

DEMAND GENERATION STRATEGIES

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WHO TO TARGET

Considerations:

- » How many locations
- » Which products are already being used
- » What other technology may be in their stack
- » Changes: expanding, leadership, showing buying signals
- » Which people influence a technology purchase



BUYING SIGNALS

Digital Behavior

- High value page visits
- Downloading guides
- Visits from multiple employees
- Email engagement spike

Communication Cues

- Booking a demo
- Adding stakeholders to communications
- Operational questioning
- Inquiries about contract terms, etc.

Corporate Trigger Events

- Leadership changes
- Hiring surge
- Funding or growth milestones

TURNING CAPABILITIES INTO CAMPAIGN MESSAGES

Translate technology into practical outcomes:

- » Identify more customers who are ready to buy
- » Connect fragmented customer records
- » Improve advertising audiences
- » Reach customers with more relevant messages
- » Generate service or sales opportunities
- » Use data consistently across locations

BUILDING COORDINATED CAMPAIGNS ACROSS CHANNELS

- » Targeted email sequences
- » LinkedIn or paid social media advertising
- » Search campaigns
- » Landing pages
- » Downloadable resources
- » Webinars
- » Sales outreach
- » Follow-up nurturing
- » Retargeting

Every piece of content should feel connected and lead an account through a deliberate progression.



DESIGN JOURNEYS FOR MULTIPLE ROLES

Build a journey that speaks to the buying group – different roles need different messaging:

EXECUTIVE/SALES	MARKETING	TECHNOLOGY	FIXED OPS
• Revenue • Consistency • Scalability	• Audience quality • Segmentation • Campaign Results	• Integrations • Security • Identity resolution • Governance	• Fixed absorption • Customer retention • Productivity

BUILD AUTOMATION

- » Define campaign stages
- » Create forms and landing pages
- » Set up email automation
- » Establish lead-scoring rules
- » Segment contacts and accounts
- » Route leads to sales
- » Create alerts and follow-up tasks
- » Define campaign attribution
- » Standardize naming conventions
- » Build reports and dashboards
- » Clean and correct data
- » Document how campaigns should be built



MEASURE SUCCESS

Track journey movement:

- » Target account identified
- » Contact engaged
- » Multiple people from account engaged
- » Marketing-qualified lead
- » Account created
- » Demo scheduled
- » Opportunity created
- » Pipeline value generated
- » Deal won



EXAMPLE STRATEGY



BUSINESS SCENARIO

Target Account Profile

- **Size:** 5 rooftops
- **Brands:** Ford-Lincoln, Hyundai, Mitsubishi, pre-owned, fleet
- **Current technology stack:** VinSolutions CRM, Dealertrack DMS
- **Business challenges:**
 - Large range of customers: luxury, budget, business, and everything in between
 - Lots of competition – positioned in the center of an auto row
 - Poor data quality, with duplication and incomplete customer profiles
 - Budget-conscious leadership
- **Potential buying signals:** increased email engagement, website visits, employee comments in automotive LinkedIn group inquiring about different tools
- **Relevant capabilities:** digital advertising, Hyundai OEM program, data cleansing

CONNECTING CHALLENGES TO SOLUTIONS

Challenge	Solution
Poor Data Quality	PureCars' AutoMiner (now boosted by the AutoAlert acquisition) continuously cleanses, dedupes, and enriches customer records into a single source of truth, directly targeting the kind of 30-40% data inaccuracy is typical in dealer databases.
High Competition Area	Inventory-synced advertising (never serving ads for cars you no longer have) plus Pro Dealer's peer-benchmarking on ad spend, conversion rate, and market share lets you see exactly where you're losing ground to the other stores on your auto row and adjust spend accordingly.
Budget-Conscious Leadership	The Meta/Google campaign optimization work (which drove double-digit CTR gains and VDP view increases for other dealer partners) is aimed squarely at lowering cost-per-sale and cost-per-repair-order rather than just increasing raw spend.
Effectively Marketing to Fleet Market	The Meta/Google campaign optimization work (which drove double-digit CTR gains and VDP view increases for other dealer partners) is aimed squarely at lowering cost-per-sale and cost-per-repair-order rather than just increasing raw spend.
Large Range of Customers	The CDP's audience segmentation lets you build distinct customer profiles (luxury vs. budget vs. business) from cleaned data and run tailored omnichannel campaigns to each segment rather than a one-size-fits-all message.

