



# PRIVATE OFFER

NATIONAL DIRECT MARKETING PROMOTION

# PLANNING GUIDE

February/March 2017

## INTRODUCTION

Thank you for your participation in the Q4 Private Offer Sales Event direct marketing program. This program is a highly targeted campaign designed to increase traffic at your dealership during the months of February and March 2017.

There are two direct mail communications that are **part of the Q4 RMP Direct Marketing Program**. Both are two-piece oversized mailers with a unique die-cut pocket, and designed to get the attention of your consumers. The direct mail pieces will feature top Nissan vehicles, such as Altima, Sentra, and Pathfinder. Also the **Private Bonus Cash Offer**, available through March 31, 2017, is prominently noted throughout both mailers and will help generate sales appointments at your dealership.

Lastly, to further entice consumers to open these attractive mailers is an "Enter For a Chance to Win" Sweepstakes offer. Consumers will have an opportunity to register online for a chance to win one of two 2017 Sentra SV Sedans! Leads generated from the entries will be sent to your dealership via the Lead Management Tool.

Two follow-up emails will also be deployed to reinforce and remind consumers of the offers presented in the direct mail pieces.

• **\$1,000 Private Offer Bonus Cash on MY16/MY17 TITAN**

• **\$500 Private Offer Bonus Cash on MY16/MY17 Altima, Sentra, and Pathfinder.**

**Refer to Private Offer Sales Event Program Rules.**

**Note:** Private Offer Bonus Cash offer ends March 31, 2017.

## IMPORTANT DATES

FEBRUARY 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

MARCH 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Manifests posted to NNAnet.com ..... **February 13, 2017**

Targeted In-Home Dates:..... **Week of February 13 and March 13, 2017**

Email Deploys: ..... **February 15, February 23 and March 23, 2017**

Offer Ends:..... **March 31, 2017**

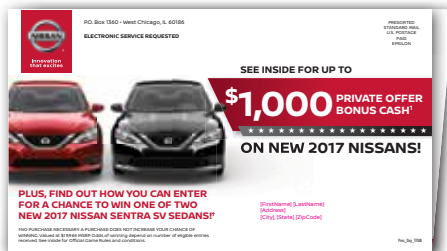
## TARGET AUDIENCE

- **Intenders:** Consumers visiting automotive network sites as well as other retail sites. These purchase intenders are in the early stage of researching autos of interest prior to seeking out a dealer. In-market timing is forward looking, self-reported intent to purchase a target vehicle (such as Nissan Altima, Sentra and Pathfinder) in the next 6 months.
- **Defectors:** These are Nissan owners that have been modeled to show a 60% or greater chance of defecting from the brand.

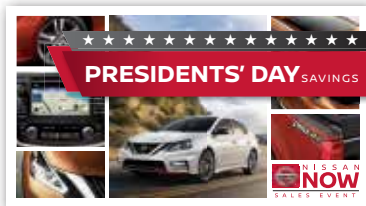
### SALES EVENT

## DIRECT MAIL & EMAIL CREATIVE

This unique two-piece die-cut mailer is 10-1/2" x 15" and 19-7/8" x 5" flat, and folds to 6" x 10-1/2". It features 4-color creative that is designed to stand out in the consumer's mailbox. February creative is listed below. March creative will have same format but different look.



