

## BENEFITS OF DEALER PROSPECT NURTURE AND HOW TO ENGAGE WITH CUSTOMERS

*Nurturing drives engagement by focusing on cadence and duration to time messages effectively, using designed templates for clear, appealing layouts, and delivering personalized content with suggested topics that resonate with your audience.*

Results within the industry have shown that the most effective nurture cadence and duration includes emails sent as the following for lead nurturing:

Cadence Criteria	Autoresponder	Day 3	Day 7	Day 10	Day 15	Day 20	Day 30	Day 45	Day 60
<b>Hot</b> Short Purchase Intent Timeframe	[Envelope Icon] Autoresponder with Vehicle of Interest	[Envelope Icon] Financing Tips Featured	[Envelope Icon] Buying Tips Featured	[Envelope Icon] Accessories Featured	[Envelope Icon] Trade-in Opportunity Featured	[Envelope Icon] Dealer Credentials Featured			
<b>Standard</b> Typical Purchase Intent Timeframe	[Envelope Icon] Autoresponder with Vehicle of Interest	[Envelope Icon] Financing Tips Featured		[Envelope Icon] Buying Tips Featured		[Envelope Icon] Accessories Featured		[Envelope Icon] Trade-in Opportunity Featured	[Envelope Icon] Dealer Credentials Featured

*This ensures consistent engagement while aligning with customer decision timelines.*

### Choose Your Templates

*Rollick offers 6 different email templates to use; alternatively, you can create your own by providing HTML or building it within Aimbase's drag and drop email tool.*

The image displays six distinct email templates for INFINITY. Each template is structured as follows:

- Header:** INFINITY logo, social media icons (Facebook, Twitter, Instagram).
- Image:** A large, scenic photograph of an off-road vehicle (e.g., a dune buggy or UTV) in a natural setting.
- Text:** Personalized greeting (e.g., "Hi [Name]"), followed by a paragraph of text related to the vehicle or financing, and a prominent orange "Schedule an Appointment" button.
- Footer:** A navigation bar with three icons: a calendar for "Schedule", a magnifying glass for "Search", and a building for "Get Info".
- Bottom Section:** "YOUR SERVICING DEALER" information including Dealer Name, Dealer Address, Dealer Phone Number, Dealer Website, and a map showing the dealer's location.

# OWNER NURTURE FEATURE ENHANCEMENT

For Lightspeed dealers subscribed to the RollickNurture product, nurture streams have been developed to enable monthly, ongoing communication with customers after they purchase.

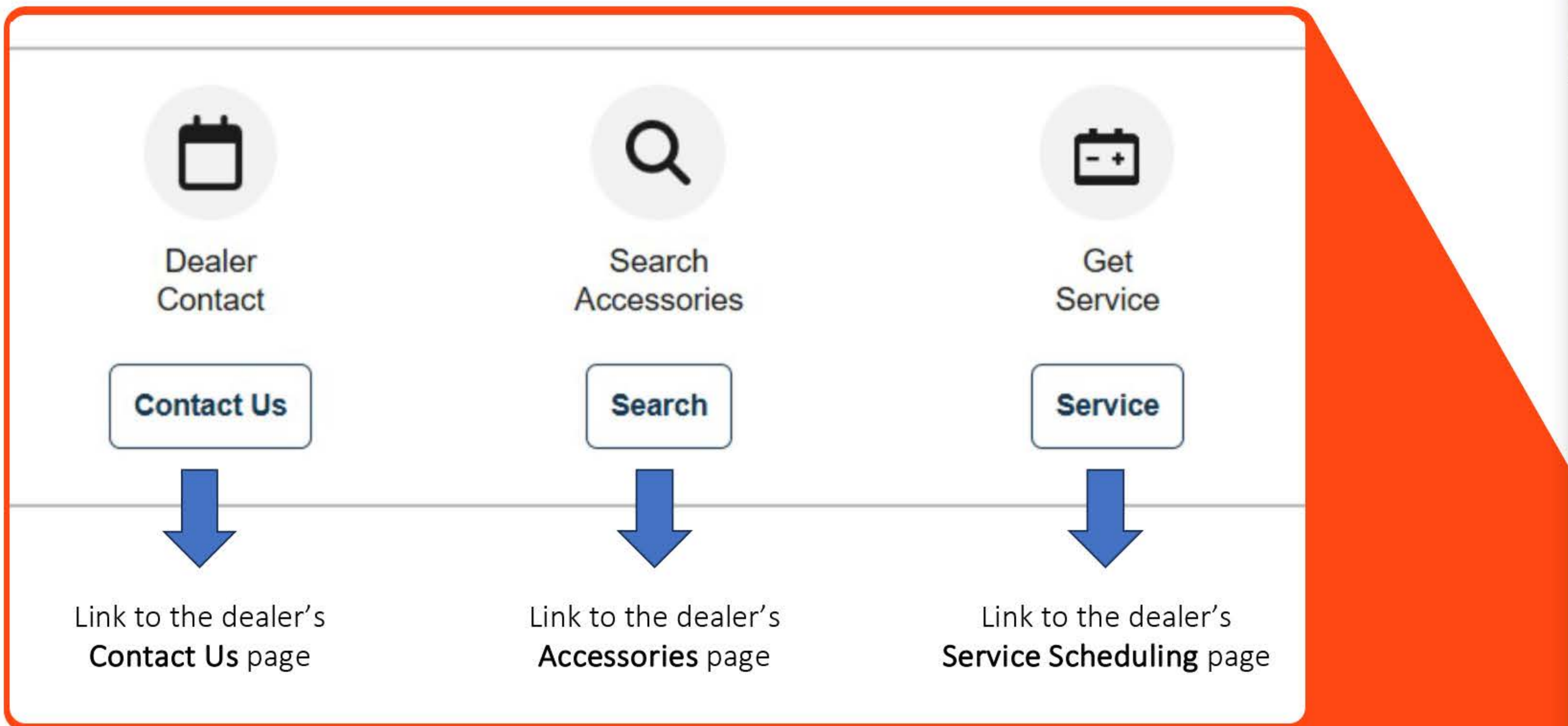
The 12-month owner nurture program delivers one email each month after purchase, guiding customers through their ownership journey with timely tips, service reminders, accessory highlights, and upgrade opportunities.



