

DealerOn

- Situation** DealerOn is an auto dealer digital marketing services enterprise that serves over 4,000 dealerships across North America. Its services enable dealerships to capture the attention of prospects, obtain more leads, and sell cars more profitably. With its large network of dealers who depend on ongoing promotional support, DealerOn needed a resource to help create a high volume of videos that touted monthly sales programs and limited-time promotional deals to online car shoppers.
- Solution** After DealerOn engaged TDC, we established a process to efficiently produce each month's order of videos for Chrysler/Dodge/Jeep/Ram dealers nationwide. We created an easy-to-read end card template for :15 videos that included 1) a promotional offer for a specific make and model, 2) the financial terms of the offer, 3) a dealer logo, 4) a logo for the promotional program, 5) a link to learn more about the offer, and 6) qualifications and restrictions for the offer. We typically turned around 50 to 70 videos each month in less than a week and enabled dealers to have professional-looking, attention-getting spots to help drive traffic to their sales floors.
- Result** After an initial test run of spots to assess our ability to fill orders and meet timelines, DealerOn quickly increased its offload volume to TDC each month. To date, we've easily handled DealerOn's promotional assignments for us and look to expand our video production capacity moving forward.

