reverse side for more information about prescreened offers.



WE'LL TEXT YOU YOUR TRADE VALUE

SEE WHAT YOUR VEHICLE IS WORTH
IN TRADE BY INSTANT, AUTOMATIC
RETURN TEXT RIGHT NOW!

**TEXT VALUE
TO 636-249-2104**

No obligation. No phone call necessary.

- Add your keyword to all your direct mail
- Offer to trade for or buy cars
- No more sending mail and just hoping
- Generate leads, sell more cars, and make more money!

Service mail



YOUR VEHICLE IS DUE FOR SERVICE

Our records indicate your 2014 Nissan Altima is due for regular maintenance. This service will help keep your vehicle performing as designed and is highly recommended by Nissan.

Dan Jennings Nissan is your nearby Nissan dealer with factory-trained technicians and the latest in diagnostic and repair equipment. We are ready to help with all your needs.

**CALL NOW FOR AN APPOINTMENT
833-839-8486**

OIL CHANGE SPECIAL

\$27⁹⁹

**LUBE, OIL & FILTER
CHANGE**

DAN JENNINGS NISSAN

Gas engines only. Includes complete change of engine antifreeze. Must present at time of write-up. Limit one certificate per vehicle. Cannot be combined with any other offer. Offer good through 12/31/21.

BRAKE SPECIAL

\$59⁹⁹

**FRONT BRAKE PAD
REPLACEMENT**

DAN JENNINGS NISSAN

Gas engines only. Includes complete change of engine antifreeze. Must present at time of write-up. Limit one certificate per vehicle. Cannot be combined with any other offer. Offer good through 12/31/21.

BEEN IN AN ACCIDENT? Don't forget we have a complete Collision Repair Center that works with all major insurance companies.

**Call 833-839-8610
Free Appraisals!**

DAN JENNINGS 

1234 Main Street Typical City, MO 63305 • 833-839-8486 • www.DJennCars.com

TIME FOR A NEW CAR? See what your trade-in is worth **right now on your mobile phone!** Instant, automatic and FREE! Text **VALUE** to **636-249-2104**

Instore marketing examples.

- Use your keyword on any instore POP or any other printed or customer-facing materials

Service drive banners



RO estimates & receipts

DAN JENNINGS NISSAN		001001	QTY.	PART NO.	DESCRIPTION	@	AMOUNT
1234 Main Street Typical City, MO 63301 • 636-249-2104		TAKEN BY					
NAME	TEL HOME						
ADDRESS	TEL WORK						
CITY/STATE /ZIP	DATE IN	DATE OUT					
COLOR	YEAR	MAKE/MODEL	LIC NO.	ODOMETER			
ENGINE NO.	FRAME NO.	KEY NO.					
SERVICES REQUESTED / PROBLEMS							
<input type="checkbox"/> FULL SERVICE <input type="checkbox"/> OIL/FILTER CHANGE <input type="checkbox"/> CHAIN <input type="checkbox"/> CARBS <input type="checkbox"/> VALVES <input type="checkbox"/> TIMING <input type="checkbox"/> WHEEL ONLY <input type="checkbox"/> ENGINE ONLY							
(PARTS LISTING MAY BE CONTINUED ON BACK)						TOTAL	
DESCRIPTION OF WORK PERFORMED							
WE RECOMMEND THE FOLLOWING REPAIRS							
ESTIMATED COSTS						TOTAL LABOR	
PARTS \$	LABOR \$	TOTAL \$	TOTAL PARTS				
I hereby authorize the above repair work to be done along with the necessary materials. You and your employees may operate above vehicle for purposes of testing, inspection, or delivery at my risk. An express mechanics lien is acknowledged on above vehicle to secure the amount of repairs thereto. It is also understood that you will not be held responsible for loss or damage to vehicle or articles left in vehicle in case of fire, theft or any other cause beyond your control.			GAS/OIL/GREASE				
CUSTOMER SIGNATURE X			SUPPLIES				
REVISED ESTIMATE			ACCESSORIES				
PARTS \$	LABOR \$	TOTAL \$	STORAGE				
NOTICE: A SERVICE FEE OF \$ 10 PER DAY WILL BE CHARGED IF VEHICLE IS NOT PICKED UP WITHIN 7 DAYS OF NOTIFICATION OF COMPLETION.			EPA/WASTE DISPOSAL				
SEE WHAT YOUR VEHICLE IS WORTH RIGHT NOW ON YOUR MOBILE PHONE! Instant, automatic and FREE! Text VALUE to 636-249-2104			TAX				
			TOTAL				

Waiting room & showroom TVs



Other marketing examples.

- Use your keyword on any instore POP or any other printed or customer-facing materials

Outdoor



TV & OTT videos



Radio

Radio Spot

Spot: Spring Buy-Back
Code: DJN21-04
Length: 30 sec
Client: Dan Jennings Nissan
Date: 3/21

ABC
ADVERTISING

VO Dan Jennings

DAN:

Spring has sprung at Dan Jennings Nissan, and we need to increase our pre-owned inventory right now! We're looking to buy or trade for top-quality vehicles of all makes and models, and that includes yours. We'll pay above market value and get you into a newer model for less than you think. Want to know what your vehicle is worth right now? Just text VALUE to 636-249-2104 and

within seconds we will text you back your official value certificate.

Again, text VALUE to 636-249-2104 to have your vehicle's current trade value sent to your mobile phone. It's free, automatic, and

there's no need to call or visit. Don't miss the big buy-back

event at Dan Jennings Nissan, on Main right off I-70. Or go to

DJennCars.com.

Included Magic Website Lead Accelerators boost website lead quantity and quantity.

- Nothing for you to do. Magic URL's team works with your website provider
- Offer instant trade values via text
- Shoppers never leave your website



What do you get?

- ✓ Your unique www.magicURL.com/subscription# URL
- ✓ Your keyword and local text-to phone number
- ✓ Free website lead accelerators
- ✓ Quickstart Welcome Kit
- ✓ Unlimited lead volume
- ✓ Unlimited support

What does it cost?

FREE
for first
30 days

\$495
set-up fee

\$695
per month

No hassle.
Cancel at
any time