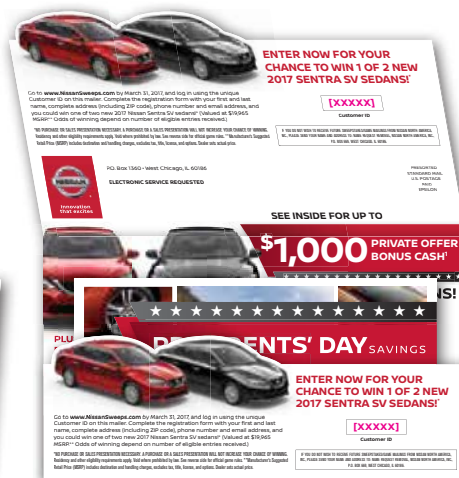
Address Panel



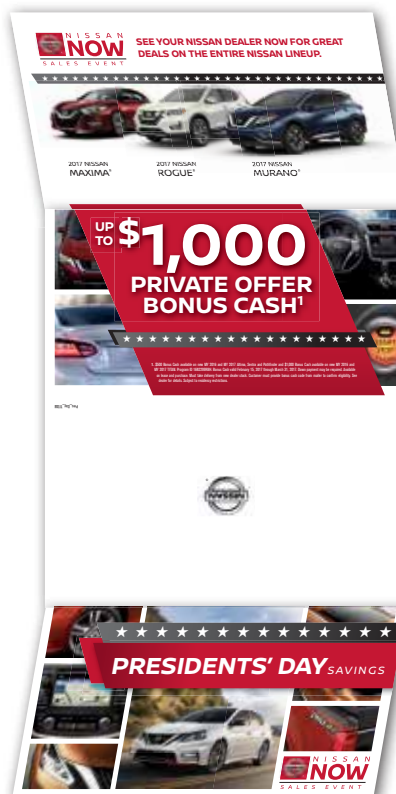
Front Panel



Private Offer Bonus Cash Certificate



Letter Panel



Inside



Email

Note: Mail piece and email creative is for position only and is subject to change prior to mail drop/deployment.

## ENTER FOR A CHANCE TO WIN SWEEPSTAKES

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Each consumer on your mailing list has the chance to win one of two 2017 Nissan Sentra SV sedans (VRV each = \$19,965). The customer is required to go online and enter the sweepstakes at [www.NissanSweeps.com](http://www.NissanSweeps.com). The website is powered by Epsilon. The consumer will enter his/her Customer ID (preprinted on the mailer) and ZIP Code. The consumer then answers a few questions and confirms his/her personal information including mailing address, phone and email. We are pleased to announce that leads from consumers who enter the Private Offer Sales Event Sweepstakes and opt in to receive communications will be sent through the Lead Management Tool to help generate incremental sales and traffic for your dealership. We encourage you to follow up with these consumers.

**Best Practice Tip:** A great way to build rapport with a customer in the dealership is to have the Sales Consultant assist the consumer with the Enter For a Chance to Win process. While at the Sales Consultant's desk, have the Sales Consultant go to the consumer microsite ([www.NissanSweeps.com](http://www.NissanSweeps.com)) and enter the consumer's Customer ID and ZIP Code. The consumer can answer a few questions and enter the sweepstakes while at your dealership. This additional time spent will help to strengthen the relationship and build customer loyalty to your Sales Consultant/Dealership. This is also a great way to assist any consumer that does not have internet access in their home.

Each dealership will receive an Enter For a Chance to Win Sweepstakes Rules Display Poster shipped via FedEx.

## MOBILE WALLET

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Your consumers will have an opportunity to view offers on their mobile phones via mobile wallet. When your consumer texts the code listed on their mailer, the Private Offer Sales Event Bonus Cash offer will be sent to their device.

**Benefits of mobile wallet include:**

- Leverage to drive conversion and redemptions
- Offers distributed through direct mail to consumers with call-to-action to save to their phones & redeem at the dealership
- Expiration notifications will remind consumers to redeem two weeks prior to the offer expiring



## **BEST PRACTICES FOR A SUCCESSFUL PROMOTION**

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### **Prior To The Promotion**

#### **Educating The Staff**

- Familiarize all Sales and Office Personnel with the promotion. It is important that everyone is aware of the proper steps to follow for the event to be a success.
- Provide a copy of the manifest to the Receptionist. Have the Receptionist cross reference the manifest with each customer that comes into the store.

## **COMMONLY ASKED QUESTIONS**

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### **What if a customer forgot to bring in their certificate to the dealership?**

The customer can be verified on the manifest list. Instructions for accessing the manifest are included in this dealer guide.

### **What if a customer brings in their certificate to a competing dealership?**

The customer is still eligible for the Bonus Cash offer. Please contact PHQ and request the Bonus Cash Code be pulled from the program data file. PHQ will need the customer's full name and full address in order to search the program data file.

### **What about customers that didn't receive a mailer?**

Only customers that received the mailer are eligible for the Bonus Cash. The offer is transferable within the customer's household. Other restrictions may apply.

### **Can Epsilon or the Regions extend the program period for the Bonus Cash if needed?**

No, the deadline is set by NNA Corporate and all Bonus Cash claims must be submitted by March 31, 2017. Each dealer should receive a copy of the program rules from their DOM.

