

WE'RE ALL IN THIS TOGETHER

Lifecycle communication that responds to an ever-changing consumer journey:

Always on. Always forward. Always when your dealership needs it the most.



MESSAGE



MARKET



MEASURE

ask us about

Brand compliant COVID-19-ready messaging
that your customers read



/3birdsmarketing



@3birdsmarketing



/3-birds-marketing-llc

WWW.3BIRDS.NET

LETTER FROM THE CEO

COVID-19 Response Message

The COVID-19 threat is like nothing we've experienced before. Its impact is being felt in our families, our communities and our businesses and it is having a profound effect on how we live our lives.

You've likely been receiving messages from every company you've ever done business with describing the measures they're taking in light of the situation. We're doing many of the same things – operating remotely, curtailing travel and so forth – out of concern for the safety and well-being of our staff and their families, our clients and our community. 3 Birds already had a distributed workforce with many staff members located in different parts of the country, so we have been able to smoothly make this temporary adjustment while continuing to provide the high level of service and support our customers appreciate without disruption.

At times like this, continuing to provide uninterrupted support for our clients is just table stakes. Right now, we all need to do more for each other. As the world responds to the coronavirus, it's clear that banding together for the greater good right now is what is required. While we cannot predict what will happen in the coming weeks, what we can do is look out for one another, be good partners, good citizens and good communicators during this time.

For us, this means providing additional support to our partners. We're studying the data and online vehicle shopping and dealer website traffic has not diminished and manufacturers are responding with aggressive incentives. We expect that consumers will spend even more time than they already do conducting online research and deal with a single dealership (as opposed to the 1.6 dealerships they have been visiting) before purchasing and it will likely be the one that is providing the safest, most convenient car buying process during this time. Providing an outstanding digital consumer experience and reducing the amount of time consumers have to spend in the dealership has never been more important.

We have not only ensured that our current clients are able to continue to deliver timely, journey and lifecycle communications, we've also partnered together to develop ongoing messaging about how their dealerships are responding to COVID-19 now and developed marketing and communication strategies to continue to move their businesses forward during this time. We've been working with our current customers in this manner. The extremely high rates of engagement that we're seeing with these messages confirms that consumers are thirsty for this information and that our dealerships have their customers' attention and interest.

We're also quickly establishing communication channels between our new dealer clients and their customers and ensuring that appropriate messaging about their response is getting out. [We can help your dealership with this too.](#)

Dealerships have always been part of the fabric of the communities they serve, providing support to schools, charitable organizations, and families as well as employing many people. Our experience tells us that dealers will undoubtedly rise to the occasion and be a source of support to their communities during this period of uncertainty. Now is the time for dealerships to use their position in their communities and their platform to be a reassuring voice and do good while still doing business. We admire our dealer clients who have already stepped up to support other local businesses, organizations and citizens in their communities and we look forward to sharing some of those stories with you in the coming weeks.

The saying, "Tough times don't last, tough people do," feels like it was created for dealers. We've been through tough times together before and we will weather these challenges together too. And when we come back, we'll be better, stronger, more connected to our communities than ever before ... and ready to capture the pent-up demand.



Sincerely,
Kristen Judd
CEO & Co-Founder

THE WIRE • BLUE SKY DASHBOARDS

CONTENT + DATA + MARKETING + AUTOMATION + CX

Leading Business and Consumer Intelligence Platform for Automotive Dealers

Our dynamic, integrated, automated marketing, data management and communications platform pushes the industry-standard forward with a fresh approach to business intelligence in automotive.

Recognizing and adapting to the twists and turns along today's customer journey and vehicle lifecycle, our comprehensive marketing loop uses content to anticipate interests and nurture it into full-blown, low-funnel purchase intenders.

By cutting through data silos, we are ensuring that you stand out above the noise to prospects and your customers receive the message they are eager to hear from your dealership, now more than ever.

AWARDS?

Yeah, we got 'em.

10 YEARS IN THE BiZ

ACCOLADES?

Of course we do.

REVIEWS?

Some for us, AND some for you!



Check this out!

