

S.M.A. Alliance

Strategic Marketing Auto Alliance





SMA Alliance is a unique and powerful ***LEAD GENERATOR!***

SMA DELIVERS:

Full Program:

**Average 400 to 600
leads per month**

**Includes: phone ups,
email leads & credit
applications**

**Average 1000 website
views per month**

SMA's DEALER RESULTS:

Full Program:

**Average 80 to 120
appointments per
month**

**Average 20 to 30 units
delivered per month**

**Average 50 – 75K
Gross per month**



SMA Alliance Member Benefits include:



Average Cost per Sale

- Per Unit: \$250



Average Gross Profit

- Per Unit: \$2500



Average Return on Investment

- Per Month:
1000%



How SMA Does it:

SMA drives live buyers to active Dealer Partners whom are searching for vehicles online...
in *real time* by:



Creating 50 unique templates for **EVERY CAR** in your inventory, presenting different offers for different shoppers!



Manually posting these ads to the **Most Popular Classified Websites** as well as feeding the Dealer Inventory to **160 Top Local Classified** websites.
(Where ALL the Shoppers are actively looking for vehicles)



The ads move the customer into **ACTION**...they pick up the phone, apply for credit online and click through to your website.



Placing You in Front of Everyone

SMA Posts each Dealer's entire inventory to over 160 popular websites,
multiple times everyday...

And Much, Much MORE

3 FACTS

- **FACT #1:** These sites attract 99% of all car shoppers everyday
- **FACT #2:** SMA Alliance Dealer Members Dominate these sites
- **FACT #3:** Buyers find the car they want... discover YOU OWN IT... THEN CALL YOU TO BUY IT



* Denotes part of Platinum Package Upgrade

** Requires Third Party Paid Subscription for Inventory Submission



Strategic Marketing Auto Alliance



SMA Alliance Advertises Each Dealer with **EXCLUSIVITY**



Empowers Dealers to
Connect directly with the
Buyers IN-Market
in Real Time



SMA tips
**The Law of Supply and
Demand**
to the Dealer's favor
through **Market Domination**



All Leads are generated
exclusively for the Dealer





SMA Offers Additional Services including:

**Get
Pre-Approved
In Seconds!**
CLICK HERE



DealerCentric Instant Credit Approval

- Dealer sets the credit criteria and each ad posted on our 160 websites comes with an opportunity to
- **"Get Pre-approved In Seconds!"**
- The premier package of application approvals through DealerCentric is available on all SMA Alliance Classified Posting Programs

SMA builds a valuable database of timely and local emails from your from online shoppers for your Dealership to continually market to. The average "Internet Shopper" starts their research a full 9 months before they plan to purchase.

We blast promotional messages from your Sales Department to these local market ready buyers weekly. We keep you in front of these consumers until they "Buy or Die".

Where else can you get a better source of **In-Market Buyers** to send your marketing message to? These Buyers are not only in the market but they have shown interest in a car that you actually have in stock.



SMA METRICS

SMA Provides Daily and Monthly reports of all:

