



Re-Engage High-Intent Buyers with **Automated Email Marketing**

Introduction

Winning new customers is always top of mind, but what about the buyers already showing interest, the loyal customers who bought from you before, or even those just thinking about a trade-in? These are valuable opportunities that you may not realize you have. Dealers often struggle to convert these warm leads because they're unsure if the interest is serious, don't know how to kickstart a conversation, or simply aren't considering their valuable pool of past buyers.

This is where **Automated Email Marketing** steps in. It's designed to bring those potential buyers, from initial website visitors to previous customers, directly back into your sales funnel, ensuring no valuable opportunity is left behind.

Challenges Dealers Face

PROBLEM:

Shoppers Visit Your Website, But Don't Convert

You're attracting website visitors, but they bounce without action. Without a follow-up strategy, these prospects disappear into the void, taking potential revenue with them.

SOLUTIONS:

- ✓ **Clear Calls-to-Action (CTAs):** Use urgency-based language, e.g. *"Limited stock available—act now!"*
- ✓ **Live Chat or Chatbots:** Engage visitors in real-time and answer questions that might prevent them from converting.
- ✓ **Retargeting Ads:** Use PPC or paid social ads to retarget visitors with the specific inventory they viewed or offer limited-time promotions.

These challenges may seem overwhelming, but the right tools can turn them into opportunities. Convert leads, reduce hassle, clear inventory, and build lasting relationships—all with less effort.

Take control and drive your dealership's success. Let us show you how.

PROBLEM:

Slow-Moving Inventory is Costing You Money

Aging inventory is impacting your margins, and you need an effective strategy to move these units without resorting to drastic price cuts.

SOLUTIONS:

- ✓ **Targeted Promotions:** Paid ads highlighting discounts or special financing options, e.g. *"Clearance Sale: Save Big on 2024 Models—Limited Time Only!"*
- ✓ **Bundle Offers:** Pair slow-moving units with popular items or services to increase their appeal, e.g. *"Buy this ATV and get a free maintenance package."*
- ✓ **Dynamic Pricing:** Utilize data analytics to dynamically adjust pricing based on demand, seasonality, or competitor pricing.
- ✓ **Highlight Inventory on Your Website:** Feature aging inventory in website banners on your homepage, e.g. *"Last Chance to Own a 2023 Cruiser—Only a Few Left in Stock!"*
- ✓ **Trade-In Incentives:** Encourage past customers to trade in older units for discounts on slow-moving inventory.

How Email Marketing Can Help



Email marketing gets shoppers back on your site and helps clear out units that aren't selling.

- **Drive More Conversions:** Use targeted lists, clear calls-to-action, and quick reminders to bring shoppers back and move them toward purchase.
- **Create Urgency:** Short, timely offers—like discounts or “only a few left”—push fence-sitters to act.
- **Clear Slow-Moving Inventory:** Highlight aging units with special pricing, bundle offers, or trade-in incentives to encourage sales.
- **Automate and Track:** Utilize automation to target the right buyers with the most relevant offers, and monitor results to refine your approach.

With email, you control the message, save on ad costs, and get measurable results. If you need to move inventory or turn browsers into buyers, this is where to start.

What Makes *Automated* Email Marketing Different

While traditional email marketing is a cost-effective strategy, it sends the same message to everyone, and you have to push every campaign out yourself. **Automated Email Marketing (AEM)** is different—it reacts in the moment, sending the right offer to the right buyer at exactly the right time. It's a simple, hands-off way to get more done and sell more without hassle.

AEM offers a direct and highly effective path to engage buyers and drive sales –automatically. This is the solution with the highest return and the lowest maintenance effort.



Turn Interest into Action—Hands-Free!

Here's how **Automated Email Marketing** keeps your inventory in front of the right shoppers without the usual manual workload:

1. Dynamic Audience Targeting

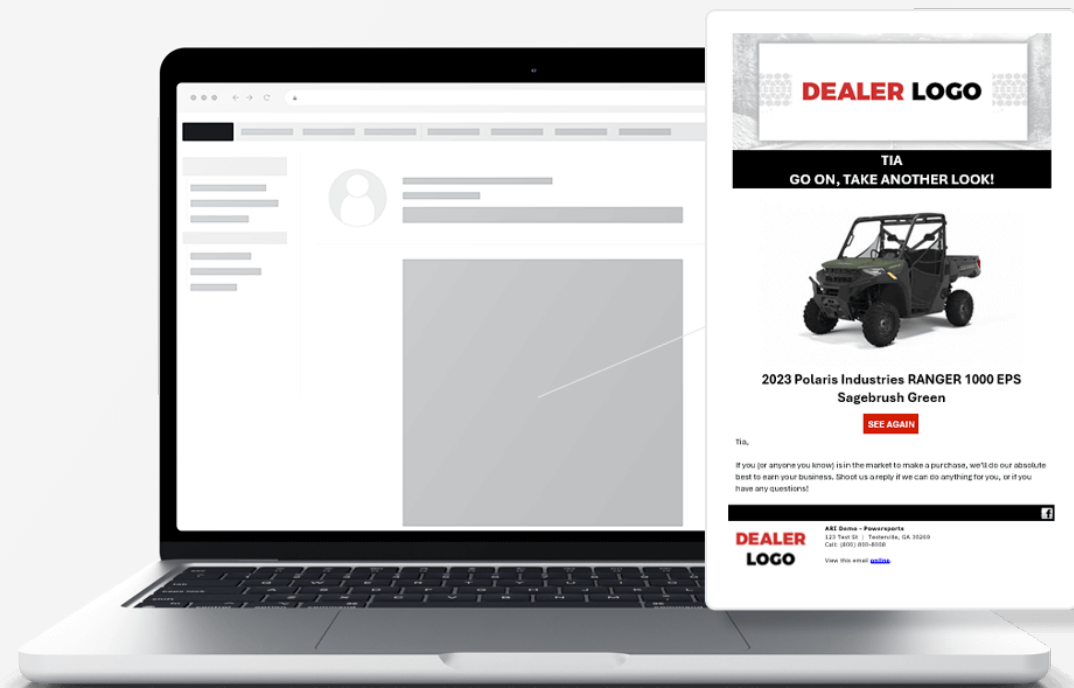
Automated Email Marketing segments your audience based on real-time data, such as unit interests and browsing history. This means every shopper receives updates and offers that feel relevant, resulting in stronger sales opportunities.