OUR MISSION

TO MAKE CUSTOMER AND OPERATIONAL DATA EASILY ACCESSIBLE AND ACTIONABLE FOR AUTOMOBILE DEALERS, MANUFACTURERS, AND THEIR PARTNERS TO MARKET, TRAIN, AND RUN THEIR BUSINESSES MORE EFFECTIVELY AND PROFITABLY.

OUR CORE VALUES

HUSTLE TENACIOUSLY

KEEP SWINGING FOR THE FENCES

BE UNAPOLOGETICALLY DIFFERENT

SET THE BAR HIGHER FOR OURSELVES THAN ANYONE ELSE WILL

LET INTEGRITY AND DOING THE RIGHT THING BE OUR COMPASS

BRING POSITIVE ENERGY AND A SENSE OF HUMOR

OUR CLIENT'S SUCCESS IS OUR SUCCESS

ELEVATE AND APPRECIATE THE TEAM

WE BELIEVE DEALERS DESERVE BETTER

We believe the automotive industry is resilient. We also believe that this, too, will pass. That we will continue to adapt to changing consumer behavior—to pivot our message and focus our purpose—and weather through challenging climates as we do in blue skies, coming out on the other side stronger than before.

We believe we're all in it together. We believe that we can help.

Consumer engagement is on the rise. Many dealers are able to take advantage of incentives and growing opportunities, and our data shows that our dealers have pulled ahead. We can help you gain ground on your marketing efforts, so you're ready to meet the consumer demand, too.

RESULTS



5.5x
over the
industry average

View in Browser

Lynch Ford Chevrolet

877-426-8226 410 Business 30 SW, Mt Vernon, IA 52314

News Chevy Inventory Ford Inventory Pre-Owned Service Collision Center

WE CARE ABOUT OUR COMMUNITY;
WE CARE ABOUT YOU.

Our Message to You about the Coronavirus (COVID-19)

Thank you for being a valued Lynch Ford Chevrolet customer. I wanted to personally reach out to you regarding the current Coronavirus situation. As I'm sure you've seen, there continues to be an influx of new information each day so I appreciate the chance to update you on what we're doing right now at Lynch to protect you and your family when you visit our dealership.

I wanted to assure you that your safety and the safety of all of our customers and employees remain our top priority. That means you can visit us with confidence for all your vehicle sales and service needs.

Here are some of the measures we've taken in recent days:

- Our goal - in this time and always - is to ensure a clean, safe, and sanitary environment. We are following the guidelines for cleanliness set in place by the CDC.
- Our Sales Consultants are disinfecting the customer tables and chairs in the showroom multiple times per day.
- Our Service Advisors are disinfecting their pods multiple times per day.
- Our Cashiers are disinfecting the cashier counter multiple times per day.
- Our Parts Advisors are disinfecting the parts counter multiple times per day.
- Our Shuttle Drivers are disinfecting the interior and exterior door handles of the shuttle vehicles multiple times per day.
- Our Office Staff is disinfecting the counter in the office multiple times per day.

Thank you for your trust in us and for being the heart of our business. You are the reason that our employees come to work each day. As you can see, they are working harder than ever during this time to earn (and keep) that trust and to allow us to keep selling and servicing a lot of cars in a very different way.

John Walz
President
Lynch Ford Chevrolet

CONTACT US FIND OUT MORE ABOUT COVID-19

MOLLE AUDI OF OF KANSAS CITY

MOLLE VOLKSWAGEN OF KANSAS CITY

COVID-19 Notice Email

RESULTS



33x
over the
industry average



2x
over the
industry average



Our Message to You about the Coronavirus (COVID-19)

To Our Valued Customers,

There is no higher priority for our entire Molle Automotive Group Family than the safety and well-being of our Customers, Suppliers and Employees.

We take great pride in our clean and skillfully managed stores. In the interest of our Customers', Suppliers' and Employees' health and safety, we want you to know that we are enhancing our cleaning procedures, to ensure a healthy environment in all departments. We are closely monitoring the ongoing COVID-19 coronavirus outbreak according to the guidelines and recommendations of the CDC (Centers for Disease Control and Prevention).

