



# NCADA's Top 10 Low-Cost "Buy New + Buy Now" Promotional Ideas

*Below are just a few ideas to get dealerships thinking about different ways to distribute the enclosed bumper stickers and magnets into the community.*

## 1. Enlist Employees Help

Let your employees know that you need their help getting out the "Buy New + Buy Now" message. Give them bumper stickers and magnets and ask them to display proudly, as well as distribute to friends and family.

## 2. Repeat Customers

Send letters to repeat customers enlisting their support in getting out the "Buy New + Buy Now" message. Include bumper sticker and magnet with the letter. "In the past we've been able to help you purchase an affordable family car with our commitment to superior customer service. Now we are asking for your help in spreading an important message..."

\*\*Consider including an incentive. If a customer comes to dealership to test drive a 2009 model and has "Buy New + Buy Now" bumper sticker displayed on current car, you will enter them into a drawing or give them a gift card, etc...

## 3. Service Lane Customers

When cars are at dealership for service, include "Buy New + Buy Now" bumper sticker/magnet with customer paperwork. Ask them to help you spread the word that now is a great time to get a good deal on a new vehicle.

## 4. Community Partners

Which organizations have you supported in the past? Ask them to help you spread the word by distributing bumper stickers/magnets to their members.

## 5. Speaking Engagements

Dealers should volunteer to speak to Rotary Groups, church groups, chamber of commerce, any type of community group and offer a presentation on why now is a good time to buy a new car. Pass out bumper stickers/magnets as part of the presentation.

## 6. Partner with Local Restaurant and Radio Station

Run radio ad that encourages customers to come by dealership to get "Buy New + Buy Now" magnet. First five customers who bring their magnet to X Restaurant, will get their meal on the house.

## 7. Brainstorm with Employees

Let your employees come up with ideas on how to get these "Buy New + Buy Now" give-a-ways visible in the community.

## 8. Distribute at community events, athletic games, etc...

## 9. Local Vendors

Ask your local vendors to show their support by displaying "Buy New + Buy Now" bumper sticker/magnet.

## 10. Local Businesses

Ask local business owners (who know you and your impact on the community) to show their support by displaying "Buy New + Buy Now" stickers and magnets.

