



Event Marketing

It's About Relationships

Increase loyalty, renew your relationship with inactive customers and create new opportunities from prospects with our Event Marketing Service. Our service includes strategic planning, prospect targeting, mailing of invitations and managing your in-bound appointment scheduling. We personally attend your events to assist you and ensure the process runs smoothly.

Here's what you can expect from a DPS managed event:

Event Components

- ✔ Personal BDC Manager for each event
- ✔ Daily dealership appointment updates
- ✔ Live Inbound/Outbound call appointment scheduling
- ✔ Instant response text and email capabilities
- ✔ Live confirmation calls

Post Event

- ✔ Outbound missed appointment rescheduling
- ✔ Event follow-up calls to all identified service opportunities; converting up to 26% to a follow-up service appointment
- ✔ Event analytics



In the four years I've been with Knauz, I've never had a better service clinic than the one DPS provided. Completely turn key. They handled the entire process that included mailers, email, scheduling appointments and follow up. We had over 700 people attend, sold 58 cars and our ROI was unimaginable. The DPS customer service is unquestionably the best and we are gearing up for our next event."

Joe Coleman, Fixed Operations Director
Knauz Automotive Group



For more information: Call DPS at (800) 998-2910 or email DPSSales.com