

SalesBridge Overview

Generate

- Goal: Generate New Leads
- How: Website management, SEO, Online Chat, Services
- Tools: Website, Chat, Forms (Future; Phone, Greeter, Fax, Portals)

Cultivate

- Goal: Convert Leads to Engagement
- How: Communication/Marketing with New Leads
- Tools: Email (Future: Mail, Phone, Web)

Engage

- Goal: Improve Closing Ratio
- How: Assist Dealership with Marketing/Communicating to Active Leads (in process)
- Tools: Email (Future: Mail, Phone, Web)

Loyalty

- Goal: Increase Customer Retention, Repeat Purchases & Secondary Revenue
- How: Communicate Post Sale, Develop relationship and loyalty with customer
- Tools: Email (Future: Mail, Phone, Web)

Results

- Goal: Measure program performance adjust programs for improvement
- How: Review and analyze performance and make adjustments based on best practices
- Tools: Google Analytics, Chat Statistics, Conversion Rates, Surveys (Future: Reports, Graphs)