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Video Message Word Tracks

Video messages are a great way to stay in the forefront of your customers mind, this is called top of mind awareness.

Sending a video message can and will help you stand out from everyone else. Just think, when is the last time someone sent you a video message? The majority of you would say never. This is why you should start sending videos for everything!

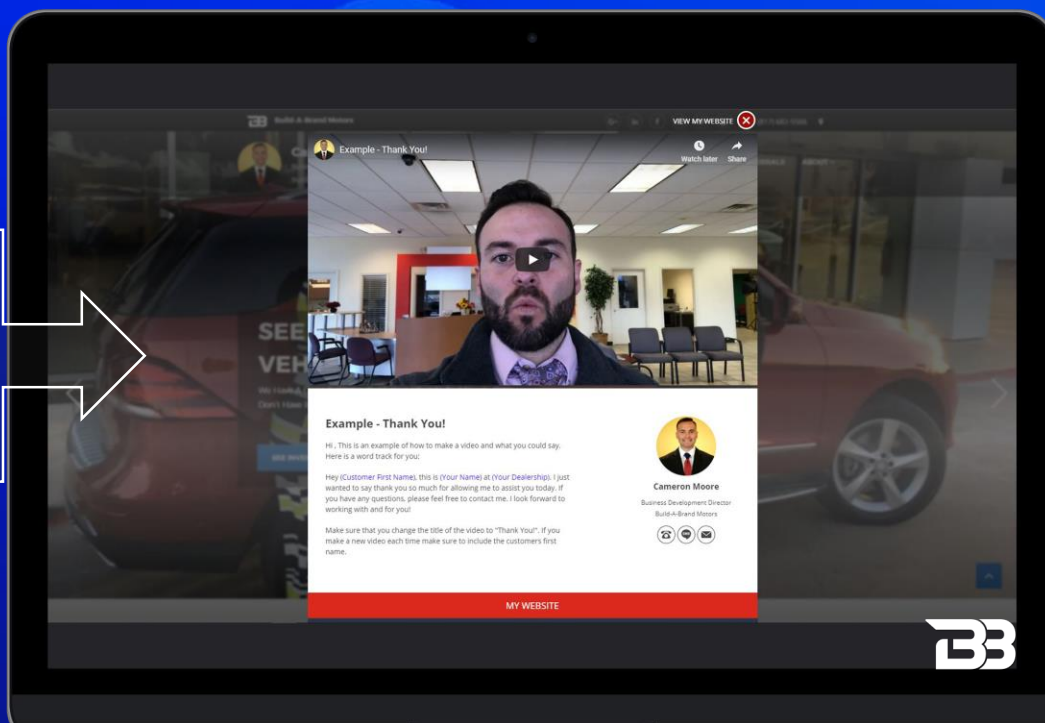
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Thank You

Pro Tip – When you are recording the video make sure that you smile and look at the phone. Make sure that your phone is sideways in landscape mode. Be confident and make sure that you make it short and to the point.

Hey (Customer First Name), this is (Your Name) at (Your Dealership). I just wanted to say thank you so much for allowing me to assist you today. If you have any questions, please feel free to contact me. I look forward to working with and for you!

CLICK THE
COMPUTER
TO PLAY THE
VIDEO!



Cameron Moore
Business Development Director
Build-A-Brand Motors

Example - Thank You!

Hi, This is an example of how to make a video and what you could say. Here is a word track for you.

Hey (Customer First Name), this is (Your Name) at (Your Dealership). I just wanted to say thank you so much for allowing me to assist you today. If you have any questions, please feel free to contact me. I look forward to working with and for you!

Make sure that you change the title of the video to "Thank You". If you make a new video each time make sure to include the customer's first name.

MY WEBSITE



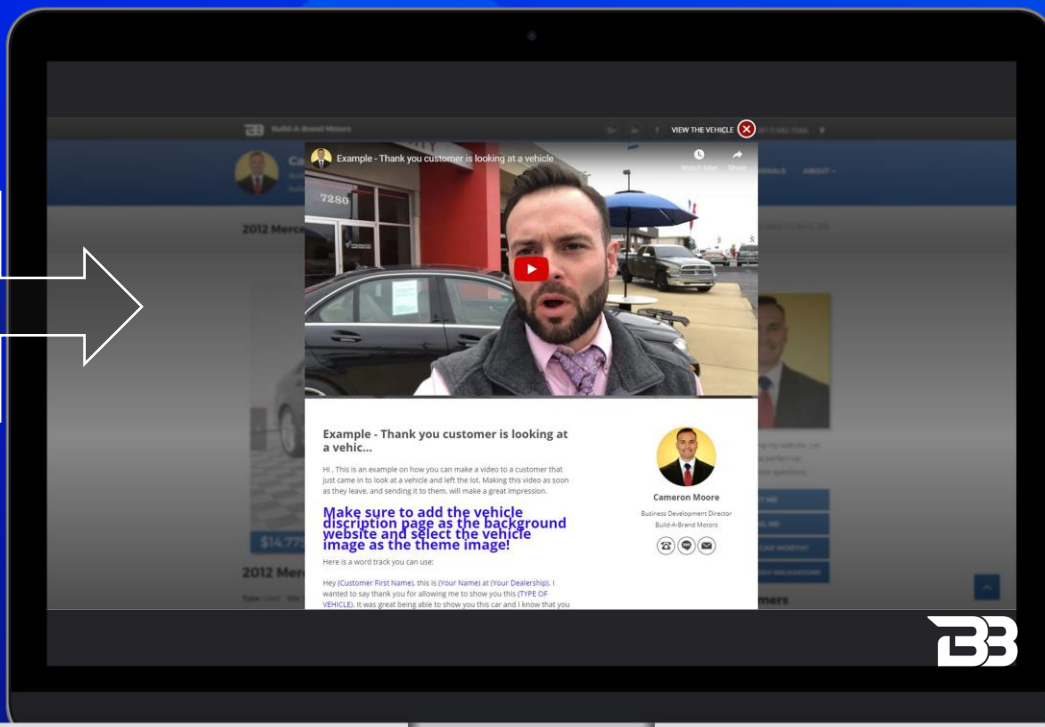
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Thank You Customer looking at a vehicle

