

Preparing for your Campaign 365 Implementation

To fully maximise the time and effectiveness of your C365 implementation Gemini Systems have put together the following document. Please ensure the relevant staff members read it and take action where required.

What is Campaign 365

Campaign 365 is a fully integrated marketing platform which utilises the rich vein of data held within Evolution to intelligently send marketing information, reminders and general customer contact information. It can send 3 types of Campaigns:

Marketing Campaigns: This type of campaign is used for sending bulk campaigns in a single instance to your customers, whether that be a cross-selection or all your database. Examples include **New Model Launches** or **Winter Checks**.

Reminder Campaigns: These campaigns are perpetual, they are generally set up to run indefinitely, and are triggered by a specific date. Examples include **Finance Expiry Reminders** or **eVHC Amber/Red Recalls**.

Other Campaigns: These campaigns are designed to be information-based or customer satisfaction related campaigns. They can be either perpetual or one-off campaigns. Examples include **Workshop Satisfaction Questionnaires** or **Merry Christmas emails**.

*C365 can also post to social media, currently **Facebook** and **Twitter**.*

What will happen on the day of implementation

To start with our consultant will check the configuration of C365 and make any required changes to the options, configuration and other customisations.

Once the above is complete, we will begin training on the various areas of C365, what functions it includes and how to view, create and amend campaigns. Generally, but not always, this includes setting up 2 or 3 different LIVE/real-life campaigns.

After the initial training, we will then request that the end users of C365 use the module to configure some/some/all the remaining campaigns that the dealer requires.

By the end of the implementation day we expect that C365 will be fully operational and several campaigns should have been created and either scheduled or actively running.

What preparation is required prior to the implementation

Prior to the implementation day, Gemini Systems will discuss the technical requirements with you and/or your IT team to get your Evolution system updated to the latest version, ensuring your email authentication is properly configured and any other technical config that is required.

C365 requires a certain level of input from the dealership to maximise its utilisation. Prior to implementation the dealership should have a well-defined plan of what types of campaigns are to be sent using C365. The plan should include:

1. What campaigns are to be sent for service, Sales, Parts and General Communication
2. What timescales and other filtering criteria is to be used
3. What content (wording) it to be included in each correspondence.
4. What images are to be used for email (These will need to be taken by the dealer, or have the correctly royalty licence)
5. What URLs (links) are to be included in campaigns and where they send the customer
6. What merge fields to include to personalise each campaign
7. What national manufacturer/affiliate campaigns are scheduled that can be complimented with a dealer campaign

Merge Fields, Images and Links

All emails, SMS messages and letters can have merge fields included to make each correspondence personalised.

C365's email editor can utilise feature-rich content such as images, links and buttons. Gemini Systems will supply a set of templates for use with some example text and sample images, however we recommend that each dealer modifies or replaces the text and images used in the templates.

Most emails that a dealer sends should contain at least 1 image. Images of multiple formats can be used but we recommend either jpeg or png. The images can be of almost any size but the larger the size and the higher the resolution, the better. Most images should be either square or rectangular in a landscape orientation.

Images and buttons can have URLs (website links) attached to them so, when clicked, the customer can click and be directed to the chosen website.

Suggested Campaigns

Service Reminders and Recurring Other Campaigns

Mot (Currently due, 1 year lapsed, 2 years lapsed)
service (Currently due, 1 year lapsed, 2 years lapsed)
Combined Mot & Service (Why send 2 reminders when 1 can cover both!)
Cambelt Reminder
Warranty Expiry
Service Plan / Loyalty Scheme Renewal
eVHC Recalls
Workshop Booking Reminder (1/2 days before booking – don't forget to include the date and time!)
Workshop Satisfaction / CSI / CVP (EG 1 day after a workshop job)

Service Marketing Campaigns

Summer Check
Winter Check
Wheel Alignment Check
Air Con Re-Gas
Tyre Safety Campaign

Sales Reminders and Recurring Other Campaigns

Thank-You Letter (for buying a car / for visiting the showroom)
Free Aftersales Check-Up (EG. 6 weeks after sale)
Finance Expiry
Warranty Expiry
12, 18, 24, 36 Month Campaign(S) (after date of sale)

Sales Marketing Campaigns

Summer Showroom Events
New Model Launches
Finance Offers

Other Campaigns

Merry Christmas / Happy Birthday
Monthly Newsletters

Example email Layouts

The layout of each email campaigns is flexible and can be designed in many ways. Below is a small number of example templates which demonstrate how images, logos, links and merge fields can be used.

Unsubscribe

Gemini-Systems Garage

Your {{Vehicle Records.Make}} {{Vehicle Records.Model}} is due for its next Service

Love your car and it will love you back

Dear {{Customer Records.Title}} {{Customer Records.Surname or Company}},

Our records show that your {{Vehicle Records.Make}} {{Vehicle Records.Model}} (REG: {{Vehicle Records.Registration}}) is due its service on {{Vehicle Records.Service Due Date}}.

By maintaining your car correctly you will ensure it is roadworthy, extend its life and help protect its re-sale value should you choose to replace it in the future.