Phone Leads Generated

With support, recorded
phone calls & training for
phone lead conversion

Credit Applications Received

- For participating
DealerCentric Dealers

Email Leads

Specific to the vehicle in
your inventory

Sent to your preferred email(s) & CRM ...Daily



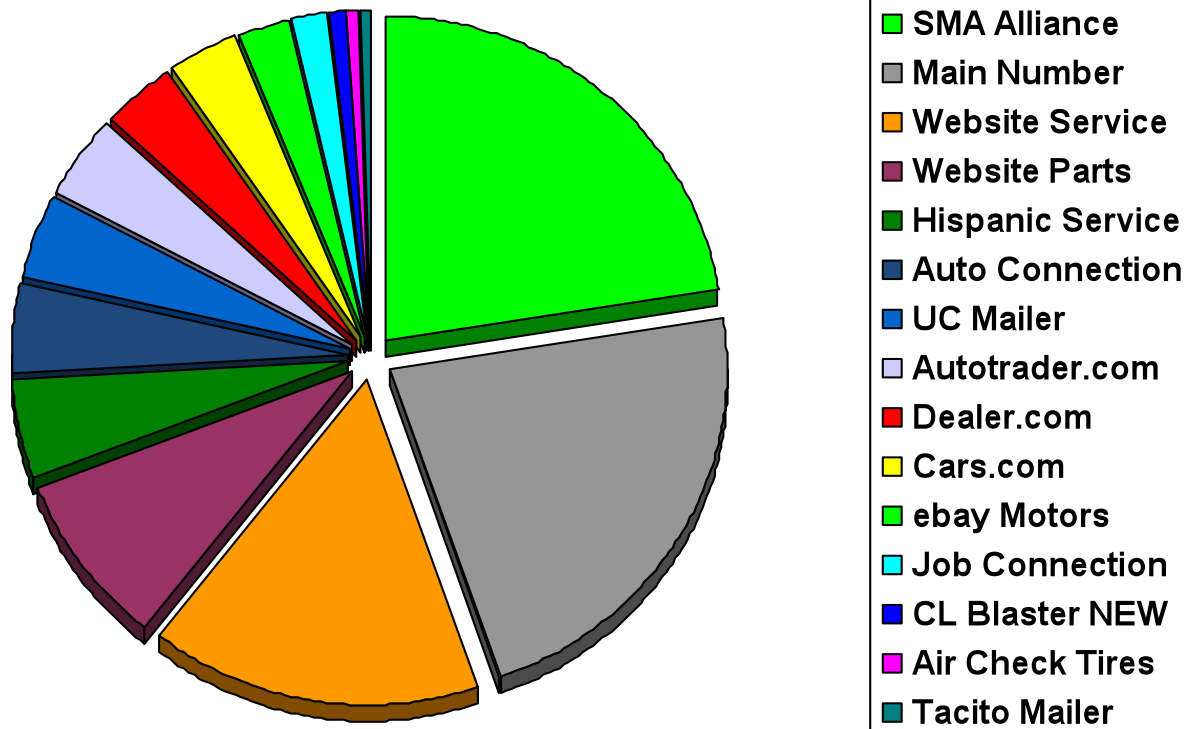
Strategic Marketing Auto Alliance



Results of Dealer Members Referrals from Dealer Members Statistics of Results



SMA Alliance Dealer Partners experience an average of **400 to 600 Leads** per month from **'Market Ready' BUYERS!**

