



# MARKETING SERVICES

Marketing Reference Guide





# WELCOME

The Club Assist Marketing team is excited to work alongside you and your Club to grow your Mobile Battery Program. We are here to provide top-tier agency expertise in growing battery sales and awareness.

Club Assist Marketing works with several Clubs across North America. We utilize best practices that we have learned with all Clubs and industry-leading marketing training to bring you best-in-class campaigns that lead to results.

## WHO ARE WE?

Your Club has an assigned Marketing Manager, but the entire team is here to support your Club's battery marketing program.



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### **Lauren Belanus**

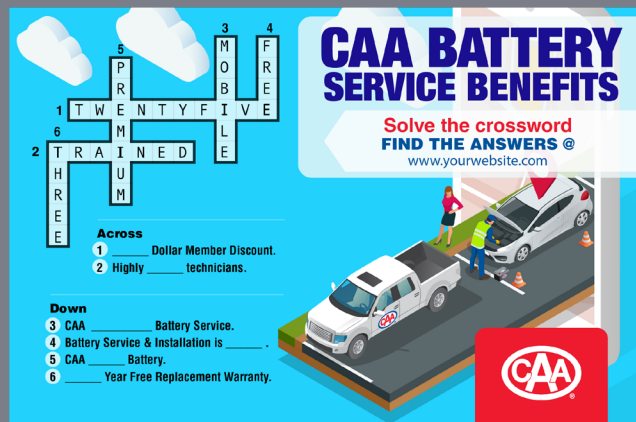
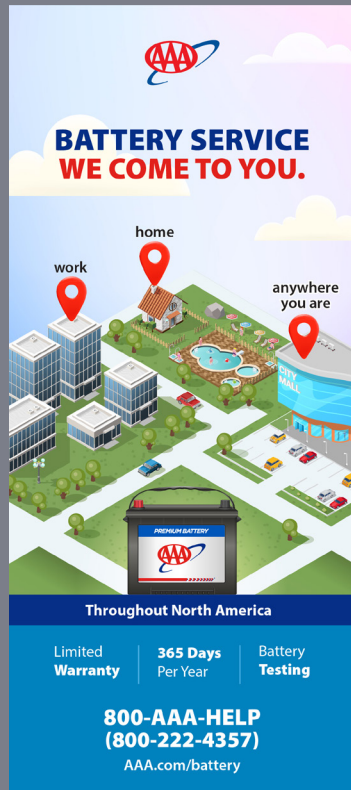
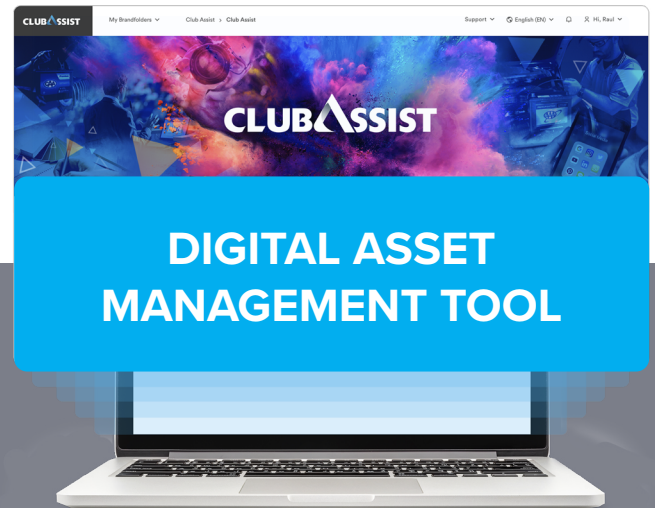
Marketing and Event Coordinator

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# MARKETING ASSETS MADE EASY

Having battery marketing content at your fingertips has never been easier. The Digital Asset Management (DAM) tool is home to over 500+ assets.

Here are some examples of items that you will find in the DAM.



## Advertisements

Club publications, in-store marketing.

## Digital Marketing

Digital ads can be used for display campaigns and e-blasts.

## Printed Materials

Great for events and in-store marketing.

## Editorials/Blogs

For use in club publications, e-blasts, and blogs.

## Photography

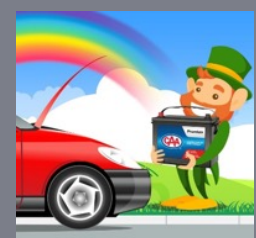
For use in club publications, e-blasts, and blogs.

## Social Media

New items added monthly!

## Product Images

For use in club publications, e-blasts, and blogs.