BUYING GROUP MAP

Use messaging that speaks to the buying group – different roles need different messaging:

Role	Likely Concern	Relevant Message
Dealer Principal	Revenue and scale	Turn existing customer data into measurable opportunity
Marketing	Audience performance	Build cleaner, more targeted campaigns
Technology	Integration and governance	Connect systems and resolve fragmented identities
Fixed Ops	Service retention	Identify and engage customers likely to need service

DEALER BUYER-JOURNEY & CONTENT MATRIX

Stage	Audience question	Content
Awareness	Why is our customer data unreliable?	Data fragmentation checklist
Education	What does identity resolution actually do?	Plain-language guide or short video
Consideration	How would this work across our dealer group?	Multi-rooftop use-case brief
Validation	Can it integrate with our systems?	Integration and data-flow overview
Decision	What business impact should we expect?	Business-case worksheet
Adoption	How will our teams use it?	Enablement and rollout plan

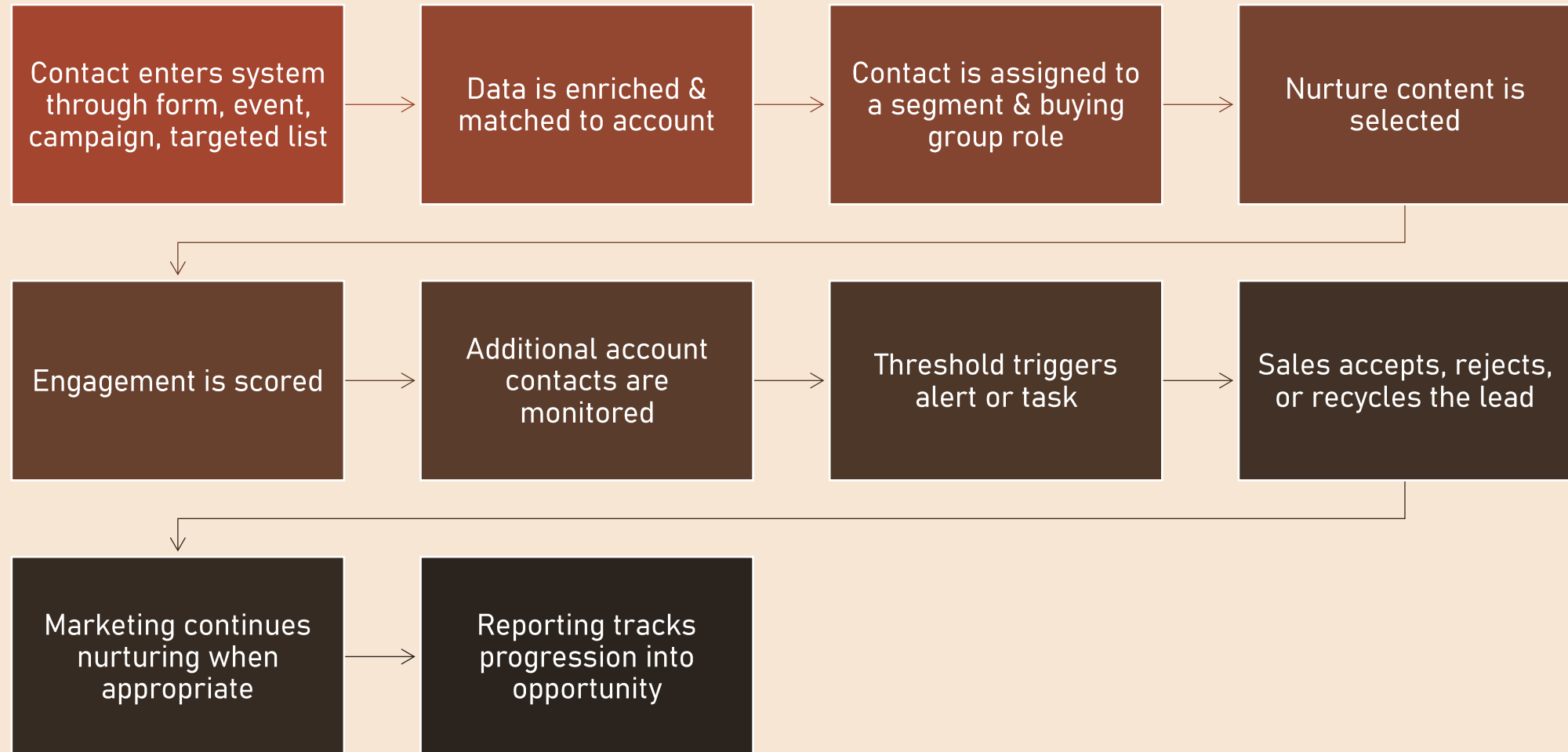
CUSTOMER JOURNEY & CHANNEL PLAN >>>

Journey Stage	What the buyer is thinking	Marketing Objective	Example content or action
Awareness	"Our customer data may be fragmented."	Help them recognize the problem	• LinkedIn paid ad → Promote a message about fragmented customer data
Education	"How does fragmented data affect our marketing?"	Explain the business impact	• Landing page and guide → Offer a downloadable data-quality checklist (collect email address) • Email nurture → Send supporting insights after the download
Consideration	"Could this product solve this across our group?"	Connect the problem to the solution	• Webinar → Explain identity resolution for the target audience • Retargeting → Show solution-focused ads to engaged accounts
Sales Engagement	"We want to understand how this would work for us."	Create a qualified conversation	• Salesforce task → Notify sales when engagement reaches a threshold • Retargeting → Show solution-focused ads to engaged accounts
Opportunity	"We are evaluating the product."	Support the buying process	• Sales follow-up → Provide account-specific examples and next steps

AUTOMATION LOGIC

Automation Component	Example Logic	Purpose
Entry criteria	Add a contact when they download the data checklist, register for the webinar, or belong to a named target account.	Determines who enters the campaign
Segmentation	Assign contacts by company size, location, role, current product usage, and primary business need	Ensures messaging is relevant
Lead scoring	• 5 points for email click • 10 points for guide download • 20 points for webinar attendance • 30 points for demo request	Measures individual interest
Account scoring	Increase the account score when multiple contacts from the same business engage	Identifies broader buying group interest
Sales notification	Notify the account owner when an account reaches 60 points or when two decision-makers engage	Signals that sales should act
Suppression rules	Exclude current customers already using the promoted solution, competitors, employees, and recently contacted accounts	Prevents inappropriate outreach
Follow-up timing	• Send first follow-up immediately • Second email after 3 business days • Sales task within 1 day of reaching the score threshold	Controls campaign pacing