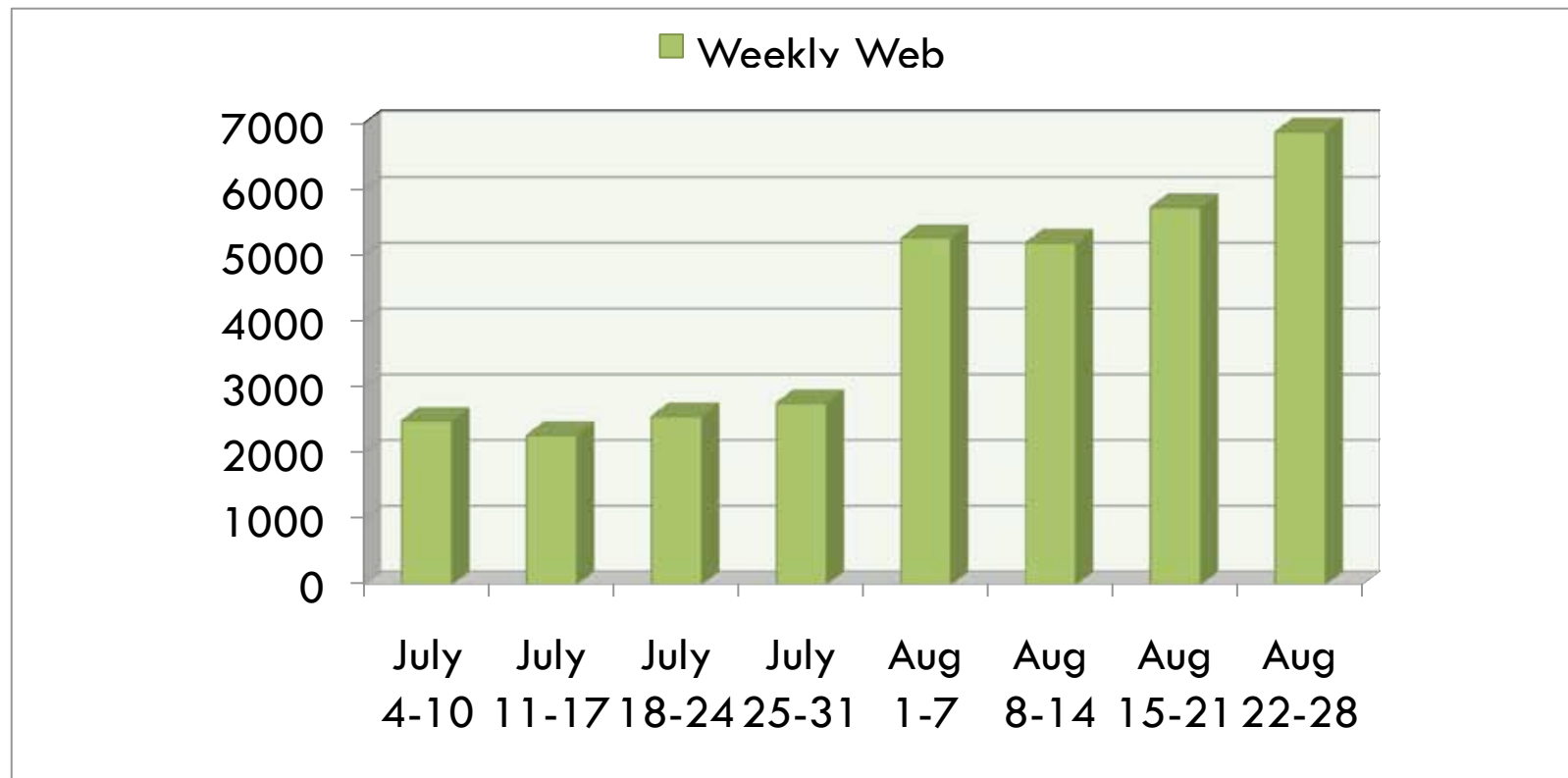


As tracked via dealer's CallBright service for the month of June, 2010.

Total for all other web services (Autotrader.com, Dealer.com, Cars.com and eBay Motors) was 262 combined!



Average Dealer's Website Hits **DOUBLE & KEEP GROWING!**





Boerne Dodge Chrysler Jeep

Source Analysis

Store-Up, Phone-Up, Internet, BDC-Up, Fax-Up, Service Order, eZBDC

Locations: New Chrysler, New Dodge, New Jeep, Pre-Owned, <none>

Start Date: 01/01/2011

End Date: 02/10/2011

Include: All Customers

Sources

Previous Customer

SMA

CarsDirect.com

Autobytel

Location

DEALER.COM

www.dealershipwebsite.com

DealerCentric

BlackBookOnline

ClickMotive

Motors Software

cars.com

AutoTrader.com

EveryCarListed.com

Edmunds

Referral

Radio

Jeep.com - Lead

Chrysler Digital - 3rd Party

Dodge.com - Lead

Chrysler Digital - Third Party

ON LINE WEBSITE CHAT

National Advertising

Service Referral

Chrysler.com - Lead

<Unassigned>

Total UP's in Time Period: 1747

Previous Customer	487 (27.9%)
SMA	420 (24.0%)
CarsDirect.com	143 (8.2%)
Autobytel	117 (6.7%)
Location	94 (5.4%)
DEALER.COM	85 (4.9%)
www.dealershipwebsite.com	72 (4.1%)
DealerCentric	59 (3.4%)
BlackBookOnline	51 (2.9%)
ClickMotive	37 (2.1%)
Motors Software	36 (2.1%)
cars.com	31 (1.8%)
AutoTrader.com	25 (1.4%)
EveryCarListed.com	21 (1.2%)
Edmunds	16 (0.9%)
Referral	11 (0.6%)
Radio	10 (0.6%)
Jeep.com - Lead	7 (0.4%)
Chrysler Digital - 3rd Party	7 (0.4%)
Dodge.com - Lead	6 (0.3%)
Chrysler Digital - Third Party	4 (0.2%)
ON LINE WEBSITE CHAT	3 (0.2%)
National Advertising	2 (0.1%)
Service Referral	1 (0.1%)
Chrysler.com - Lead	1 (0.1%)
<Unassigned>	1 (0.1%)