### **What if a customer is on the mailing list but didn't get a mailer?**

If the recipient is on the mailing list, they were mailed a direct mail piece. The mail pieces and the mailing list match exactly.

## **NISSAN PRIVATE OFFER BONUS CASH SCRIPT**

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*Hello. My name is <your name> and I'm calling from <Dealership>.*

*May I please speak to Mr./Mrs. <Customer Name>? [If not, schedule a callback, but attempt to explain the purpose of the call]*

*Hello <Customer Name>,*

*Recently, you were sent an invitation to our Private Offer <current direct mail campaign> at <Dealership>.*

*Did you receive it?*

**If "yes": Great! – Go to "Continue All"**

**If "no":** I'm sorry you haven't received it yet, please watch your mailbox, it should arrive any day. In the meantime, let me tell you about our event. – **Go to "Continue All"**

### **Continue All**

*Our dealership would like to invite you to visit our showroom to see our current Nissan lineup, especially the <<vehicle Dealer would like to move>>! You have been selected to receive up to \$1,000 additional bonus cash depending on the vehicle plus all of our current APR or Lease offers. You have the opportunity to save thousands on a new Nissan!*

*Is this something you would consider?*

**If "yes": Continue**

**If "no": Go to "Objections"**

### **Continue**

*What day would work best for you, <Offer date> or <Offer another date>? Time? <Offer a choice of time>*

*Great! Because we expect a big turnout, and because our specialists are meeting personally with each guest, it's important that you plan to arrive as close to your appointment time as possible.*

*Again, your appointment at <Dealership> is for <Appointment Date> at <Appointment Time>.*

**Close the Call:** *One last thing. If for some reason you are running a little late please give us a call and let us know, okay? It was my pleasure to assist you, and have a great day. Thank you!*

### **Objections**


*"I'll call you back to schedule a time to come in": We could do that, however, with the number of customers making appointments, I'm concerned there may not be any spots available when you call back. And remember, these savings are only available for a limited time. You can always call us if it's necessary to change the appointment.*

*What day would work best for you, <Offer date> or <Offer another date>? Time? <Offer a choice of time>*

*Great!*

## PORTAL ENHANCEMENT - "FIND CUSTOMER" FEATURE

To aid in finding customers eligible for the Private Offer Bonus Cash, use the enhanced "find customer" portal feature. The graphics below provide a tutorial on how best to use the feature.



Welcome Nissan Admin User On Behalf Of Columbus Nissan >PROFILE >LOGOUT

Dealer Direct Marketing

PROMOTIONS RESOURCE REPORTS DEALER REPORTS CHANGE DEALER REMOVE DEALER ADMIN

CUSTOMER SEARCH: Last Name Street Address FIND Q.

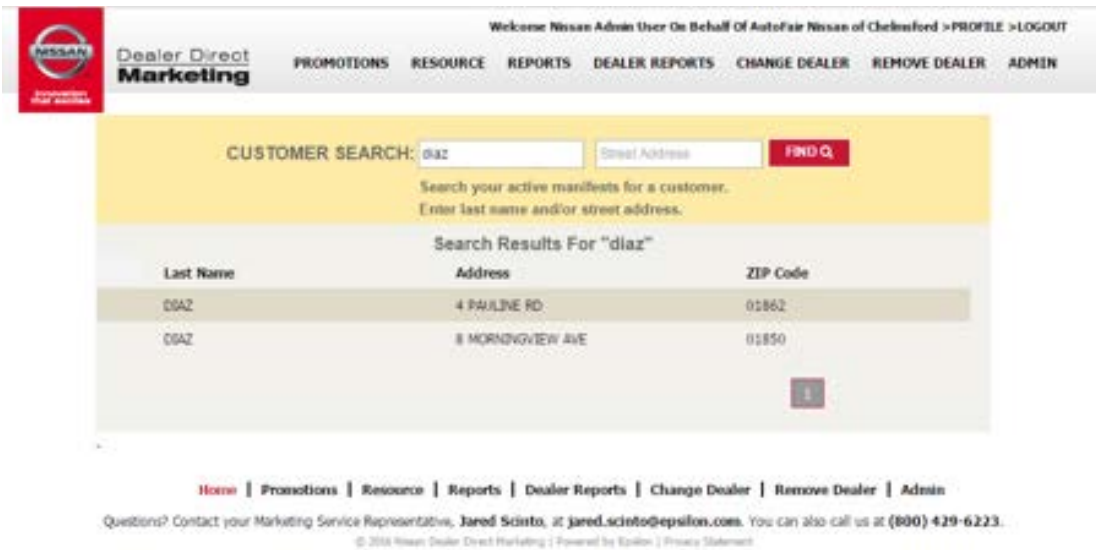
Search your active manifests for a customer.  
Enter last name and/or street address.

