

Lead-On is a specially designed web lead management solution to help car dealerships take full advantage of lead opportunities (of web leads) generated on their websites and of their digital marketing strategy.

Lead-On is a service provided by **Interforce Marketing**, an automotive marketing partner that specializes in relationship marketing. **Interforce Marketing** owns and operates a customer contact center which offers incoming and outgoing call services, otherwise known as a BDC in the automotive industry.

Two independent studies¹ reveal the best practices² for web leads follow up:

- 1 **Speed-to-call is the most significant factor in leads conversion rates.**
- 2 **Calling leads up to six times is the best way to achieve optimal conversion rates.**
- 3 **Conversion rates can be further increased by well-timed contact attempts.**
- 4 **Combining the highest performing telephone and email strategies produces maximum results.**

DO YOU EXPERIENCE ONE OR MORE OF THE FOLLOWING SITUATIONS?

- ✓ You don't have the system to optimally manage your web leads.
- ✓ Your web leads are not called quickly enough by your team.
- ✓ You fail to generate appointments with most of your web leads.
- ✓ Your team has trouble having quality conversations with your web leads.
- ✓ You are afraid of losing sales due to a lack of quality follow-up of your web leads.
- ✓ You lack feedback on web leads from your representatives.

WHY CHOOSE US?

97%*

of your web leads will be contacted within 10 minutes during business hours.

60%*

will be reached.

40
to
50%*

of those leads will be discussing the purchase of a vehicle with one of your sales professionals before most of your competitors can reach them.

*Results may vary on a case-by-case basis.

ADVANTAGES:

- ✓ You focus on sales, not on lead follow-up.
- ✓ You make a great first impression on your prospects.
- ✓ You offer a better customer experience.
- ✓ You increase sales of both new and used vehicles.
- ✓ You improve your return on investment on your marketing budget.

¹Studies published by Velocify and Harvard Business Review

²To find out more on this subject, please see Tip 42 of our book *123 Marketing Tips for Automobile Dealers During Covid-19*



THE ADVANTAGES OF LEAD-ON FOR YOUR DEALERSHIP:

- ✓ **Rapid call-back speed of less than 10 minutes** for each lead, 7 days per week
- ✓ **Increase in the number of conversations** with potential customers
- ✓ **A professional image thanks** to our BDC agents
- ✓ **Note taking directly into your CRM** (Activix, CRMpro 360, DealerSocket, One-Eighty, VINSolutions)
- ✓ **Personalized emails sent** to increase contact rates
- ✓ **Possibility of a promotional event** every 45 days with unreached leads
- ✓ **Omnichannel follow up of all lead opportunities:** telephone, e-mail, and text message
- ✓ **Weekly debrief** with your customer success manager



OUR BDC WORKS FOR YOU BY:

- ✓ **Handling all leads generated** on your website, Facebook Ads, Google Ads, Bing Ads, etc.
- ✓ **Making first contact** with leads generated by OEM and third parties (AutoTrader, CarGurus...).
- ✓ **Establishing trust** with prospects through fast and organized follow-up.
- ✓ **Giving you the option** to manage your chat.

The mission of our BDC agents is to generate positive results by establishing and developing good relationships with your customers and prospects through meaningful and engaging conversation and a friendly, professional approach.



BUDGET:

- ✓ **No installation fee**
- ✓ **Monthly billing**
- ✓ **Set pricing**
- ✓ **Competitive rates**



For more information or to open an account, please
call **1-844-268-6577** or email **danny@interforcemarketing.com**