The CDC is recommending regular cleaning as one of the most important preventive measures we can take. Whether your vehicle is being serviced at one of our Service Departments or at our Collision Center, rest assured, our valets, advisors, technicians, and detail centers are all taking even greater precautions in following the best practices that we have put in place. Technicians will be wearing gloves while servicing your vehicle and wiping down surfaces after the services have been performed. Our Detail and Collision Centers are taking the same measures prior to delivering your vehicle to you after services have been completed.

All desks, phones, counters, door handles, lounge seating, vending machines, bathrooms, and other areas throughout the dealership will be consistently cleaned and disinfected. This will be in place throughout the day, as well as a thorough, full cleaning after hours for the next day.

Thank you for your patience and continuing to trust the Molle Automotive Group. We are prepared to navigate through these challenging conditions with your safety, confidence and trust at the forefront of everything we do.

Thank you,
Molle Automotive Group

Molle Chevrolet | www.mollechevrolet.com | (816) 229-8800
Molle Toyota | www.molletoyota.com | (816) 942-5200
Molle Audi of Kansas City | www.kansascityaudi.com | (816) 941-9500
Molle Volkswagen | www.mollevwofkansascity.com | (816) 941-2400
Molle Collision Center | (816) 508-1240



Volkswagen



Audi
Kansas City

[CONTACT US](#)

[FIND OUT MORE ABOUT COVID-19](#)



Molle Toyota | New Sales: 816-942-5200 | Used Sales: 866-530-5897 | Service: 888-510-7705 | Parts: 888-682-3033

LEITH ACURA

EVENT DELAY EMAIL UPDATE

Leith Acura



AN UPDATE ABOUT OUR GRAND OPENING.



Due to Covid-19 and safety recommendations, we will be postponing our **Grand Opening Event** for a later date.

Hours and Location

Address
2300 Capital Summit Court
Raleigh NC 27616

Sales:
Mon - Fri: 9:00 AM - 8:00 PM
Sat: 9:00 AM - 5:00 PM
Sun: CLOSED

Service:
Mon - Fri: 7:30 AM - 6 PM
Sat: 8:00 AM - 4:30 PM
Sun: CLOSED



It's Easier Here.

RESULTS

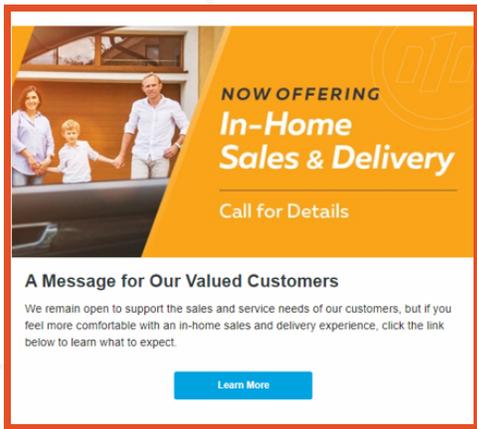


6x
over the
industry average

MILEONE HERITAGE

Newsletter Article

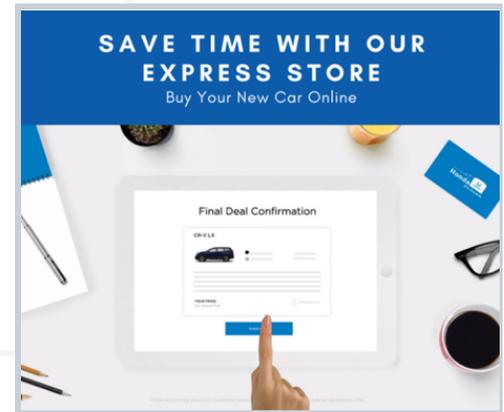
CLICK ME!



NOW OFFERING
In-Home Sales & Delivery
Call for Details

A Message for Our Valued Customers
We remain open to support the sales and service needs of our customers, but if you feel more comfortable with an in-home sales and delivery experience, click the link below to learn what to expect.