"Faxed Source Analysis"
from Boerne Dodge Chrysler Jeep



Boerne Dodge Chrysler Jeep

Source Analysis - Pie Chart

Store-Up, Phone-Up, Internet, BDC-Up, Fax-Up, Service Order, eZBDC

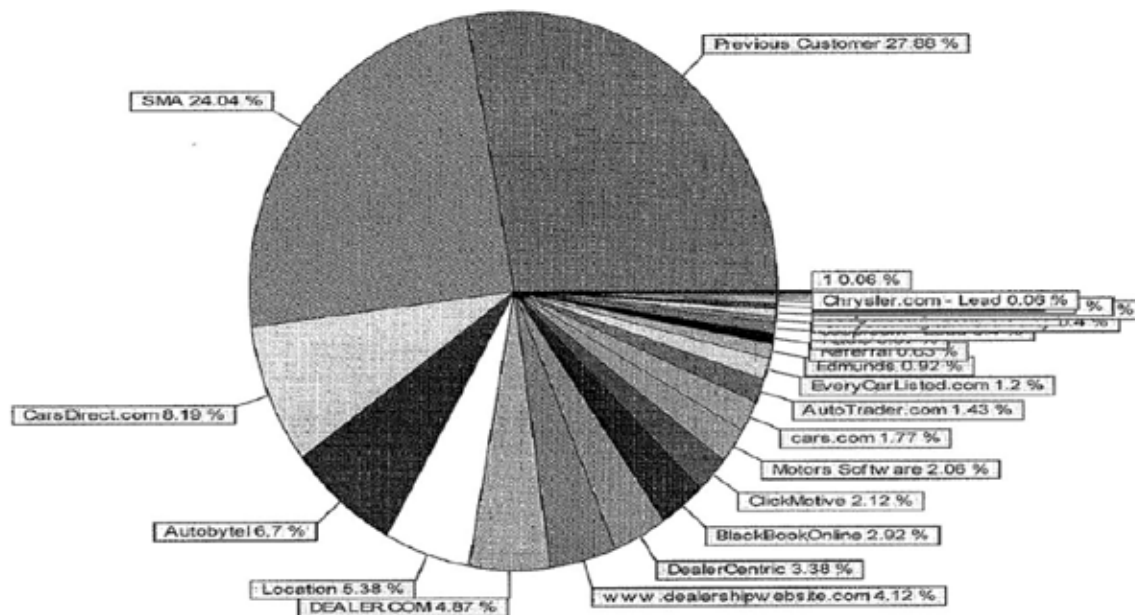
Locations: New Chrysler, New Dodge, New Jeep, Pre-Owned, <none>

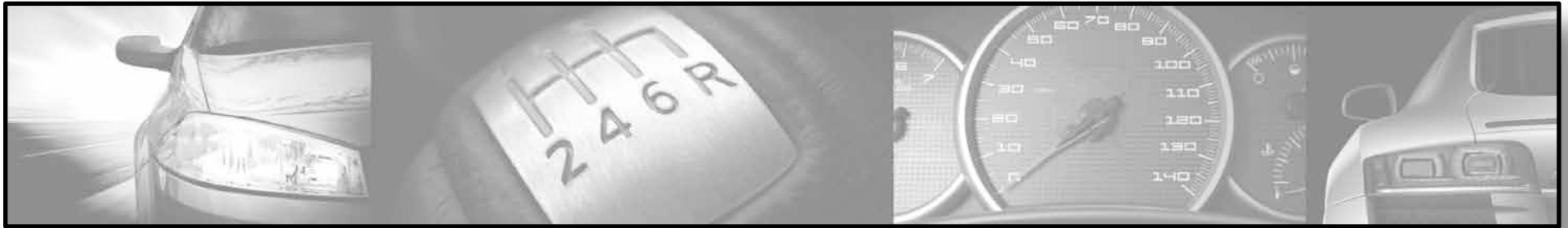
Start Date: 01/01/2011

End Date: 02/28/2011

Include: All Customers

Total UP's in Time Period: 1747





AutoSuccess

THE #1 SALES-IMPROVEMENT MAGAZINE FOR THE AUTOMOTIVE PROFESSIONAL

"SMA POSTS EVERY CAR IN OUR INVENTORY TO CRAIGSLIST AND 160 OTHER SITES WITH UNIQUE ADS EVERY DAY."

"Our online credit applications have increased 60% and they go right into DealerTrack."

"I HAVE NEVER DONE ANYTHING THAT HAS GENERATED THIS MANY PHONE CALLS."

"Since we started with SMA January 1st, 2011, we have seen an increase in sales and 15 – 20 phone-ups every day."

"I ABSOLUTELY RECOMMEND SMA. THE SET UP IS EASY AND SMA IS A GREAT COMPANY TO WORK WITH."

Bob Hook III
Vice President
Bob Hook Chevrolet



★★★★★
BOERNE



Phil Starr

General Sales Manager

Boerne Dodge

**"We were doing 20 – 25
used per month and now
do 50+ every month."**

**"SO FAR THIS MONTH 2 OF OUR LEAD
SOURCES HAVE PRODUCED 0 DEALS, TWO
LEAD SOURCES HAVE PRODUCED 2 EACH
AND SMA HAS PRODUCED 17 DEALS!"**

"According to Google analytics we get 56% of our web traffic from SMA."

