

# Campaign Value Propositions

## Instructions:

What makes your dealership different from your competitors and why should a customer care? Use this template to identify your unique customer benefits and build value in your dealership. You can then utilize these customer benefits to help you as you create your template set for each mini campaign you design.

What is the topic of your mini campaign?

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First, identify multiple features (tangible facts, services, amenities, etc.) that your dealership offers relevant to the topic of this mini campaign and write one on each Feature line. Then, below each feature, list one or more benefits - things of value that your customers receive as a result of the feature. Use the results of this as the foundation of your email templates for this mini campaign. Repeat this exercise for each of your mini campaigns.

Feature \_\_\_\_\_  
Benefit(s) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Feature \_\_\_\_\_  
Benefit(s) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Feature \_\_\_\_\_  
Benefit(s) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Feature \_\_\_\_\_  
Benefit(s) \_\_\_\_\_  
\_\_\_\_\_  
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