



The Ultimate  
Driving Machine®

# RSVP EVENTS CAMPAIGN PROPOSAL



AUGUST 2018

**Jamil Zabaneh**  
President  
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**Ken Schaeffer**  
Director of National Accounts  
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J&L Marketing was founded in 1991. At the time, most car dealers had a disconnect between sales and marketing. In response to this pain point, we designed turn-key direct marketing solutions. These marketing solutions have proven widely successful and J&L Marketing has experienced rapid growth.

Today, J&L Marketing has more than 100 employees and representatives throughout the United States. We've increased traffic and sales for over 7,000 dealerships and have preferred vendor relationships with seventeen automotive brands.

## We Help You Win

### Campaign Management

Everything you need to produce real results.

### Marketing Strategy

Instant traffic, amazing conversions, elite customer experience.

### Deep Data

Identifies who we target, when the right time is, and how we motivate them to respond.

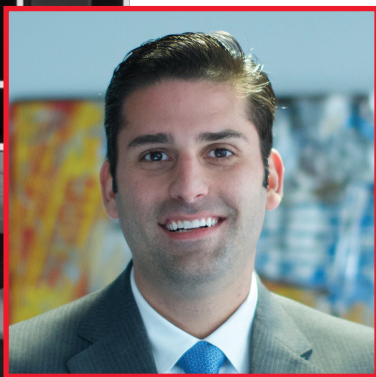




**Ken Schaeffer**

**Director of National Accounts**

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.



**Jamil Zabaneh**

**President of J&L Marketing**

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.

# WHY J&L MARKETING?

We create a better customer experience and generate higher customer participation rates by inviting recall customers to a multi-day recall initiative that allows them to schedule their service at a time that works best for them. This strategy streamlines the internal process for BMW dealers, which results in higher dealer participation and requires less financial support from BMW. In addition, dealers who choose to run an RSVP Event will benefit by achieving a higher recall completion rate and increasing the potential for future customer-pay opportunities.

## DIFFICULT PROBLEM WE SOLVE

- Improve BMW's recall completion percentage

## WHY IT'S HARD TO SOLVE THE PROBLEM

- Dealerships lack motivation to participate
- Many U.S. car owners are ignoring recalls
- AAM capacity to communicate all the various programs on their plate
- Consumers perceive setting a service appointment as time consuming and inconvenient

## OUR SOLUTION

- Creates a better customer experience
- Higher customer participation
- Is a better internal process for BMW dealers
- Creates a financial opportunity for BMW dealers
- Requires minimal AAM support for enrollment
- Higher dealer participation and less financial support from BMW

## KEY FEATURES



Campaign  
Management



Turn-key  
Marketing Strategy



Full Call  
Center Support



Ringless  
Voicemail



Direct Mail



Email



Landing Pages

# WHY J&L MARKETING?

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Seventy-five percent of owners ignore the notice to bring their vehicle to the dealership for a fix – even when the repair is free. To owners, vehicle recalls mean hours of lost time and energy they don't want to exert. The inconvenience overpowers the need for repair.

To combat this, dealers are encouraged to send – and consumers support – recall reminders that stress the severity of the recall and reiterate the fact that the repair is complimentary and quick.

## 6 Facts You Need to Know

1

Auto consumers consistently state that customer service is the most important attribute to recommending a brand. Customer experience and communication throughout the recall process can negate some of a recall's brand-damaging impacts.

2

Voice communication is currently consumers' most preferred engagement channel.

3

Vehicles from the 2013 through 2018 model years are more likely to be taken in for recall work. Newer models boast a 73% completion rate, while their older counterparts were only brought in for recall fixes just 44% of the time.

4

Compact premium Sports Activity Vehicles are the most likely to have their recalls remedied, at 85%.

5

The types of recalls most likely to be completed involve repairs to a vehicle's powertrain (at 71%), followed by the electrical system (62%) and brakes (66%), all critical components.

