

docuPAD[®] System Consumer Marketing: Email Copy

Vehicle Inquiry/Lead:

Hi <Insert Name>,

Thank you for your interest in a <insert vehicle make, model, year>.

Here at <Insert Dealership Name>, we provide you a one-of-a-kind customer experience. Gone are the days of offering a long, drawn out car buying experience. At <Insert Dealership Name>, we strive to offer you the experience you desire. In fact, we've even introduced new technology in our F&I offices – docuPAD. Now you'll be able to sign your paperwork electronically and get out the door faster.

I welcome the opportunity to speak with you about this vehicle and answer any questions you may have. I look forward to hearing from you soon.

Sincerely,

<Insert Name and Contact Information>

Prospect:

Hi <Insert Name>,

I want to personally welcome you to visit <Insert Dealership Name>. We've introduced new technology to make your experience as simple and enjoyable as possible. We've changed the perception of car buying and want to provide you the experience you deserve.

We've introduced new technology in our F&I offices. You'll get to sign your paperwork electronically and more quickly all while understanding everything you are presented. You've got to see this!

I encourage you to visit our store to see for yourself. Our goal at <Insert Dealership Name> is providing you a new and simplified car buying customer experience.

Contact me today!

Sincerely,

<Insert Name and Contact Information>

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Vehicle Purchase Follow-Up:

Hi <Insert Name>,

Thank you for choosing <Insert Dealer Name> for your vehicle purchase. I hope you enjoyed **your experience** at our store. We strive to provide the best customer experience in the region. I invite you to share your experience on <Insert Dealership Website/Blog>.

We've introduced the newest technology in our stores to provide you the best car buying experience possible. In fact, you were presented your vehicle in finance and insurance on docuPAD. If you have the time, we would greatly appreciate any feedback you could provide. Attached is a short survey. Please complete at your earliest convenience.

Thank you again for choosing <Insert Dealer Name>. I appreciate your continued business.

Sincerely,

<Insert Name and Contact Information>

Vehicle Purchase Anniversary:

Hi <Insert Name>,

Happy <Insert Year> Anniversary of buying your <Insert Car> from <Insert Dealership Name>. I want to personally congratulate you and welcome you back to our store to see our newest renovations and technology upgrades. We focus on providing a unique, memorable experience here and you've got to see our new updates! We continue to strive to provide the best possible car buying experience for you and others.

Again, thank you for your continued business. I look forward to seeing you again soon!

Sincerely,

<Insert Name and Contact Information>