Pro Tip – Have the vehicle that they are looking at right behind you when you film the video. Make sure that you smile and talk about some of the features they liked.

Hey (Customer First Name), this is (Your Name) at (Your Dealership). I wanted to say thank you for allowing me to show you this (TYPE OF VEHICLE). It was great being able to show you this car and I know that you really liked the (Feature, Color, Size, Price). I look forward to working with and for you! Give me a call if you have any question or want to set up another appointment to see this (TYPE OF VEHICLE).

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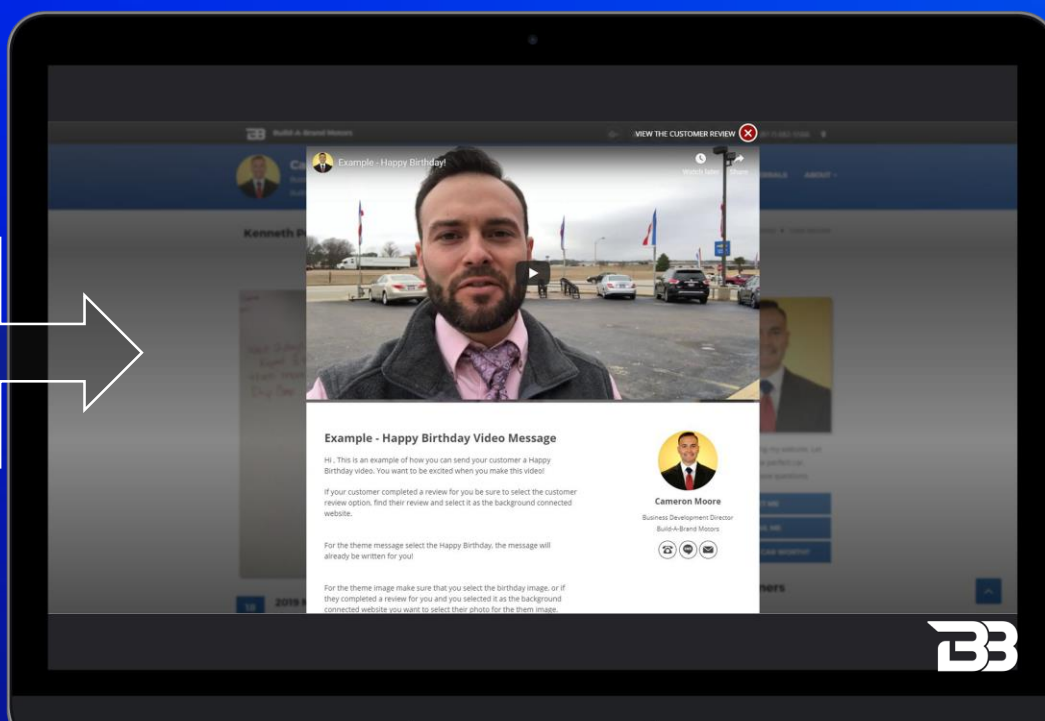
Happy Birthday

Pro Tip – When you make this birthday video make sure to be excited! If you have a service department, get something for them like a hat or shirt!

For the theme image be sure to select the birthday image!

Hey (Customer First Name), this is (Your Name) at (Your Dealership). I wanted to wish you a happy birthday! I hope you have an amazing week. If you every need anything in the automotive world I would be happy to help you. Again, I hope you have a wonderful birthday! Ill talk to you soon!

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Appointment Reminder

Pro Tip – Try to have the vehicle they are coming in to look at right behind you when you make this video.

Go the extra mile and set the appointment on your own website with the stock number they are looking at. This will automatically send them a text notifying them about their appointment.

Hey (Customer First Name), this is (Your Name) at (Your Dealership). I just wanted to remind you about our appointment today at (Add time or you can leave it generic). I look forward to working with and for you! If anything changes in your schedule, please let me know so that I can adjust my schedule accordingly. I will see you soon!

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