

Learn How You Can Prepare For And Survive The End Of Inventory (VDP) Marketing

This is a critical warning for all dealerships and automotive professionals operating worldwide:

You need to throw out the window almost everything you know about automotive marketing using inventory and VDPs if you want to avoid the storm that has already hit the automotive industry and survive the massive undercurrent that's about to swallow most car dealerships.

This warning is not a doomsday prophecy or a clickbait hook to get your attention. If you've seen any of my previous content, you know I am way more on the optimistic side of the spectrum than prone to share negativity and promote fearmongering.

But this is serious.

The foundation of our industry is built on its ability to grow by attracting customers using inventory and VDPs; unfortunately, that way of marketing is about to become obsolete.

If you don't adapt urgently to the change and shift your dealership's marketing strategy from inventory marketing to customer-driven experiences, you will have little to no chance of survival.

ACCESS THE DOCUMENTARY USING ONE OF THESE LINKS:



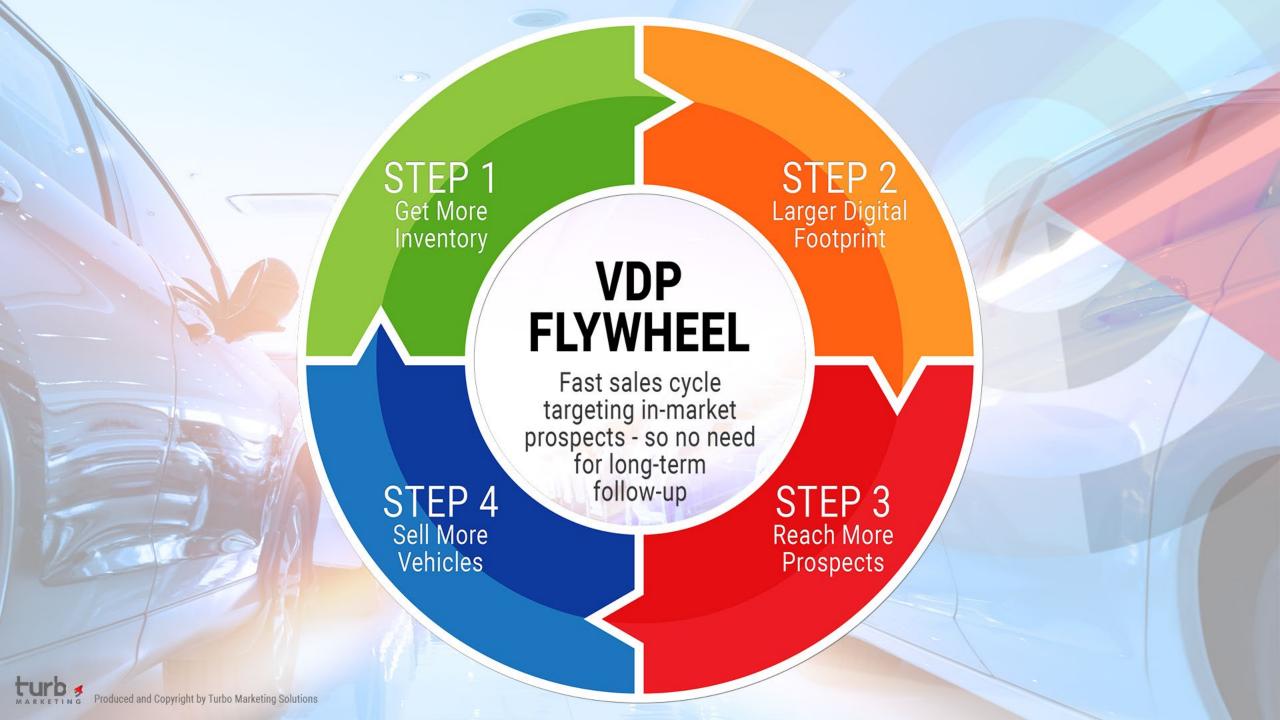
https://www.youtube.com/watch?v=3UPnQxZnmME



https://www.TurboMarketingSolutions.com/blog



https://www.TurboMarketingSolutions.com/cdx



CUSTOMER DRIVEN EXPERIENCE (CDX) FLYWHEEL

REVERSE FUNNEL TARGETING METHOD

Attract better prospects to grow your pre-order sales by leveraging Reverse Funnel Targeting and find customers willing and able to wait for their pre-order.