CURRENT PROMOTIONS

Holiday Greeting Card Program  
Eventlet Guide | Email

SHOW ALL CURRENT PROMOTIONS

After logging in, the Home Page will prompt you to enter in the customer you are researching, then click "FIND"



Welcome Nissan Admin User On Behalf Of AutoFair Nissan of Chelmsford >PROFILE >LOGOUT

Dealer Direct Marketing

PROMOTIONS RESOURCE REPORTS DEALER REPORTS CHANGE DEALER REMOVE DEALER ADMIN

CUSTOMER SEARCH: diaz Street Address FIND Q.

Search your active manifests for a customer.  
Enter last name and/or street address.

Search Results For "diaz"

Last Name	Address	ZIP Code
DLAZ	4 PAULINE RD	01862
DLAZ	8 MORNOVIEW AVE	01850

Home | Promotions | Resource | Reports | Dealer Reports | Change Dealer | Remove Dealer | Admin

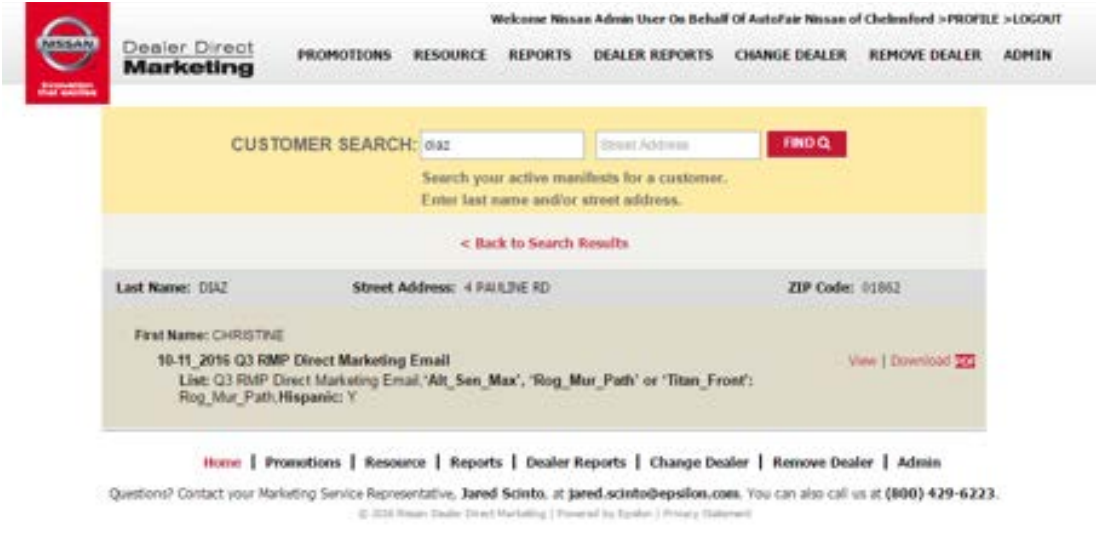
Questions? Contact your Marketing Service Representative, Jared Scinto, at [jared.scinto@epsilon.com](mailto:jared.scinto@epsilon.com). You can also call us at (800) 429-6223.

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The customer's name and address will be listed; select the right customer by clicking on the corresponding address

## **PORTAL ENHANCEMENT - "FIND CUSTOMER" FEATURE**

(Continued)



Welcome Nissan Admin User On Behalf Of AutoFair Nissan of Chelmsford >PROFILE >LOGOUT

**Dealer Direct Marketing** PROMOTIONS RESOURCE REPORTS DEALER REPORTS CHANGE DEALER REMOVE DEALER ADMIN

**CUSTOMER SEARCH:**

Search your active manifests for a customer.  
Enter last name and/or street address.