We have a team of highly-trained technicians who will ensure your car has the highest level of service available.

The look of the New Focus RS has been dictated by performance and driven by style.

A bold upper grille and deep front splitter improve aerodynamics. Low wings and large outboard openings feed the brake cooling ducts. And a rear diffuser and roof spoiler increase downforce.

Make no mistake: this is pioneering design with a purpose.

350 PS, 167 mph top speed and 1g of lateral acceleration.

The 2.3-litre EcoBoost powered New Focus RS delivers some impressive statistics.

All are enhanced by a series of advanced performance technologies, including All-Wheel Drive, Launch Control, selectable Drive Modes...

Build your Focus RS

OWS Ready

FREE: TechMate Modules FREE: Trial of eVHC video READY: Ford OWS integration

TechMate has been hugely popular, so now Service Advisor & Workshop Controller are available for **FREE**

Paperless isn't the future of aftersales. It's now.

Since its release, TechMate has gone from strength to strength as a workshop clocking module; thanks in no small part to the fantastic feedback we have received from the hundreds of technicians already using it.

We have listened to the invaluable TechMate feedback but also some of the frustrations regarding the pricing policy of the Workshop Controller module & the Digital meet & greet function, Service Advisor.

In fact, the feedback was so compelling that we had to act!

Unsubscribe

Your Dealership Name

Your {{Vehicle Records.Make}} {{Vehicle Records.Model}} is due for its MoT test

Keeping your vehicle safe and legal

Dear {{Customer Records.Title}} {{Customer Records.Surname or Company}},

Our records show that your {{Vehicle Records.Make}} {{Vehicle Records.Model}} (REG: {{Vehicle Records.Registration}}) is due its MoT test on {{Vehicle Records.MOT Due Date}}.

You can have your MoT test carried out up to 30 days prior to the test due date.

Please note that once the due date has passed, it is illegal to drive your vehicle unless you are driving to a MoT testing station where your MoT will be carried out.

We have a team of highly-trained technicians who will ensure your vehicle is inspected to the highest level.

We also offer a range of *complimentary services** to help minimise any disruption to your day. These include collection & delivery of your vehicle, a lift to your onwards destination and a waiting area with FREE Wi-Fi.

Please call us on 01111 222 333 or reply to this email to arrange a book or request a call-

Getting more emails

Emails are free & allow communication in the most content rich way, so collection of emails is paramount to fully maximise Campaign 365. Here are some ideas on how to increase the collection of emails:

1. Ask customers if they'd like their paperwork emailed to them so they **'Always have the full vehicle history'** which will in turn **'Help retain the vehicle's value, should they decide to sell it'**.
2. Advising customers that an email is required to send a [Free eVHC video](#) to report on the condition of the car
3. Add a 'sign up to newsletter' area on your website
4. Make email address a mandatory field in evolution
5. Run a promotion offering a free service/Prize
6. Enable the switch in Evolution which displays the current contact information held for that customer at point of booking.
7. Use the [TechMate](#) 'Service Advisor' meet & greet module to digitally collect emails as the customer drops their vehicle off.

After the day

To make full use of C365 we recommend that as many campaigns are created following the training so that users become familiar with the process and functionality whilst it is fresh in their memories.

Tutorial Videos.

We recommend dealers review these videos, which walk through the process of creating campaigns, viewing results and the general navigation, prior to implementation and refer to them following implementation.

<https://www.youtube.com/watch?v=iNQ3-PCMil&list=PLBdQQmEXD70Msxqq87rr8-hX1RZA2VbU>

Useful Links

Royalty Free Images.

Campaign 365 emails are best used with the inclusion of images to enhance the look and quality of campaigns. For legal reasons, it is important that any images used in the campaigns are either owned by the dealer (**IE the dealer takes their own photos**) or they use royalty free images (images which have been created by a 3rd party who have agreed to allow other to use those images under licence without paying a fee).

Below is a list of websites which offer royalty free images which can be used to source images for the campaigns a dealer may send.

***Before using these sites, please note:** *The dealer is wholly responsible for ensuring that all images used within Campaign 365 are either their own property, or the correct licence or royalty is in place to use those images. Gemini Systems takes no responsibility for the images used and is not accountable for any breach in licence or copyright restrictions.*

<http://www.freeimages.com/> | <https://pixabay.com/> | <https://www.dreamstime.com/> | <https://www.pexels.com/>

<http://www.imagesource.com/royalty-free> | <http://www.gettyimages.co.uk/>

Thought provoking websites.

The below websites may give you some additional ideas and provoke further thoughts as to how you'd like to use Campaign 365 to improve your marketing.

<https://www.littlegreenplane.com/resources/guides/email-marketing-for-car-dealerships/>

<http://blog.friday-ad.co.uk/dealer-advice/> | <http://www.radarvideo.co.uk/facebook-marketing/>

<http://www.am-online.com/news/2014/2/3/get-better-leads-for-less-money-with-tactical-marketing/34272/>

**Gemini Systems has no affiliation with any of the above websites and does not approve, condone or own any of the information held on the websites. The links have been listed as a source of information and reference, rather than any recommendation.*