Exit conditions	Remove contacts after a demo request, opportunity creation, unsubscribe, disqualification, or 45 days of inactivity	Prevents contacts from remaining in the wrong journey

MARKETING AUTOMATION & SALES HANDOFF WORKFLOW



MEASUREMENT PLAN

Example funnel:
50 target dealer groups
32 engaged accounts
18 content conversions
10 multi-contact accounts
6 Sales meetings
3 opportunities

Measurement area	Example metric	Question it answers
Account engagement	Percentage of target dealer groups with meaningful activity	Are we reaching the accounts we selected?
Content conversions	Guide downloads, webinar registrations, form completions	Is the content compelling enough to generate action?
Buying-group coverage	Number of relevant roles engaged within each account	Are we reaching more than one person?
Meetings generated	Sales meetings attributed to the campaign	Is engagement turning into conversation?
Opportunities created	Number and value of new opportunities	Is the campaign producing qualified pipeline?
Pipeline influenced	Opportunity value involving campaign-engaged accounts	Is marketing contributing to potential revenue?

COMPLETE CAMPAIGN OVERVIEW

Stage	Audience action	Marketing channel	Automation response	Success measure
Awareness	Sees LinkedIn ad	Paid social	Add account engagement signal	Target-account engagement
Education	Downloads guide	Landing page and email	Enter nurture and add score	Content conversion
Consideration	Attends webinar	Webinar and retargeting	Increase contact and account score	Buying-group coverage
Sales engagement	Visits demo page	Website and Salesforce	Alert Sales and create follow-up task	Meeting generated
Opportunity	Enters active evaluation	Sales and marketing support	Exit nurture and update campaign status	Opportunity created

AI-ASSISTED CAMPAIGN OPERATIONS WORKFLOW

Potential workflow:

- Summarize dealer-group research
- Extract likely business signals
- Classify accounts into segments
- Identify missing buying-group roles
- Recommend relevant content from an approved library
- Generate message variants based on approved positioning
- Flag inconsistent CRM data
- Analyze campaign feedback themes
- Suggest experiments based on results
- Require human validation before activation

Include guardrails for:

- Unsupported claims
- Customer-data privacy
- Brand consistency
- Hallucinations
- Approval requirements
- Use of confidential data
- Measurement and auditability

HOW MY EXPERIENCE ALIGNS WITH THIS ROLE

- **CDP and segmentation:** BlueConic, identity resolution, audiences, activation, SQL validation
- **Automotive knowledge:** dealership structures, dealer groups, automotive SaaS, customer journeys
- **Product translation:** training, technical documentation, webinars, release videos, customer communications
- **Systems building:** HubSpot optimization, workflows, Jira, documentation, repeatable processes
- **Cross-functional work:** Sales, Product, Support, Development, executives, and customers
- **Content production:** guides, videos, webinars, templates, presentations, marketing materials
- **AI judgment:** evaluating outputs, creating rubrics, identifying unsupported or ineffective content
- **Builder mindset:** repeatedly creating programs, processes, documentation, and resources where little structure existed