"Testimonial" from Boerne Dodge Chrysler Jeep General Sales Manager



Strategic Marketing Auto Alliance



"ANYTIME SOMEONE SAYS THEY HAVE SOMETHING THAT WILL INCREASE MY TELEPHONE AND INTERNET LEADS, I'M SKEPTICAL. WE ARE NOW GETTING 50+ CALLS/DAY DURING THE WEEK AND 60-70 CALLS/DAY ON WEEKENDS FROM SMA. WE ARE GETTING EVEN MORE LEADS ONLINE. SMA DOESN'T EVEN HAVE A CONTRACT, THEY ARE MONTH TO MONTH."

"This is the real deal, the biggest bang for the buck in media and marketing that you can have."

"YESTERDAY, ON A TUESDAY, WE GOT 39 CALLS ON INVENTORY, 12 CALLS FROM CRAIGSLIST AND OTHER SITES. WE HAD 24 DIRECT CLICK INTERNET LEADS FROM MY INVENTORY ON CRAIGSLIST AND OTHER SMA MICRO-WEBSITES."

Chuck Kramer
GM / Managing Partner

Planet Ford 59
World Class
Automotive
Humble, TX

"After a couple of months on the SMA used car program, we signed up for the new car program and we love it."

"A LOT OF PEOPLE TALK THE TALK. SMA WALKS THE WALKS. CEO TONY BAKER IS ALWAYS AVAILABLE WHEN I CALL. HE REALLY HAS A VESTED INTEREST IN US SELLING MORE CARS AND IT SHOWS."

"We were doing 50 used cars/month before SMA. Now we are consistently doing over 100, month after month. We decided this week to increase our inventory. While most guys are pulling back, we will be stocking more so that we can do even more."





"WHEN WE STARTED WE WERE GETTING MORE CALLS THAN WE COULD HANDLE. WE NOW HAVE 3 FULL-TIME SALESPeOPLE JUST FOR THE CALLS FROM SMA ALLIANCE."

"We are getting 300+ calls per month so far from SMA Alliance"

"THE AVERAGE CALL TIME IS AROUND 3 MINUTES AND OF THE ONES WE GET IN WE HAVE A 50% CLOSE RATIO."

"We can listen to the calls and use them to train our people."

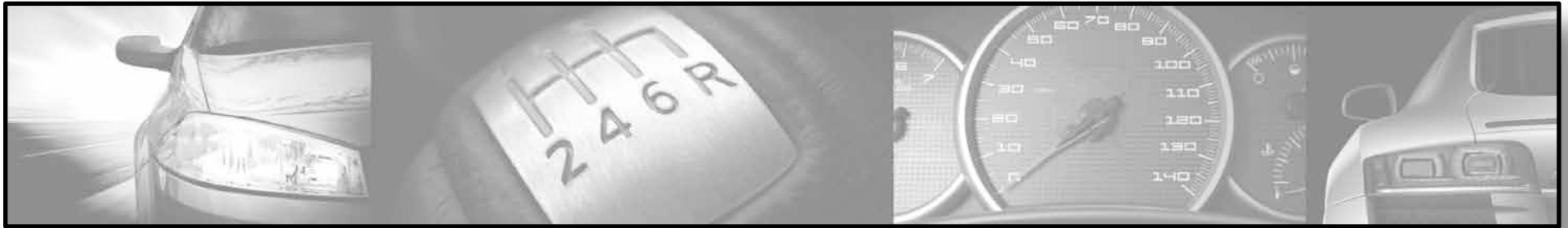
Patrick Sexton

General Manager & Partner

Legacy Ford
Lincoln
Mercury



"Testimonial" from Legacy Ford Lincoln Mercury General Manager



**"WE STARTED IN USING SMA
HALF WAY THROUGH
NOVEMBER AND GOT OVER
200 CALLS. IN DECEMBER WE
HAD OVER 400 AND WE WILL
EASILY HAVE MORE THAN
500 IN JANUARY."**

**"SMA is a huge traffic generator. We
invite all the traffic into the store."**

**"WE HAVE HAD TO TRAIN
OUR PEOPLE TO HANDLE ALL
THESE INCOMING CALLS."**

**"We will have an 8% closing ratio
on calls coming in from Craigslist."**

**James Berry
General Manager
Skyline Mitsubishi**

English: 817-349-7539
Spanish: 972-635-8910



**Get
Pre-Approved
In Seconds!**

CLICK HERE

CLICK TO GET APPROVED

[dallas craigslist](#) > [all for sale / wanted](#)

[\[show images \]](#) [\[help \]](#) [\[post \]](#)

[all dallas](#) [dallas](#) [fort worth](#) [mid cities](#) [north DFW](#) [south DFW](#)

for sale / wanted

search in: ☐ title only ☒ entire post
for:
price: ☐ has image

sort by **most recent** [best match](#) [low price](#) [high price](#)

