

Specific Direct Parcels (SDPs) Overview

We have opened our doors to a new segment in the automotive industry with a strong desire to deliver a new economical solution that drives new business to dealerships. Our unique tailored SDPs are a new and exciting concept that truly captures the pulse of your market. Proudly, all our SDPs are original, and are not mere copies of any so called competitors. I want to propound upon this opportunity that is not only financially lucrative for you, but more importantly is the all essential ingredient for your dealership's success. SDPs are Impact Marketing & Consulting Group, LLC's exclusive marketing program that drives traffic to dealerships ***regardless of economic conditions and market dynamics***. SDPs target each and every buyer through a totally custom mailing focus that guarantees that the message is received, viewed and action is taken. SDPs are very large at an outstanding size of 25"x22". They are an advertisement that is part newspaper double truck (Double Broadsheet) and part mailer. At easily over 3x the size of any other standard mailer, direct parcels do get noticed.

SDPs are stand alone advertisements that are not collectively compiled with the dealerships fiercest competition as in a newspaper advertisement. 100% of the ad is for the dealership. 100% of the ad targets only your market and not just where the newspaper is delivered or who cares to read it. The ad can't be forwarded or denied by the addressee with out refusing USPS service altogether. Best of all, SDPs drive traffic through *non loss leader hooks*. This saves the almighty dollar by allowing truly productive advertising to generate positive cash flow. And, this ad expense is one you can track so you can actually see your ROI instead of guessing about it like the newspaper and other medias.

Dealerships that want to target buyers with SDPs because no other media like TV, Radio, Newspaper, Standard Mail, or Internet campaigns can reach this audience. Dealers are fed up the costly expense with typical advertising that is almost impossible to justify and in many cases intangible. The SDP program works by a dealership offsetting its commonly allocated budget to newspaper and steer it to in essence its very own newspaper. This is another secret of direct parcels and a key reason for its success. *To view all examples of our fliers go to: <http://www.eventsamples.com> User Name=super, Password=sales.*

Our printing department is currently a Premier Account with USPS, which puts us in the top 2% of all marketers in the entire nation. Best of all, our events are not just mailers or inserts, they are true Impact Marketing & Consulting Group events that drive traffic like nothing else. Each event comes with everything from A to Z that you will need to be over the top. Balloons, Mirror Tags, Registration Cards cash and vacation giveaways and a winner's board are just a few of the items in our Event Pack. Something that is very significant and original is we build and host for each event a special website custom tailored for your store and track prospects with custom CRM software so you see the ROI. These Event Websites are presented in both English and Spanish and feature a compelling video commercial that politely motivates the viewer to take part in the special event. It is a great way for potential buyers to learn more about your sale and to request an appointment or pre-approval. Our customers get anywhere from 50 to 300 leads from this media alone, resulting in an enormous amount of additional deals that otherwise would not be possible. And the CRM list is yours to have your team work on even after the sale has concluded.

We invite you to cut the expenses and losses associated with advertising in the newspaper as well as other media. SDPs are the answer for you to target markets in your backyard that may or may not have been ever visited. This will help your dealership grow in a positive way without loss leaders and will reach the 1 house out of every 36-42 that will buy a car from some dealer in your market this month.

Here is the good news; we have provided you with Four Exciting Components of participation found on the following page. You can choose any one of the Components that suits you and your needs and then vary your choice in the future as your needs change..

There are Four Exciting Components to our SDP Program:

Tier I - We provide the following:

1. Conduct a thorough market analysis of the best zip codes in your market and send to you for your strategic opinion
2. Design the advertisement tailored for your store
3. Send you a proof for sign off
4. Print all advertisements in high quality four color with graphics
5. Design the web site for your event
6. Host the web site on our servers
7. CRM tool for respondents from the web site activity
8. Event package including balloons and support materials; vehicle hang tags, vacation giveaway, registration sheets, ads for showroom, lucky winning board
9. Incoming telephone inquiry guides
10. Follow-up telephone guides
11. All event set up tips and suggestions
12. \$20,000 insurance for prize winnings
13. Ensure mailing is conducted properly and “on time” drops
14. All postal receipts indicating mailings to which zip codes and quantity mailed
15. Leave you with all the web site prospects to continue to follow up with.
16. You staff the event with your professionals; managers and sales team.

Tier II - We provide the following:

1. Everything included in Tier I plus,
2. One “Desk Manager or Closer” to help you organize and run your event for maximum profitability.

Tier III - We provide the following:

1. Everything included in Tier I and Tier II plus,
2. One “Finance Manager” to manage and sell back end products for you to further enhance your profitability.

Tier IV - We provide the following:

1. Everything in Tier I, Tier II and Tier III plus,
2. Additional manager (three; finance, desk and closer), plus we provide you with our hand picked sales team to assist you in selling. The number of sales professionals is determined by the size of the event. From 4 to 15.
3. We are producing a minimum of \$175,000 per dealership in a 6 day event.

Mailing pieces are available in various quantities: 20,000 to 100,000 pieces. With or without a “scratch off” for prize winnings. To view all examples of our fliers go to: <http://www.eventsamples.com> User Name=super, Password=sales.

We will provide a proposal for your review upon discussing the potentiality in your marketplace and which Tier level you choose that interests you. Call me with any and all questions you might have. Thanks for considering us in helping you.

Chuck Barker