

**Account Executive:**

* **Caitlin Nichols**

caitlin@cactusskydigital.com

**410-296-2343 ext 104**

**Important: 3 Things We Need From You**

**□ 1. Add our Web Tracking Code to your website source code:**

***The web revisit notification will not work without this being added to your website!***

**<script type="text/javascript" src="https://tracking.magnetmail.net/MagnetLeads.js"> </script><script type="text/javascript"> com.realmagnet.MagnetLeads.init('lcJhvI2VUWFWIqpZer2A'); com.realmagnet.MagnetLeads.visitPage(); </script>**

 **→ ←**

**\*Please have your web developer add this tracking code to the header of the website code.**

**□ 2. Email address where you would like tracked prospect activity Notification Emails to be sent.**

**□ 3. Choose at least 5 Coupons that will be included on your custom coupon landing page then Email your choices to** caitlin@cactusskydigital.com **OR Fax them to 410-776-7679.**

**When your marketing campaign is deployed to your target database and someone clicks on any link within the message, we will tag that prospect so that every time they return to your dealership’s website a special offer will be emailed to them. Please put in the offers that you would like us to use. Below is our recommended marketing plan, and advise us if you would like to use these offers and time frame. Keep in mind that you can make any changes to your offers in the future with a 24-hour notice.**

**Return visits to site Special Offer Email Sent**

 **1 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Immediate**

 **3 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 1 hour**

 **5 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2 hours**

 **7 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 1 hour**

 **9 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Immediate**

**Here are some Coupon Examples:**

* ***$300 Off New or Pre-Owned Inventory for the next 72 Hours***
* ***$25 Gas Card when you schedule an Appt with a Sales Person. Good for 48 Hours***
* ***An Additional $500 Toward a One-Owner Trade\****

***\*With a clean history report and no major issues***

* ***Lifetime Free Local Towing***
* ***Employee Pricing on New Vehicle Purchase***

**The sooner you add our Web Tracking Code onto your website and we receive your Notification Email Address and 5 Coupons, the sooner we can start your campaign and help you turn leads into sales!**

**If you have any questions, please do not hesitate to contact us. *We are here to help*!**

**A Brief Overview of How the High Impact Letter Series works:**

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