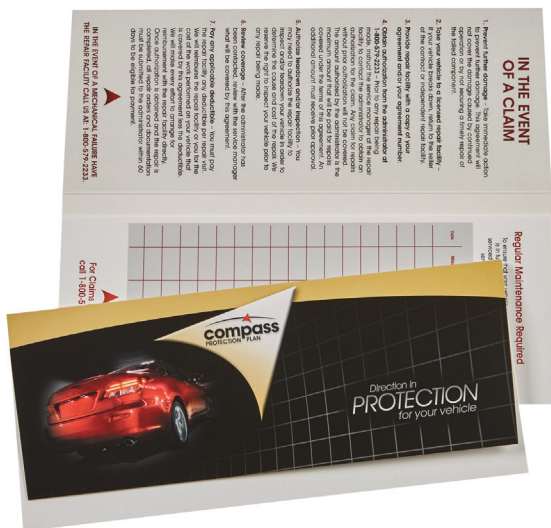


Automotive industry solutions: Pull Ahead of the Competition

Merge Print and Digital

More and more consumers today use the internet when car shopping: they compare prices, choose features, and pull onto the lot with their dream car already in mind. So how do you drive these buyers—and their business—to your website? **Use custom printed promotional products to keep your name and website top of mind!** Consider these industry stats:

- According to studies from the USPS, people spend more time with physical ads and marketing materials than digital ads. Also, they have a stronger emotional reaction to and memory of physical marketing materials.
- Marketing experts agree that combining print and digital marketing efforts can produce up to 30% more results than either digital or print alone.



- According to a study from Google, car shoppers gather more information than ever before using multiple channels and platforms.

Get the Word Out

Research by Facebook found that 60% of car buyers are in the market for at least six months. Use that time to build name recognition, promote special offers, and build engagement with:

- Presentation folders: Use these to show off all you have to offer.
- Special mailers: Invite the community to events at your location.
- Paper wallets: Great for need-to-know information the customer wants to keep.
- Desktop easel displays: A great way to promote financing and service options.

We'll help you create connections with customers with printing options like:

- Printing in one, two or four colors
- Foil stamping
- Embossing or debossing
- Numerous paper colors and textures

SEE EXAMPLES OF OUR PRINTED SOLUTIONS AT WWW.FOLDERIDEAS.COM.