[Learn More](#)



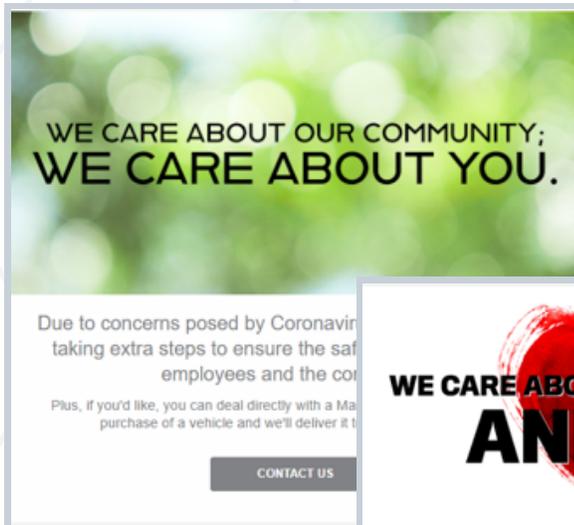
SAVE TIME WITH OUR EXPRESS STORE
Buy Your New Car Online

Final Deal Confirmation

[Learn More](#)

HONDA OF LINCOLN

Banner included in Email



**WE CARE ABOUT OUR COMMUNITY;
WE CARE ABOUT YOU.**

Due to concerns posed by Coronavirus (COVID-19), we are taking extra steps to ensure the safety of our customers, employees and the community.

Plus, if you'd like, you can deal directly with a Manager regarding your lease or purchase of a vehicle and we'll deliver it to your home or office.

[CONTACT US](#)

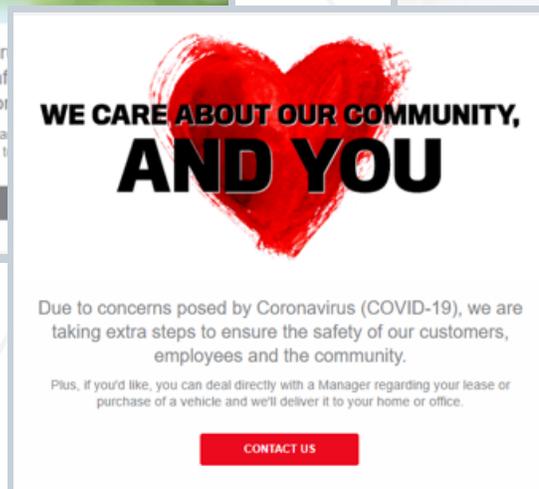


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WE CARE ABOUT YOU**

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[CONTACT US](#)



**WE CARE ABOUT OUR COMMUNITY,
AND YOU**

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[CONTACT US](#)

CURRY STORES CARE

Newsletter Images and Message

3Birds Marketing has been an **advantageous partner** for us throughout the years. Their service and sales content and monthly eNewsletters really **engage with our customers** through intelligent platform technology that ensures delivery of the right, relevant message at just the right time.

In today's market climate and especially during these difficult times, they have worked with me to adjust my strategy at a moments notice and help get critical information out to my customers without delay.

In addition, the ability to track activity and pull detailed reporting in a consolidated dashboard **assures me confidence** that my email campaigns are not only being received, but also viewed and resulting in profitable visits to my service lane and sales purchases.

It's been a win for us past and present. We look forward to our continued partnership and **successfully working together**.

Ryan Pesin

Vice President

Ardmore Toyota • Central City Toyota

3Birds Marketing is delivering an **outstanding message!** If there has ever been a moment for us to **come together** and help one another, this is it. We appreciate all their help over these past several days, especially.

Jim Seaman

Director of Marketing

Molle Toyota

COVID-19 RESPONSE PACKAGE

Initial COVID-19 message and creative assets bundle

Dedicated URL or subdomain

Monthly email newsletter

1 additional email update each month

One-time set-up **WAIVED**
FLEXIBLE Terms



Get started today

3 BIRDS MARKETING
505 W. FRANKLIN STREET
CHAPEL HILL, NC 27516

(877) 285-1094

WWW.3BIRDS.NET

3birds 