6

Most often ignored are issues with a vehicle's suspension, with only 48% fixed and – **curiously, given their critical role in automotive safety – airbags at 47% resolved.**

# PREPARATION TIMELINE

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## SEPTEMBER 1-14

- Create marketing collateral for campaign
- Submit marketing collateral for review by BMW
- Marketing collateral revisions, if any
- Submit marketing collateral for legal approval
- Collect dealers that want to opt out
- Approval of marketing collateral

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## SEPTEMBER 14

- Provide J&L with full list of participating dealers
- Provide J&L full list of recall customers for each dealer

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## SEPTEMBER 15-30

- Work with individual dealers on details
- Set appointment scheduling window
- Clean Lists
- Send through Do Not Call List
- Split list into A/B sends
- Dealers sign-off on marketing
- Gift approval

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## OCTOBER 1-14

- Prepare dealers for campaign

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## OCTOBER 15

- Begin Marketing

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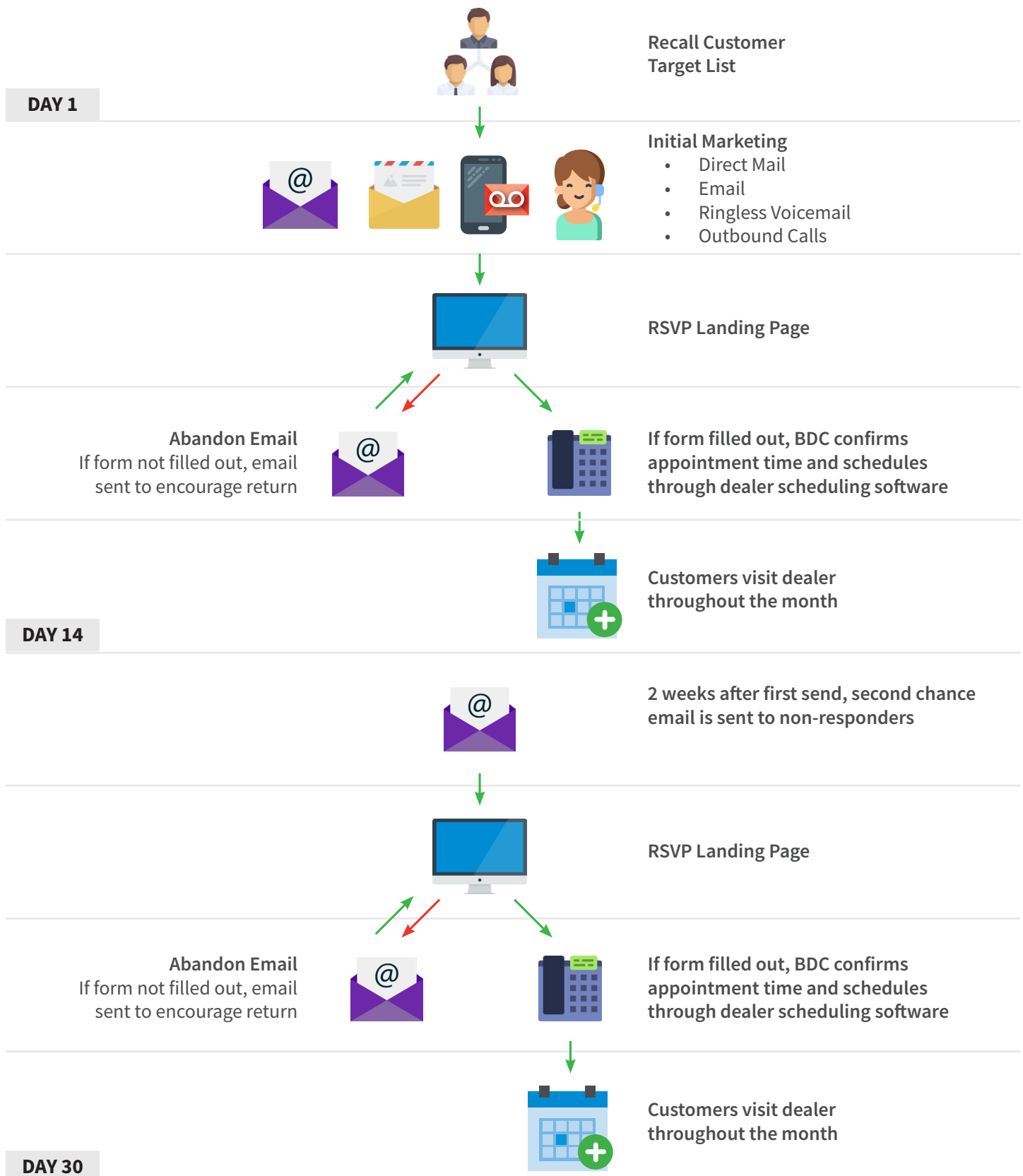
## OCTOBER 16 - NOVEMBER 21

- Dealers perform recall during scheduled appointments

# MARKETING FUNNEL

List will be split into two, marketed over a 60-day period (October 15 - December 15). This distribution will allow dealers to handle recall traffic without affecting their normal service business.

