

Type	Drip Inspiration (Videos) Ideas That Brand Dealership - Beginning at Day 4
Email Video	VOI inbound options
Email Video	Charitable events - We just raised \$21k for _____
Email Video	News Flash: Just got 20 car in!
Call Email	We have a winter coat drive for community families in need. Do you have any coats laying around that you can drop off?
Call Email	We are planning a bicycle drive. Do you know a child that needs a bike? Would you be willing to submit their info?
Email Video	We donate a percentage of every sale to _____
	Congratulate Employee of the Month/Year and why they were
	Celebrating employee birthdays, babies, anniversaries, family milestones - how did you celebrate? Pics?
	Employee traded in their <MKMODEL> for a <MAKEMODEL> - they had over 100k miles, experiencing increased service bills, was out of warranty and worried about the reliability of their car. Now they get <FEATURES> and <BENEFITS> *Any pain point scenario that was solved.
	Celebrities that bought from your store
	Athletes and what they bought from your store
	Family owned and interview family, ask how often are you here? Can customers meet you? Whats your family history in the community?

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	Local business and what this means to community. Why it matters to choose local. Talk about and meet employees who are rooted in your community.
	Store value i.e. Free oil changes and state inspections.
	Personal stuff - get to know each person working in the store - your family, how and why you got into the car biz, pets, military?
	Show how easy it is to work with you
	Show your passion for the brand
	How you can help them with the sales process
	How does a dealership save time?
	Why is your service dept awesome?
	Value in certified technicians, parts, warranty, why you should always service your car at a dealership.
	Meet the finance managers and share a personal side to you
	Meet the owner
	Walk through the store and see the layout
	Show newly updated facility and some of the facility changes and why! I.e. More service bays so you don't have to wait to get an appointment!
	Meet UC Manager
	Welcome from the managers and their role and what they are doing behind the scenes in a car deal