

SO YOU'VE GOT A WEBSITE? BIG DEAL.

TO STAND OUT, YOU BETTER HAVE A FULL DIGITAL STRATEGY THAT REACHES CONSUMERS ON ALL OF THEIR DEVICES, ALL THE TIME. WE CAN HELP.

READY TO START SOMETHING? FIND OUT HOW.
DEALERSOCKET.COM/STARTSOMETHING



RESPONSIVE WEBSITES



DIGITAL RETAIL



CONTENT MARKETING



PAID SEARCH MARKETING



SOCIAL MEDIA MARKETING

DIGITAL LIFECYCLE

- WEBSITE
- CONTENT MARKETING
- PAID SEARCH
- SOCIAL MEDIA
- DIGITAL RETAIL

CUSTOMER LIFECYCLE

- CRM
- MOBILE CRM
- DESKING
- EQUITY MINING
- ANALYTICS

VEHICLE LIFECYCLE

- INVENTORY
- SERVICE MARKETING
- SERVICE SCHEDULER
- MOBILE CHECK-IN
- DMS

DealerSocket.com/StartSomething | 833.209.8050

 DealerSocket

SET YOUR SALES ON FIRE



ADVANCED DIGITAL RETAIL FROM PRECISE PRICE BY
DEALERSOCKET EMPOWERS CUSTOMERS TO START THEIR
PURCHASE WITH YOUR STORE FROM ANYWHERE.

READY TO START SOMETHING? LEARN HOW.
[DEALERSOCKET.COM/STARTSOMETHING](http://dealersocket.com/startsomething)

 **DealerSocket**[®]

866.455.2559

THE PRECISE PRICE ADVANTAGE



FULL INTEGRATION

Full desking integration on financed purchases or leases gives consumers the exact same price at the dealership as they got at home — no guesses, estimates, or feelings of betrayal.



INCREASED EFFICIENCY

Stop desking from scratch. Consumers start their deal online, data is synced to your systems in real time, and deals are DMS-ready the moment they walk in the door.



CUSTOMER FIRST

Customers want to know their real price ahead of time and will reward you for sparing them the pushy personal data requests until they're ready.

Precise Price leads average \$275 more in front-end gross and \$45 more on the back-end.



USER-FRIENDLY WORKFLOW

An industry-first "Save & Finish Later" functionality doesn't require an account or any personal data; customers can pick up exactly where they left off anytime.

READY TO START SOMETHING? TRY PRECISE PRICE.
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WANT SALES TO CATCH FIRE? RESISTANCE IS FUTILE

CONSUMERS DON'T LIKE FRICTION. MAKE CAR BUYING A BREEZE
BY LETTING THEM BUILD THEIR DEAL FROM ANYWHERE ON ANY
DEVICE WITH ADVANCED DIGITAL RETAIL FROM PRECISE PRICE.

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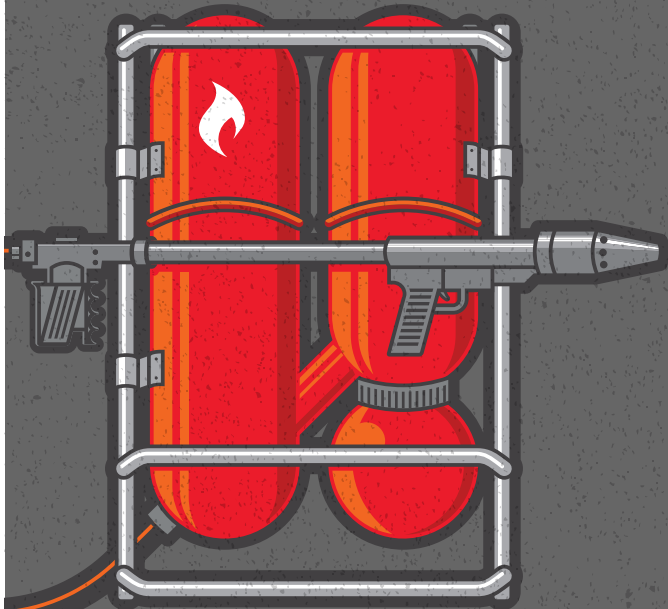
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IS YOUR CONTENT STALE? TIME TO BRING THE HEAT

WITH *DealerFire*™



BLOGS, PRESS RELEASES, AND LANDING PAGES
BOOST YOUR SEO, BRINGING MORE VISITORS TO YOUR
WEBSITE AND CUSTOMERS TO YOUR SHOWROOM.

READY TO START SOMETHING? FIND OUT HOW.
DEALERSOCKET.COM/BRINGTHEHEAT



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 **DealerSocket**

WANT BIG RESULTS? YOU BETTER STRIKE OFTEN.

A MULTILAYERED STRATEGY FROM DEALERFIRE THAT INCLUDES
PERSONALIZED SEARCH, DISPLAY, VIDEO, AND SOCIAL
GETS YOU MORE CLICKS, MORE LEADS, AND MORE SALES.

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