# BATTERY CRANK UP

Each month we deliver Mobile Battery Service marketing to your inbox.





Each edition will showcase *seasonal social media posts, editorials/blogs, best practices, and InstaQuote+ updates.*



Don't forget about the social media contest, where we give out free coffee gift cards for the post with the most engagement compared to followers.

THE  
BATTERY  
CRANK UP




Your Club Assist Marketing team is dedicated to providing engaging monthly creative content to help you promote the AAA Battery Service Program.

Please let us know what you would like to see in future issues. We love to hear from you!

[Click the images below to download social media graphics and editorials/blogs.](#)

Contest Winner

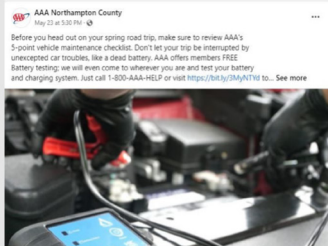


Each month, we give away a Starbucks or Dunkin gift card to the AAA Club with the largest percentage of likes to followers on a battery marketing post.

MAY WINNER:

AAA Northampton County

Congratulations to AAA Northampton County. What a great way to promote making sure your vehicle is ready for your next road trip!



## CAMPAIGN DEVELOPMENT AND IMPLEMENTATION

### Digital Campaigns

As digital ad experts, we utilize Google Ad best practices and learnings from each campaign to maximize budgets, increase conversion, and lower cost-per-click. Currently (2023), we manage Ad-Word campaigns for nine Clubs with a CPC of \$.23. Campaigns are 100% battery focused and will run alongside any other campaigns your Club is running. You will receive monthly reporting from your Marketing Manager, and your co-op dollars can be used.

We also believe in the power of retargeting and display campaigns and currently run two campaigns. This is a great addition to your marketing plan, as there are a variety of retail locations to purchase a battery, so bringing them back to your website is more important than ever.



Club Assist are your battery experts. We utilize findings from all battery campaigns to maximize your ROI. Club Assist also runs Club funded Battery digital campaigns, maximizing the use of the best practices.

### SMS Campaigns

Our *What to Expect campaign* SMS campaign, is an important communication tool should be implemented into your member journey. This video lays the groundwork for what the member receives during their Mobile Battery Service.

Watch the video here.

<https://brandfolder.com/s/v5shft6fcw79x5r8pq8565c>

### Email Campaigns

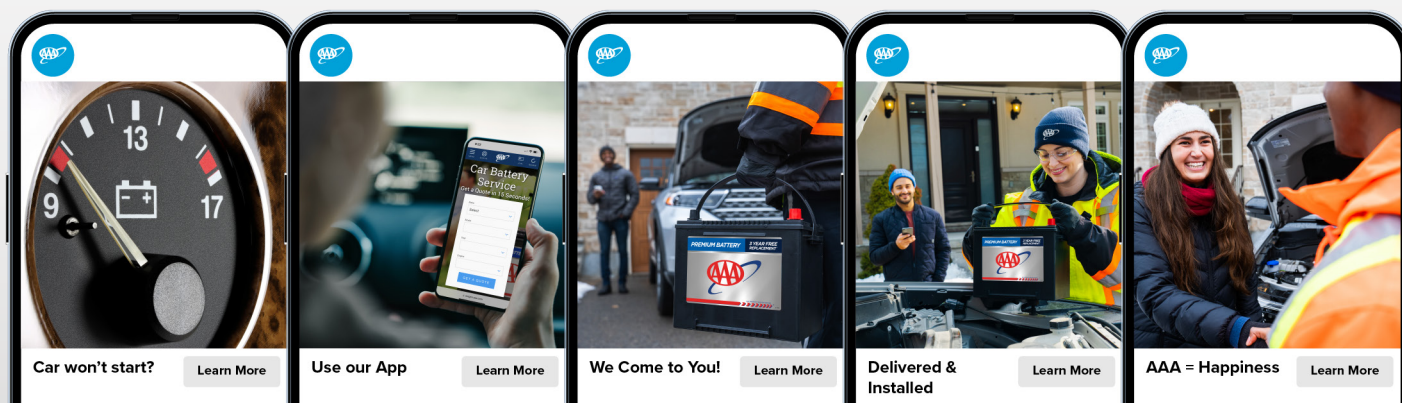
We provide strategic targeting tactics and relevant content to maximize ROI on your battery email campaigns. The DAM has several email templates, blogs, headers, and editorials. We are also experts in building custom email campaigns and developing target audiences, content, and follow-up strategies. We utilize best practices that we have learned with all clubs to bring you a full-service email campaign strategy.