[< Back to Search Results](#)

Last Name: DIAZ	Street Address: 4 PAULINE RD	ZIP Code: 01862
First Name: CHRISTINE		
10-11_2016 Q3 RMP Direct Marketing Email		
List: Q3 RMP Direct Marketing Email 'Alt_Sen_Max', 'Rog_Mur_Path' or 'Titan_Front':		
Rog_Mur_Path,Hispanic: Y		
		<a href="#">View</a>   <a href="#">Download</a>

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Questions? Contact your Marketing Service Representative, **Jared Scinto**, at [jared.scinto@epsilon.com](mailto:jared.scinto@epsilon.com). You can also call us at **(800) 429-6223**.

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After clicking on the matching consumer – you will see the “List” from which they belong – in this case “02-03\_2017 Private Offer Sales Event Direct Mail”

- When available - you will also be able to access a link from this landing page that will provide you with
  - Dealer Guide that has campaign details and offers
  - Claim code, VIN, and/or Creative Version



## **BONUS CASH CLAIM GUIDELINES**

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### **Validating a Private Offer Sales Event Code (when the customer presents the authorization code)**

1. Log on to the dealer portal at **www.NNAnet.com**.
2. Under Applications, click on **NISSAN Incentive Awards**.
3. Hover over the Claiming navigation and click on the Private Offer Sales Event.
4. Select "Verify or Search for a program offer code."
5. Enter the offer code or the customer name and click "Submit." Check your dealer manifest to locate the authorization code for a customer who does not bring in the offer letter.
6. Message will confirm name/address of the person who received the authorization code and the validity of authorization code.
7. Click "Exit" to return to menu.

### **Completing an Online Private Offer Sales Event Claim (48 hours after the unit is reported sold)**

1. Log on to the dealer portal at **www.NNAnet.com**.
2. Under Applications, click on **NISSAN Incentive Awards**.
3. Hover over the Claiming navigation and click on the 16N2299RBH - Private Offer Sales Event.
4. Click on the "Submit a Claim" tab.
5. Enter the offer number of the authorization code and click "Submit."
6. Customer information will appear. Verify and select from two choices - if information is correct or if needs to be changed. Edit information here.
7. Enter the VIN and click "Submit."
8. The Private Offer Sales Event Claim Summary report is updated nightly, with your submission, along with the VIN detail of claims already submitted.

### **PAYMENT SCHEDULE:**

To ensure prompt payments, please input the online authorization codes on the NISSAN Incentive Awards Website accessed through the dealer portal (NNAnet.com).

- Payments will be paid through VIMS on the dealer Electronic Funds Transfer (EFT) on a weekly basis.
- The last online authorization code redemption date is **May 1, 2017**.
- Dealers will be subject to chargebacks on incentive awards received from any program vehicle unwinds.
- Unwound vehicles would need to be reclaimed when re-reported.



## DIRECT MARKETING PROMOTION EVENT PLANNING GUIDE

S A L E S   E V E N T

### ACCESSING YOUR DEALERSHIP'S MANIFEST

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Follow these 5 easy steps to access your manifest list:

1. Go to [www.NNAnet.com](http://www.NNAnet.com), type in your username and password. Click "LOGIN."
2. Click on the "Workspace" tab right next to the "Home" tab. Select Dealer Direct Marketing link under SALES AND MARKETING.
3. Then click the "Reports" tab on the top of the Dealer Direct Marketing Portal Welcome Page. Then choose the "Manifest" link from the drop down tray.
4. Use the Program drop down menu to choose "02-03\_2017 Private Offer Sales Event Direct Mail."
5. Once you click "View" and accept the terms and conditions your manifest will appear. You will then be able to select an export format of your choosing.

### CONTACT INFORMATION

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If you have any questions regarding this promotion, please contact:

**Nissan Dealer Direct Marketing Program Headquarters**

**(800) 429-6223**

(Monday–Thursday 8:00AM–6:00PM and Friday 8:00AM–5:00PM CT)

Please leave a message after hours and on weekends and a representative will return your call the next business day.





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