Found: 1000 Displaying: 1 - 100

[\[1 \]](#) [\[2 \]](#) [\[3 \]](#) [\[4 \]](#) [\[5 \]](#) [\[6 \]](#) [\[7 \]](#) [\[8 \]](#) [\[9 \]](#) [\[10 \]](#)

[Next >>](#)

- Feb 18 - [2008 Mercedes-Benz E-Class, Low Miles, Great Condition, and the price you deserve](#) - (arlington area) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [2007 Nissan Pathfinder, Low Miles, Great Condition, and the price you deserve!](#) - (Central Dallas) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [2005 Volkswagen Touareg, Get Great Gas Mileage-Perfect!](#) - (DALLAS AREA) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [2007 Toyota Camry, OVERSTOCK PRICED VEHICLE-CALL FOR INFORMATION](#) - (arlington area) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [2008 BMW 1 Series, Low Miles, Great Condition, and the price you deserve!](#) - (DALLAS AREA) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [2007 Volkswagen Jetta, Financing that your wallet will love.](#) - (The Best Deals around Texas) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [2008 BMW 1 Series, Lowered my already amazingly low price!](#) - (The Best Deals around Texas) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [2007 Volkswagen Passat, OVERSTOCK PRICED VEHICLE-CALL FOR INFORMATION](#) - (Arlington Texas) [cars & trucks - by dealer](#) [img](#)



Strategic Marketing Auto Alliance

English: 817-349-7539
Spanish: 972-635-8910



Get
Pre-Approved
In Seconds!

CLICK HERE

CLICK TO GET APPROVED

2008 Mercedes-Benz E-Class, Low Miles, Great Condition, and the price you deserve!



Contact Dealer

Your Name

Your Email

Submit

Stadium Automotive

817-789-4841

Vehicle Information

Mileage: 36836 mi.

Condition: Used

Transmission: 7-Spd Automatic

Engine:

Interior Color: Gray

Exterior Color: White

Stock # 358452

Photos



S.M.A. Alliance

Strategic Marketing Auto Alliance

English: 817-349-7539
Spanish: 972-635-8910



Get
Pre-Approved
In Seconds!

CLICK HERE

CLICK TO GET APPROVED

Call Tracking Results

S.M.A. Alliance

Call Details
S.M.A. Alliance

run by SMyers at 11:37:04 AM - 2/18/2011 PST

[EXCEL](#) [Print](#) [Close](#)

Dates & Times:	01/01/2011 - 01/31/2011, All Hours, All Days
Call Duration:	Any Call Duration
Customers/Sites:	Stadium Auto Dallas, Stadium Auto-Used Car Superstore
Call Results:	Any Call Result
Ad Sources:	S.M.A. Services

Total Number of Calls	Average Duration
653 .	0:02:43

S.M.A. Alliance

Strategic Marketing Auto Alliance

**Call Us for the
Special of the Day!
303-957-1606**

SKYLINE
MITSUBISHI



The all-new Lancer Sportback

[denver craigslist](#) > [all for sale / wanted](#)

[\[show images \]](#) [\[help \]](#) [\[post \]](#)

for sale / wanted

search in: ☐ title only ☒ entire post
for:
price: ☐ has image

sort by **most recent** [best match](#) [low price](#) [high price](#)

Found: 1000 Displaying: 1 - 100

[\[1 \]](#) [\[2 \]](#) [\[3 \]](#) [\[4 \]](#) [\[5 \]](#) [\[6 \]](#) [\[7 \]](#) [\[8 \]](#) [\[9 \]](#) [\[10 \]](#)

[Next >>](#)

- Feb 18 - [2005 Honda Element. PREOWNED CLEARANCE!](#) - (DENVER) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [2008 Nissan Altima. DRIVE LIKE A CHAMPION in 2011!!!!](#) - (Thornton, CO) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [2002 Ford F-150. SUPER SALE, SUPER SALE, SUPER SALE](#) - (Denver Area) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [2006 Mitsubishi Eclipse. DONT BREAK THE BANK](#) - (Thornton) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [2005 Nissan Altima. DONT BREAK THE BANK](#) - (Thornton, CO) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [2007 Honda Civic Si. Fast Financing Available in the New YEAR!!](#) - (Thornton, CO) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [2010 Dodge Challenger. Fast Financing Available in the New YEAR!!](#) - (Thornton) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [2009 Subaru Forester. DRIVE LIKE A CHAMPION in 2011!!!!](#) - (Denver Area) [cars & trucks - by dealer](#) [img](#)