Marketing example for one 30-day period:



# MARKETING COLLATERAL

Direct Mail



## RECALL RSVP EVENT.

Schedule Required: 2014 BMW 328i Air Bag Service  
VIN: WBAUU3C58BA951006

**Attention: Michael Carowner**

As Service Manager here at BMW of Anytown, I want to personally invite you to this special Recall RSVP Event. This is a **high level safety recall**. For your convenience we are allowing you to choose a time that works for you, however, you must schedule by October 31.

One of our BMW factory trained technicians will replace the air bag on your 328i and perform any other required recall service.

### A SPECIAL BMW GIFT FOR YOU

Upon your arrival, you will receive a free Yeti® tumbler, compliments of BMW of Anytown.

### ENSURE PROPER PARTS FOR YOUR 328i ARE IN STOCK.

Simply call 703-555-4321, or visit your personalized website below to ensure that the proper parts are in stock when you attend.

**RSVP.BMWofAnytown.com/MichaelOwner**

This offer is being made to you exclusively as a preferred BMW owner. I look forward to seeing you this month.

Regards,

John Samples  
Service Manager

**Where:**  
BMW of Anytown  
123 Anywhere Street  
Anytown, ST 43098  
703-555-4321  
www.bmwofanytown.com

**When:**  
Schedule at your convenience  
October 1-31.

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## RECALL RSVP EVENT.

Schedule Required: 2014 BMW 328i Air Bag Service





# MARKETING COLLATERAL

## Emails



**Action Required:** High Level Priority Recall Service Required

**VIN:** WBAUU3C58BA951006

Michael Carowner,

Our Recall RSVP Event is coming to a close.

Schedule your free replacement air bag service before October 31 to protect yourself, your passengers, and your vehicle and to ensure the proper parts are in stock.

Schedule your appointment before October 31 and **receive a free Yeti Tumbler, compliments of BMW of Anytown.**

Simply choose a time that's convenient for you and one of our BMW factory trained technicians will replace the air bag on your 2014 BMW 328i and perform any other required recall service.

To RSVP, simply call **703-555-4321**, or visit your personalized website below:

[RSVP.BMWofAnytown.com/MichaelOwner](http://RSVP.BMWofAnytown.com/MichaelOwner)

But hurry – this event ends October 31. I look forward to seeing you soon

John Samples  
Service Manager

**WHERE:**  
BMW of Anytown  
123 Anywhere Street  
Anytown, ST 43098  
703-555-4321  
[www.bmwofanytown.com](http://www.bmwofanytown.com)

**WHEN:**  
Schedule at your convenience:  
October 1-31



**Action Required:** Your free replacement air bag service is overdue on your 2014 BMW 328i

**VIN:** WBAUU3C58BA951006  
**High Level Priority Recall Service Required**

Attention: Michael Carowner

As Service Manager here at BMW of Anytown, I want to inform you about our Recall RSVP Event.

Simply schedule your free recall service at a time that's convenient for you and one of our BMW factory trained technicians will replace the air bag on your 2014 BMW 328i and perform any other required recall service

Schedule your appointment before October 31 to ensure the proper parts are in stock and **receive a free 32oz Yeti Tumbler, compliments of BMW of Anytown.**

Simply call **703-555-4321**, or visit your personalized website below:

[RSVP.BMWofAnytown.com/MichaelOwner](http://RSVP.BMWofAnytown.com/MichaelOwner)

This offer is being made to you exclusively as a preferred BMW owner. I look forward to seeing you soon.

Regards,

John Samples  
Service Manager

**WHERE:**  
BMW of Anytown  
123 Anywhere Street



Michael,

Why did you leave? Your free replacement air bag service is overdue on your 2014 BMW 328i!

**Schedule your appointment before October 31 and receive a free 32oz Yeti Tumbler when you arrive, compliments of BMW of Anytown.**

Simply call **703-555-4321**, or return to your personalized website below to **ensure the proper parts are in stock:**

[RSVP.BMWofAnytown.com/MichaelOwner](http://RSVP.BMWofAnytown.com/MichaelOwner)

