


GRADUATION PACKAGE


Graduation is a big time for many people in your dealership's area. Whether they are looking to celebrate in a big way or just prepare for the new challenges that lie ahead, purchasing a new vehicle is always a consideration. Make sure that when their thoughts turn to a new car, the first dealership that comes to mind is yours. Either of the two versions of our graduation package can do just that.


www.dealerwebsite.com/graduate



Dealership Logo

SHOULDN'T THE NEXT CHAPTER IN ONE'S LIFE INVOLVE FOUR NEW WHEELS?





1.800.123.4567





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Graduation Package

1 8.5" x 5.5" Postcard customized and sent to conquest list



2 E-mail Template customized and sent to your database*



*must be VinSolutions CRM customer for email blast, all others will be provided an HTML template.

3 Website Banner sized to your website rotator



4 Event Landing Page† for event tracking with VinLens

Please Register for this event

First Name

Last Name

Email Address

Phone Number

Best Time to Contact

Comments

Tell us how we can help you make your celebration perfect.

†VinSolutions website customers will have the landing page on their site. All others will be provided with an external landing page..

Graduation Package

Postcard Customization

Contact Information

Customized with dealership website.

Dealership Logo

Dealership must provide logo image. (.ai and .eps preferred formats)

Headline

Multiple Headlines available – see copy page.

Contact Information

Customized with primary dealership phone number.

Vehicle Image

Replaced with Dealer's choice of vehicle (budget conscious vehicle recommended)

Offers Area

Entire area can be modified to dealership specifications

Coupon

Coupon can be edited to dealership specifications or removed.

Copy

Text can be edited to dealership specifications. Multiple text options available.



Graduation Package

E-mail Customization

www.dealerwebsite.com/graduate									
		Dealership Logo							
<p>SHOULDN'T THE NEXT CHAPTER IN ONE'S LIFE INVOLVE FOUR NEW WHEELS?</p>									
<p>[CUSTOMER FIRST NAME] - Graduation brings big changes. Whether the next phase of life involves continuing education or stepping forth into the work force, there will always be both excitement and uncertainty. One thing you don't want to be uncertain about is your vehicle. No matter where you go, you want a vehicle that will reliably get you where you need to be.</p> <p>At DEALERSHIP NAME, we want to make sure your vehicle is ready for the road ahead, if that means helping you to purchase a new vehicle that fits in your budget, or just making sure the vehicle you have has all of its needs met, we are here to help.</p> <p>Call us at 1.800.123.4567 or visit www.dealerwebsite.com/graduate to make an appointment. We'll help you make sure the road ahead is as smooth as possible.</p>		<p>A SENSE OF PRIDE WITHOUT A HEFTY PRICE</p> <table border="0"><tr><td>2011 Ford Fiesta \$13,320</td><td></td></tr><tr><td>2012 Ford Focus \$16,270</td><td></td></tr><tr><td>2011 Ford Fusion \$19,820</td><td></td></tr></table>		2011 Ford Fiesta \$13,320		2012 Ford Focus \$16,270		2011 Ford Fusion \$19,820	
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<p>BE READY FOR WHATEVER LIFE BRINGS</p> <p>20% OFF</p> <p>Up to five quarts of oil. Taxes and disposal fees extra. Diesel and Full Synthetic Vehicles excluded. Hybrid battery test excluded. See dealer for vehicle exclusions and offer details. Expires April 30, 2011.</p>		<p>COMPLETE VEHICLE SERVICE</p> <p>Oil Change, Lube, & Filter Tire Rotation Fluid Top-Off Brake Inspection Battery Test Multipoint Inspection</p> <p>Dealership Name Dealership Address Dealership City, ST 12345</p> <p>1.800.123.4567 www.dealerwebsite.com</p>							

Text Area

Customized to match the postcard.

Offers Area

Customized to match the postcard.

Coupon

Customized to match the postcard.

Contact Information

Customized with dealership address and main dealership phone number.

Graduation Package

Copy Options

Road Ahead Copy

Headline: Shouldn't the Next Chapter in One's life Involve Four New Wheels?

[CUSTOMER FIRST NAME] - The Road Ahead is Full of Uncertainty

Graduation brings big changes. Whether the next phase of life involves continuing education or stepping forth into the work force, there will always be both excitement and uncertainty. One thing you don't want to be uncertain about is your vehicle. No matter where you go, you want a vehicle that will reliably get you where you need to be.

At DEALERSHIP NAME, we want to make sure your vehicle is ready for the road ahead, if that means helping you to purchase a new vehicle that fits in your budget, or just making sure the vehicle you have has all of its needs met, we are here to help.

Call us at 1.800.123.4567 or visit www.dealerwebsite.com/graduate to make an appointment. We'll help you make sure the road ahead is as smooth as possible.

Celebration Copy

Headline: Say 'Congratulations' In Style

[CUSTOMER FIRST NAME] - Announce Your Graduate's Success

Years of hard work, concentration, and tests have resulted in achievement. Let the Graduate in your life know that you appreciate their focus and results. Let them feel a sense of pride in their accomplishment with a new car, or one that's just new to them.

You'll find great deals and specials now at <dealership>. Let your grad enjoy the pride of owning a vehicle that makes a statement about their new status in life, and pride in their success. It's a small gesture but one they will long remember. Come in today. There's no time like the present to visit <dealership>.

Life's special moments deserve a heart-felt "Well Done."