EDUCATIONAL SCALING STRATEGY

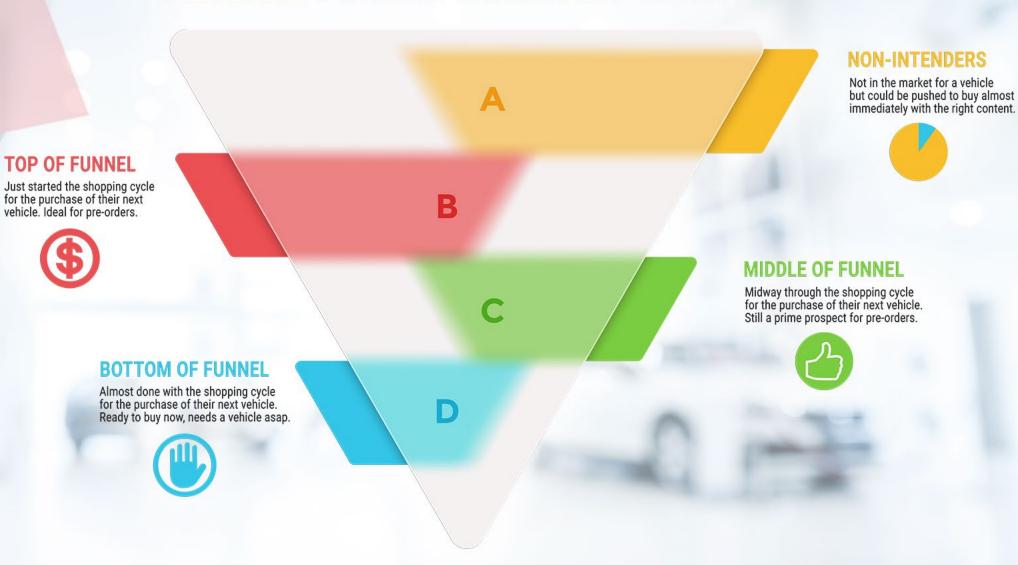
Use Educational Scaling and permanent content to create traffic soldiers that will help you replace your inventory and drive quality traffic to your dealership's Website for years to come.

RELENTLESS NURTURING SYSTEM

Implement a Relentless Nurturing system to follow up with prospects obsessively during the longer sales cycle inherent to customers with less urgency.

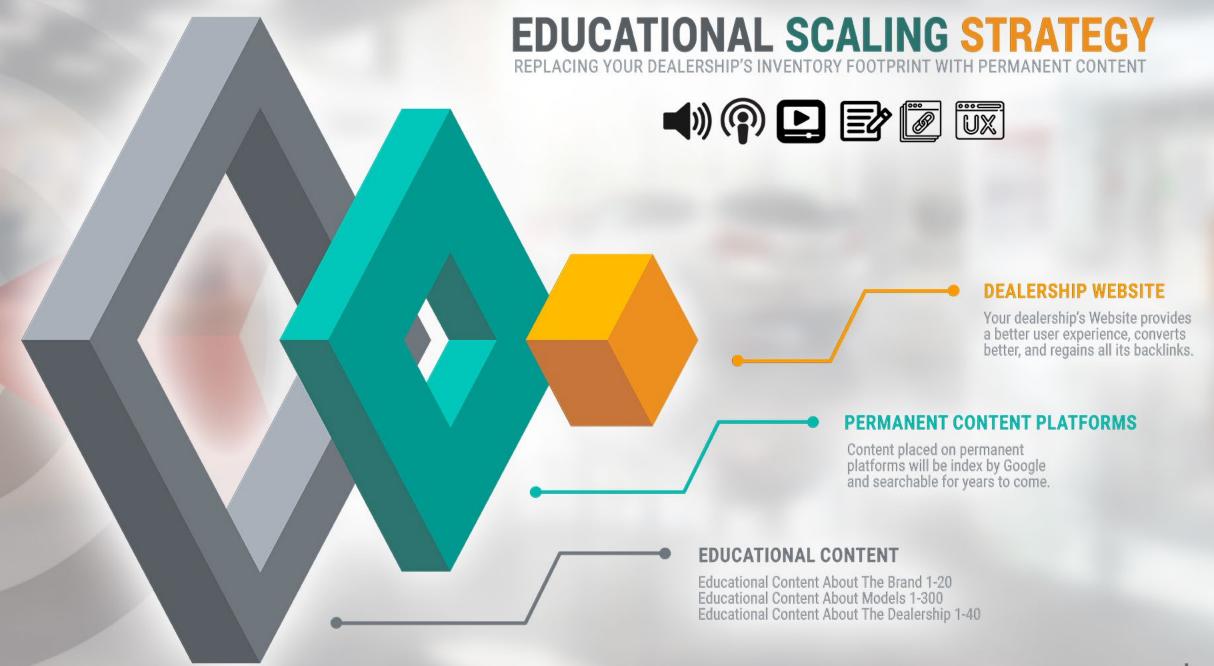


REVERSE FUNNEL TARGETING METHOD











STAGE 4

DAYS 6 TO 30

Retargeting 75% + 4x Calls, 4x SMS, 4x Email Stack, 2x Ringless Voicemail, 2x Direct Mail.



STAGE 5

1 монтн Week 1

DAYS 30-FOREVER

Retargeting 50% + 2x Call, 2x SMS, 2x Email Stack, 1x Ringless Voicemail, 1 Contest or Gift

STAGE 2



DAYS 2 TO 5



Pre-Frame With Retargeting 100% + Call, SMS, Email Stack, Ringless Voicemail.



Live Calls + Pre-Frame With Retargeting 100% + Call, SMS, Email Stack, Ringless Voicemail.













REACH PROSPECTS OVER 500 TIMES DURING 6 MONTHS

FIRST 60 SECONDS

STAGE 1

Replace Failing Response with Speed-to-Lead.