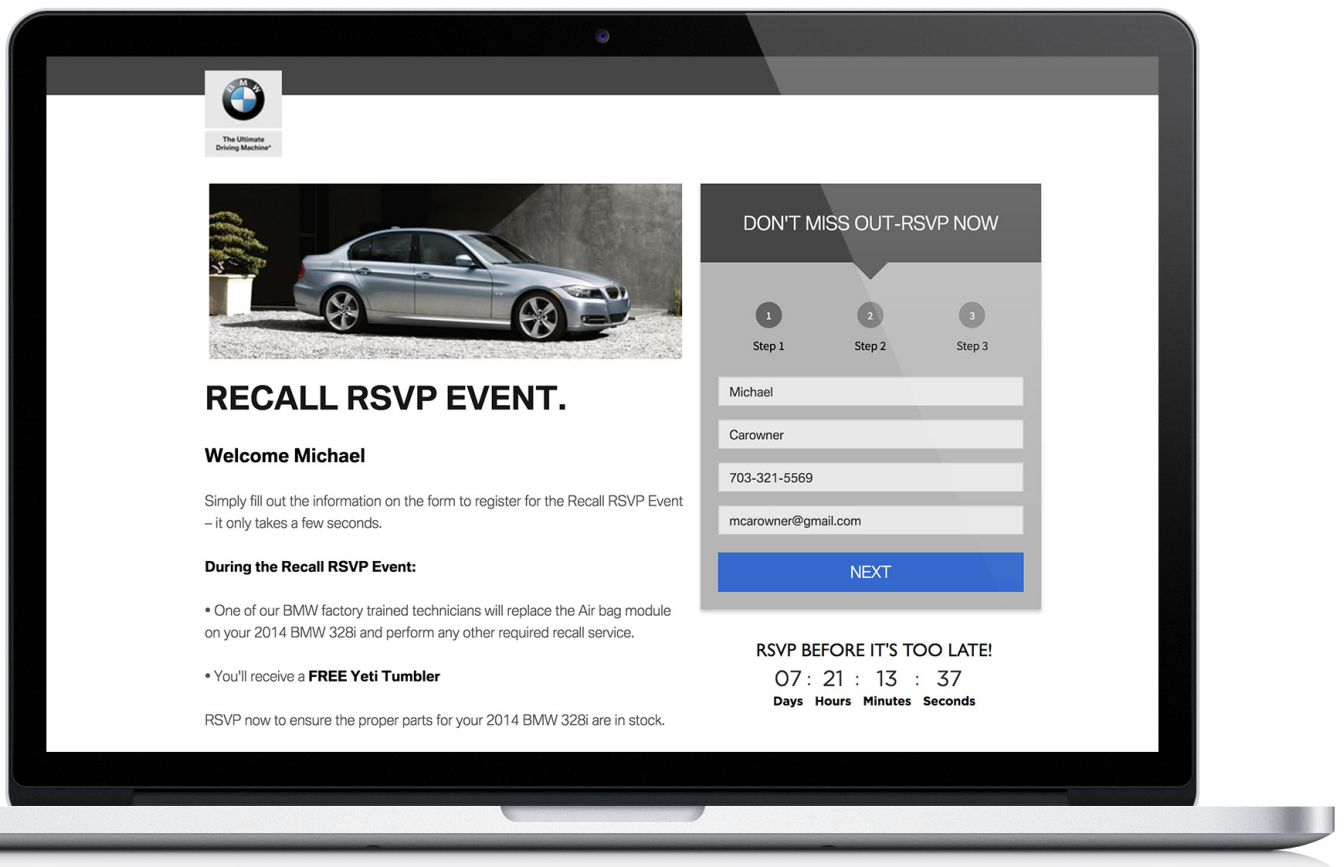
Protect yourself, your passengers, and your vehicle – Schedule your appointment today!

**WHERE:**  
BMW of Anytown  
123 Anywhere Street  
Anytown, ST 43098  
703-555-4321  
[www.bmwofanytown.com](http://www.bmwofanytown.com)

**WHEN:**  
Schedule at your convenience:  
October 1-31

# MARKETING COLLATERAL

## Landing Page



# PRICING

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<b>Per Target Pricing (\$1.37ea.)</b>	1,400,000	\$1,918,000
<ul style="list-style-type: none"><li>• <i>Direct Mail: First Class, high quality full-color duplex printing</i></li><li>• <i>Email: 2 sends as well as landing page abandon and confirmation sends</i></li><li>• <i>Personalized URL landing pages</i></li><li>• <i>Ringless Voicemail</i></li><li>• <i>Lead Advantage: Handle Inbound Calls, Website Leads, Reminder Calls and Follow-Up Calls</i></li></ul>		
<b>Outbound Calls (\$2.25ea.)</b>	210,000	\$472,500
<b>Total</b>		<b>\$2,390,500</b>
<b>Savings over regular pricing:</b>		<b>\$605,500</b>



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