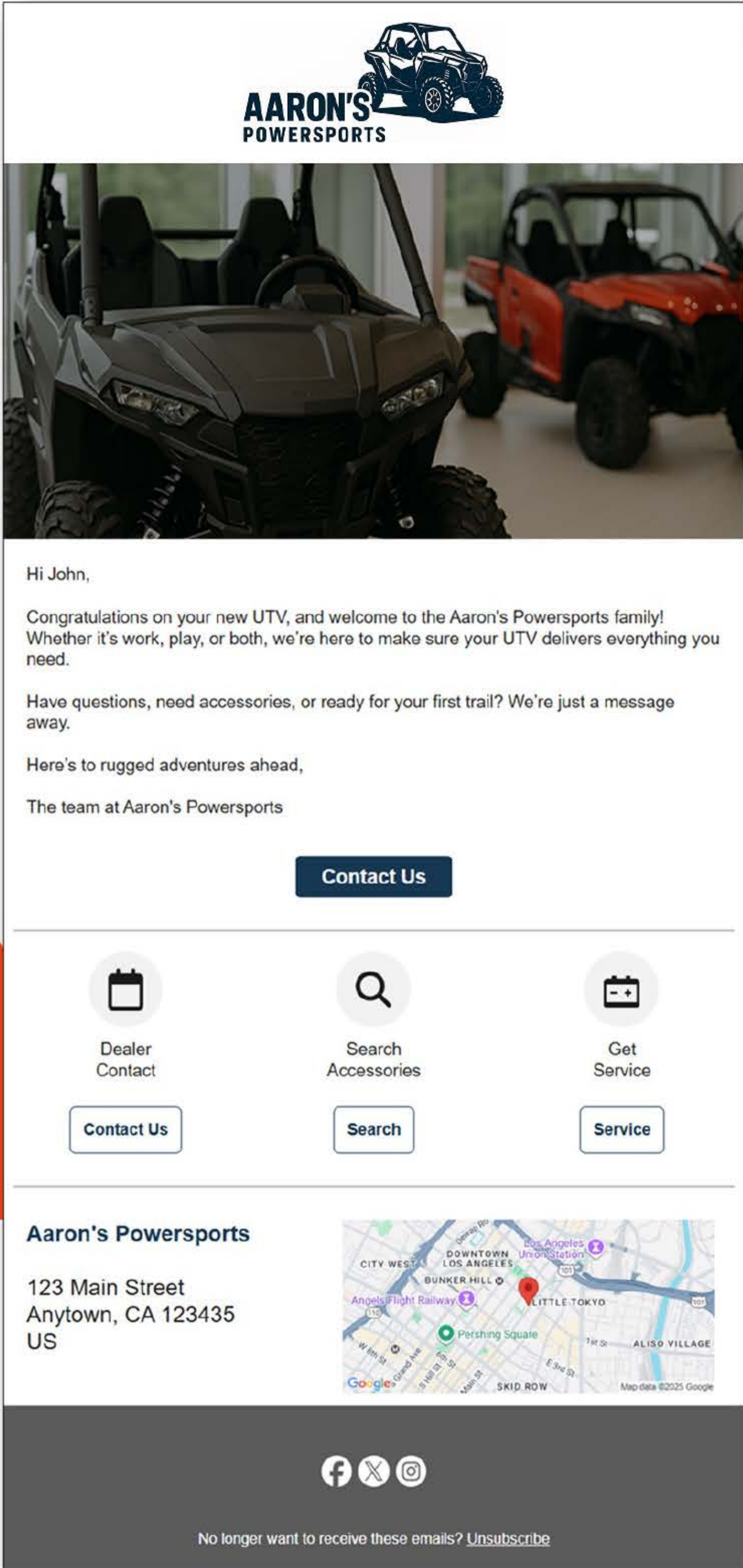
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## Owner Nurture Stream Details

Rollick's Owner Nurture is designed to build confidence in ownership while keeping the dealership top-of-mind as a trusted resource.



Reporting will be accessible from Rollick and Lightspeed to measure sales lift.



## Suggested Topics

### EVERY EMAIL SHOULD INCLUDE:

*Dealer contact information*  
*CTAs for all Lead Types*  
*Links to primary nav of website*



### HIGHER ENGAGEMENT RATES

- *Boosts open/clicks*
- *Stays top-of-mind*
- *Shows buyer interest*



### INCREASED CONVERSIONS

- *Moves leads toward purchase*
- *Re-engages inactive prospects*
- *Encourages timely buyer action*



### CONSISTENT BRAND PRESENCE

- *Customizable branded templates*
- *Links to website and socials*
- *Reinforces professional identity*



### IMPROVED LEAD QUALITY

- *Leads arrive more informed*
- *Identifies active buyer interest*
- *Prioritizes high-intent shoppers*



### FULLY AUTOMATED WITH AIMBASE

- *Triggered by lead form data*
- *Follows 60-day set cadence*
- *Frees sales team's time*



### SEAMLESS INTEGRATION

- *Connects to inventory and financing*
- *Includes optional guide content*
- *Directs buyers to next step*