2. Behavior-Based Timing

No need to worry about follow up or missed timing. The tool reacts instantly to shopper activity like new inventory views or price drops, sending timely messages that re-ignite interest while your dealership is top-of-mind.

3. Action-Driven Messaging

Calls-to-action are personalized for each shopper and prompt the next step—whether that's booking a test drive or inquiring about a trade-in—making it easier for buyers to move from their inbox to your showroom.





4. Regular Performance Insights

Automated reports reveal which messages resonate and how your audience is responding, allowing you to quickly refine your approach without diving into spreadsheets.

- **Open Rate:** The percentage of people who opened your email out of the total who received it. *It shows how engaging your subject line and sender name are.*
- **Click-Through Rate:** The percentage of people who clicked on a link inside your email out of the total who opened it. *This tells you how effective your email content is at driving action.*
- **Unsubscribe Rate:** The percentage of people who opted out of your emails after receiving a specific campaign. *A high rate might indicate your content isn't relevant or you're emailing too often.*

5. Integration with Other Platforms

Automated Email Marketing automatically syncs with other marketing strategies for effective retargeting, keeping your inventory in front of interested buyers wherever they're looking.

Example: A shopper clicks an email and visits a Vehicle Detail Page. The next time they're browsing online, they see a search engine ad for that same unit and return to your website.

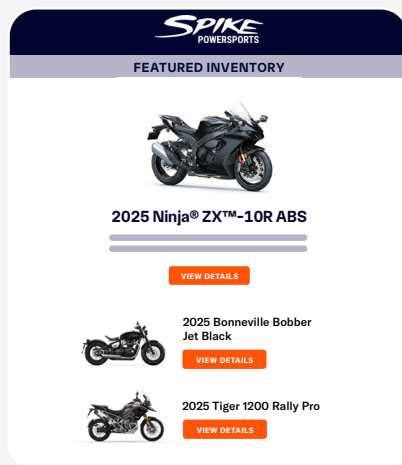
Top Features of Dealer Spike's Automated Email Marketing

The right tool does more than send messages; it actively drives the results that matter most to your business. Here's how dealers put key email types to work and see real impact:

Promote the Inventory That Matters Most

Keep your inventory moving by putting your most important units in the spotlight. With featured inventory emails, you can promote new arrivals, popular models, or aging stock directly to interested prospects.

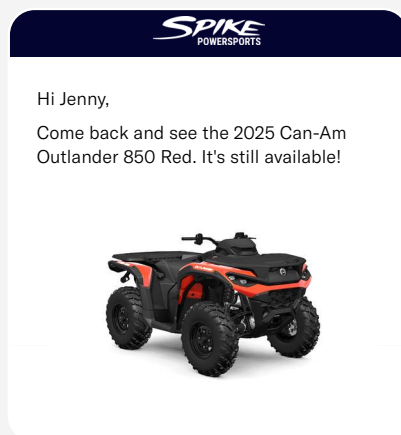
Example: *"This just in! See our newest arrivals—click below before they're gone."*



Re-Engage Interested Shoppers

Bring back visitors who left without taking action. Automated retargeting emails reconnect with shoppers who viewed specific units but didn't buy, reminding them of their interest and making it easy to pick up where they left off.

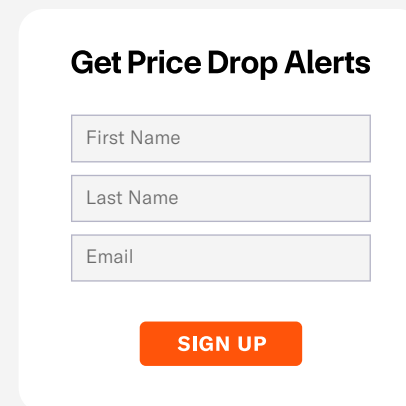
Example: *"We noticed you liked the 2025 Can-Am Outlander 850. Take another look—it's waiting for you!"*



Convert Shoppers with Timely Alerts

Stay ahead of your competition by alerting buyers to key changes, like price drops or back-in-stock notices. Automated price drop and unit alerts let you notify buyers the moment something they want becomes available or more affordable.