Strategic Marketing Auto Alliance

**Call Us for the
Special of the Day!
303-957-1606**

SKYLINE
MITSUBISHI



**2005 Honda Element. PREOWNED
CLEARANCE!**



Contact Dealer

Your Name

Submit

Your Email



Skyline Mitsubishi

303-957-1606
Skyline Mitsubishi

Sellers Comments

CALL TODAY WITH YOUR INTERNET COUPON

Visit WWW.SKYLINEMITSUBISHI.COM for more information

SKYLINE MITSUBISHI

303-957-1606



Strategic Marketing Auto Alliance

**Call Us for the
Special of the Day!
303-957-1606**

SKYLINE
MITSUBISHI



Call Tracking Results

S.M.A. Alliance

Call Details
S.M.A. Alliance

run by SMyers at 11:54:05 AM - 2/18/2011 PST

[EXCEL](#) [Print](#) [Close](#)

Dates & Times:	01/01/2011 - 01/31/2011, All Hours, All Days
Call Duration:	Any Call Duration
Customers/Sites:	Skyline Mitsubishi
Call Results:	Any Call Result
Ad Sources:	S.M.A. Services

Total Number of Calls	Average Duration
471	0:03:03

S.M.A. Alliance

Strategic Marketing Auto Alliance



CALL US TODAY @ 248-720-1524

Click [Here](#) for Our
Hassle-Free
Credit Application!



[detroit metro craigslist](#) > [all for sale / wanted](#)

[\[show images \]](#) [\[help \]](#) [\[post \]](#)

all detroit metro [macomb co](#) [wayne co](#) [oakland co](#)

for sale / wanted

search Elder Ford in: all for sale / wanted ☐ title only ☒ entire post
for:
price: min max ☐ has image

sort by **most recent** [best match](#) [low price](#) [high price](#)

Found: 1000 Displaying: 1 - 100
[\[1 \]](#) [\[2 \]](#) [\[3 \]](#) [\[4 \]](#) [\[5 \]](#) [\[6 \]](#) [\[7 \]](#) [\[8 \]](#) [\[9 \]](#) [\[10 \]](#)

[Next >>](#)

- Feb 18 - [2008 Ford Edge SE, R U STILL WAITING? GIVE US A CALL ALREADY!](#) - (Troy) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [2009 Chevrolet Avalanche LT, IT'S A FORD YOU CAN AFFORD!](#) - (Oakland county) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [2006 Mercedes-Benz E350 4matic, IT'S A FORD YOU CAN AFFORD!](#) - (OAKLAND) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [2007 Saab 9-3 2, Luxury Inventory on our lot](#) - (detroit) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [2004 BMW 745Li 745Li, PRICES YOU CAN AFFORD](#) - (troy/detroit) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [2010 Ford Edge Limited, We Guarantee That This is a Car You Will LOVE!](#) - (DETROIT, NORTH) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [1998 Ford F-150, ROLL THE WINDOWS DOWN & SHOW THIS CAR OFF](#) - (Detroit Deals) [cars & trucks - by dealer](#) [img](#)
- Feb 18 - [2009 Ford Escape XLS, Luxury Inventory on our lot](#) - (troy/detroit) [cars & trucks - by dealer](#) [img](#)



Strategic Marketing Auto Alliance



CALL US TODAY @ 248-720-1524

Click [Here](#) for Our
Hassle-Free
Credit Application!



Customer Satisfaction is our #1 Goal



2008 Ford

Condition: Used
Transmission: Automatic
Engine:
Interior Color: -
Exterior Color: Black
Mileage: 20418 mi.
VIN:

Price: 19900

CONTACT DEALERSHIP

Name:

Phone:

Email:

SEND



CALL US TODAY @ 248-720-1524

Click [Here](#) for Our
Hassle-Free
Credit Application!



Call Tracking Results

S.M.A. Alliance

Call Details
S.M.A. Alliance

run by SMyers at 12:06:13 PM - 2/18/2011 PST

EXCEL Print Close

Dates & Times:	01/01/2011 - 01/31/2011, All Hours, All Days
Call Duration:	Any Call Duration
Customers/Sites:	Elder Ford
Call Results:	Any Call Result
Ad Sources:	S.M.A. Services

Total Number of Calls	Average Duration
436	0:02:48

S.M.A. Alliance

Strategic Marketing Auto Alliance



Coggin Deland Honda

386-490-1235

1580 South Woodland Blvd • Deland, FL 32720 •

Huge Savings!

Call Now!