# SOCIAL MEDIA CAMPAIGNS

## Paid Social Media

We provide you with full social media support, from developing paid campaigns for your Club to execute to full management of these campaigns. Whatever path you take, we are here to help you.



## Organic Social Media

We deliver you seasonal social media posts in our monthly Battery Crank Up. We will provide you with the images and a suggested copy. Feel free to run with it and change it as necessary. If you ever need something further customized, please let us know.



## Connected TV/OTT/Radio Campaigns

Developing a strategic media campaign focused on battery has never been easier with using us as your partner. We develop custom campaigns that deliver a one-voice message.



# PHOTOGRAPHY AND VIDEO

We craft distinctive photography and multimedia assets exclusive to Club Assist that guide members and non-members to understand Mobile Battery Service. Using us as your photography and video partner allows you to have custom photography and videos at a fraction of the cost!

## Photography

Creating an original brand-specific photo library frees your company from the predictability of stock images. Our vast production capacity and broad network of professional resources deliver branded, world-class content at any scale. If you are ready to stop your audience from scrolling past your posts, update your business photography materials!





# PHOTOGRAPHY AND VIDEO

## Video

By combining elements of film, animation, and storytelling to give your multimedia ads a visual boost, we produce powerful stand-alone tools to tell a story or introduce a product. We create commercials, pre-roll, social media, and branded content by providing our clients with pre-production, production, and post-production services.

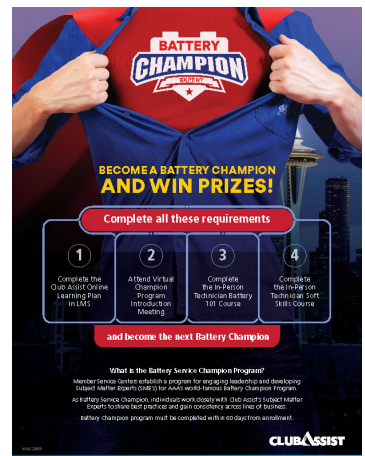
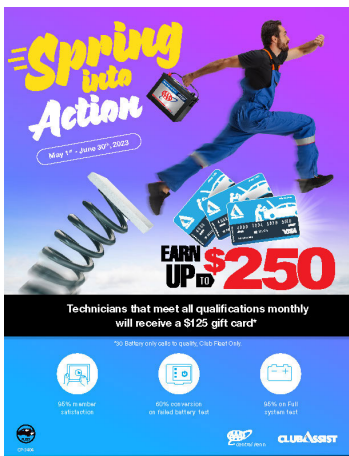
Please visit the DAM for a few examples.

<https://brandfolder.com/s/gbtgbpjin8hcs83v6wcx3m9h>



# TECHNICIAN CAMPAIGNS

We support your Club by collaborating with our Operations team. We provide innovative incentive campaigns for fleets, providers, and call centers.





## Provider and Fleet Events

Our team partners with Club and Club Assist operational teams to plan and execute Fleet and Provider educational opportunities both in-person and virtually.



## EVENT SUPPORT

### Battery Testing Events

Our Battery Pit Crew helps your Club prepare for in-person testing events by providing full marketing support, day-of-event support, and follow-up email campaigns.





InstaQuote+ is your online Battery Store solution. We bring to you a fully integrated solution to your website for Members and Non-Members to purchase and schedule their battery replacement online. Saving your call centers and technician's time.

### Bringing the Battery Sale Online



**Reduce triage time.**



**The driver ensures the correct battery is on the truck to complete the call.**



**Cuts down on paperwork on scene.**



### What kind of results is InstaQuote + producing?

Sales conversion rate of 30% compared to the national e-commerce conversion rate of 1.96%\*\*

The abandoned cart rate is 69% compared to 85.97% in the automotive industry\*

In a recent rollout, 57% of non-members purchased a membership with their new battery.



The Battery Store moves beyond Mobile Battery Service. It can be customized to include do-it-yourself, and fixed site locations.

# WHAT ELSE CAN WE HELP WITH?

InStore Signage  
and Brochures

Promotional items

On-Hold Messages

Research

Swag

And so much more...



**We are excited to be your partner in growing your Battery Program.**  
We will meet monthly and bring new ideas to the table, bringing fun to  
Battery Marketing.

Questions? Contact your Club Assist Marketing Manager  
**Alison Mausser** • [Alison.Mausser@Clubassist.com](mailto:Alison.Mausser@Clubassist.com)  
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