Example: *"The 2025 Bayliner Element M17 is available at a lower price—grab it before it's gone!"*



Turn Trade-Ins into Repeat Customers

Automatically promote trade-in offers to past buyers, increasing your chances of repeat business and fueling your sales pipeline.

Example: *“Is it time for an upgrade? Trade in your unit and save big with exclusive dealer offers!”*

Increase Revenue for Parts & Services

Re-engage shoppers after they visit your service or parts pages with timely promotions, ensuring your dealership remains their go-to for maintenance and upgrades.

Example: *“Your ride deserves the best care. Save 20% on your next service visit—click below to schedule!”*

Keep Customers in the Loop & Excited for More

Stay top-of-mind with consistent, valuable newsletters that highlight events, seasonal promotions, and inventory updates, ensuring your dealership’s offerings are always visible.

Example: *“Upcoming Event! Don’t miss our exclusive Annual Sales Weekend featuring unbeatable promotions on our latest arrivals.”*

Promote Your Unique Value

Stand out from the competition by showcasing what makes your dealership the preferred choice, from highlighting your team’s expertise to offering incentives that build trust.

Example: *“Why buy from us? We offer unbeatable trade-in deals and a knowledgeable team ready to help you find your perfect match.”*

SPIKE POWERSPORTS

WHY SHOULD YOU BUY FROM US?

1. Experts
2. Wide Range of Inventory
3. We Care
4. Skilled Service Technicians
5. Customer Focused

[LEARN MORE](#)

Want to take your email marketing to the next level? [Combine AEM with our Lead Hunter dashboard](#) to uncover likely buyers.



Why Dealer Spike's Automated Email Marketing Works for Dealerships

Automated Email Marketing (AEM) is designed and managed by Dealer Spike's team of experts to handle the heavy lifting of turning website visitors into buyers—at no effort from your team. Here's why it works for dealerships:

High ROI

AEM offers one of the highest returns on investment in marketing, thanks to its low cost and high reach, which drive significant traffic, clicks, and conversions.

Personalized Messaging

AEM tracks buyer behavior. Whether someone is browsing your unit pages or checking service options, your emails are tailored to their interests. The result? Higher engagement and fewer unopened emails.

Lead Retargeting

Send follow-ups to prospects who spend time on your site and leave without making a purchase. Retarget them with attractive offers or information about specific inventory they've viewed.

“The most important thing for dealers is getting a low-cost, hands-off solution. And for money that they're spending to do this and the amount of return... it's one of the most—if not the *most*—cost-effective mediums.”

– Ronnie Coulam, Director of Sales, Dealer Spike

**“The data shows that
our best return on
investment for any type
of marketing has been
the email marketing.”**

**– Josh Nunnally, Sales Manager & Co-Owner,
Portside Marine**

Always-On Engagement With AEM

Your dealership effortlessly triggers targeted and timely emails based on user behavior, ensuring continuous communication with potential buyers. This constant engagement moves leads through the sales funnel, allowing your team to focus on closing deals with active prospects.

Post-Purchase Engagement

Stay connected with previous customers through service reminders, loyalty discounts, or trade-up offers. It's about building relationships and repeat revenue long after the first deal.

Expert Support

Our dedicated email representatives leverage over 15 years of industry experience to craft email newsletters that pinpoint your preferred inventory and aggressively support your sales goals.

Results You Can See

Automated Email Marketing delivers measurable results, providing data for open rates, click-throughs, and inventory views. Not only does it track traffic and clicks, AEM also reports on leads generated from emails, offering a comprehensive ROI view.

Dealers Doing It Right

After launching Automated Email Marketing, *Portside Marine* saw a **22.5% increase in website leads** and **61.3% increase in sessions**.



Dealer 1: Pennsylvania (6-month period)

Price Drop Leads

533 (Avg 83 per month)

Additional Leads from AEM Traffic

169 (Avg 28 per month)

Avg Open Rate

63%

CTR

39%

Dealer 2: 3 Multi-State Locations (3-month period)

Price Drop Leads

137 (Avg 46 per month)

Avg Open Rate

30%

CTR

58%

Dealer 3: 4 Multi-State Locations (3-month period)

Price Drop Leads

93 (Avg 31 per month)

Avg Open Rate

29%

CTR

25%

National industry average:

Open Rate:

15%

CTR

3%

Stop Losing Sales Opportunities to Clunky Email Strategies

Your dealership deserves tools to succeed, not excuses to settle. Dealer Spike's Automated Email Marketing can help you consistently convert leads and build loyalty with less effort from your team.

Take a test drive of Automated Email Marketing and see the difference this solution can make for your dealership.



Dealer Spike specializes in generating online leads and driving sales growth for recreational, marine, and equipment dealers. With customized tools, industry expertise, and a commitment to partnership, we're here to transform your dealership's digital strategy into real-world results.

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