[orlando craigslist](#) > [all for sale / wanted](#)

[\[show images \]](#) [\[help \]](#) [\[post \]](#)

for sale / wanted

search in: ☐ title only ☒ entire post
for:
price: ☐ has image

sort by **most recent** [best match](#) [low price](#) [high price](#)

Found: 1000 Displaying: 1 - 100

[\[1 \]](#) [\[2 \]](#) [\[3 \]](#) [\[4 \]](#) [\[5 \]](#) [\[6 \]](#) [\[7 \]](#) [\[8 \]](#) [\[9 \]](#) [\[10 \]](#)

[Next >>](#)

Feb 17 - [2008 Honda Accord](#) - Drop out of reality when you Drive this - (Orlando Area) [cars & trucks - by dealer](#) [img](#)

Feb 17 - [2001 Honda Accord](#) - (Save Here Deland!) [cars & trucks - by dealer](#) [img](#)

Feb 17 - [1997 Dodge Ram 1500](#) - (ORLANDO) [cars & trucks - by dealer](#) [img](#)

Feb 17 - [2006 Nissan Pathfinder](#) - (orlando discounts) [cars & trucks - by dealer](#) [img](#)

Feb 17 - [2008 Honda Accord](#) - (Save Here Deland!) [cars & trucks - by dealer](#) [img](#)

Feb 17 - [2004 GMC Canyon](#) - (Orlando Area) [cars & trucks - by dealer](#) [img](#)

Feb 17 - [2002 Mercury Sable](#) - (ORLANDO) [cars & trucks - by dealer](#) [img](#)

Feb 17 - [2008 Chevrolet Tahoe](#) - (Save Here Deland!) [cars & trucks - by dealer](#) [img](#)

Feb 17 - [1997 Buick Park Avenue](#) - (Savings in Deland) [cars & trucks - by dealer](#) [img](#)



Strategic Marketing Auto Alliance



Coggin Deland Honda

386-490-1235

Huge Savings!

1580 South Woodland Blvd • Deland, FL 32720 •

Call Now!



2008 Nissan Sentra, Awesome Ride, Low miles, great on gas, perfect!



Contact Dealer

Your Name

Your Email

Submit



Coggin Deland Honda

386-490-1235

Coggin Deland Honda



Strategic Marketing Auto Alliance



Coggin Deland Honda

386-490-1235

1580 South Woodland Blvd • Deland, FL 32720 •

Huge Savings!

Call Now!



Call Tracking Results

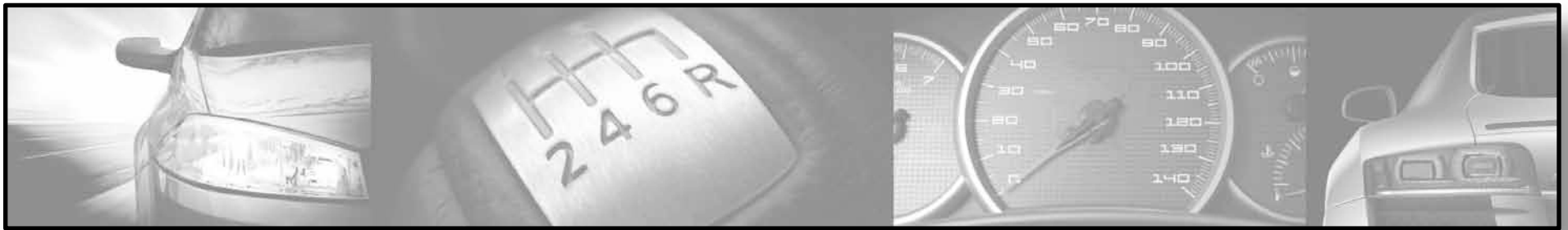


Call Details
S.M.A. Alliance

run by SMyers at 12:10:28 PM - 2/18/2011 PST

EXCEL Print Close

Dates & Times:	01/01/2011 - 01/31/2011, All Hours, All Days
Call Duration:	Any Call Duration
Customers/Sites:	Coggin Deland Honda
Call Results:	Any Call Result
Ad Sources:	S.M.A. Services
Total Number of Calls	Average Duration
496	0:03:21



Unum Vincimus “Together We Win”

We genuinely care about **YOUR SUCCESS**

92% of our staff are former
Dealer Principals and GM's

We monitor your success **DAILY**

We train your staff to handle the new influx
of buyers & convert them into deliveries &
continue support

No Contracts – If we don't perform...
You **DON'T** Pay



S.M.A. Alliance

Strategic Marketing Auto Alliance

JOIN SMA Alliance and WIN!

Toll Free: **888.330.6623** Fax: **615.691.7373**

E-mail: **info@SMAAlliance.com**

David Wojcik

Vice President / COO

davidw@smaalliance.com

(615) 972-5868

