

Automotive News Canada Lead Generation Assets

Effective August 2017

Canada Lead Generation emails are sent on Tuesday of the scheduled run week.

All assets are due 5 business days prior to the scheduled run week (generally the Monday before the date on your IO).

Send assets to:
Jordan Works
jworks@autonews.com

REQUIRED ASSETS:

- **Whitepaper in PDF format** (must contain thought leadership or useful information for readers)
- **Description of whitepaper** (about 100 words + up to 5 key takeaway bullet points)
- **728x90 leaderboard ad** (20k max, .gif or .jpg) + **clickthrough URL**
 - On the registration/download page, the leaderboard will clickthrough to your URL
 - Best Practice: Don't use your leaderboard to draw people to download the same whitepaper on your own website. Best results come when we can keep interested leads all funneling to the same place
 - Animated .gif files are not accepted.
- **300x250 mobile ad** (20k max, gif or jpg)
 - (displays instead of the leaderboard when the landing page or email are viewed on a mobile device)
- **Company logo** (roughly 120x60, gif or jpg, 20k max) + **clickthrough URL**
- **Company description/boilerplate** (50 word maximum)

OPTIONAL ASSETS:

- **Subject line** for email (we are happy to write the subject line or provide suggestions)
- **Custom questions for registration page** (max of 3 questions)
 - Our standard question set: Email Address, First Name, Last Name, Company, Title, Phone Number.
 - You can add up to three additional questions (i.e. "How many vehicles does your dealership sell per year?")
 - We can add full address fields if you'd like (in addition to your custom questions), but a longer form often leads to fewer leads
- **List of internal "seed" email addresses** to receive the email. We cannot add you to the actual email send due to technical setup, but a copy can be forwarded to you after send.

Within 3 business days, you'll receive a link to download the leads generated. Leads continue to come in for up to 10 days after the email is sent – so please save the link.



Due to the high demand for Lead Generation campaigns, Automotive News Canada reserves the right to postpone or bill the campaign if advertiser fails to meet the deadline.

Best practices for generating more high-quality leads

Over time, we've noticed that following best practices helps to generate more leads – and more of the *right* leads for your business.

Topic of whitepaper

- Must offer some sort of value – learning – to the reader
- Should not come off as “too salesy”
- Should take an interesting, engaging angle on an important topic
- Should be targeted to the widest possible relevant audience

Description of whitepaper

- Should use bold, italics and paragraph breaks to emphasize the whitepaper's value to reader at-a-glance
- All of our best lead gens include 3-5 “key takeaway” bullet points (3 seems to be the sweet spot) – if you do not include bullet points, it's difficult for the email opener to determine within a few seconds if the download is worth their time, and you will likely generate less leads.

Subject line

- These are some good strategies:
 - Use a number (“7 Reasons...” “5 Ways...” etc.)
 - Be straightforward about what the reader will learn (“Your 2015 Digital Ad Budget: How Much to Spend and Where to Spend It”)
 - Be unique (“What Disney Can Teach Dealerships”)

Registration form

- In general, a longer form = a higher abandon rate – which translates to less leads for your business
- Only ask the fields that are required for your follow up efforts, or the minimum number of fields required by your CRM system.



Sample email:

Automotive News Canada

Sponsored Whitepapers



Customer Loyalty Drivers: Current and Future

This white paper discusses what drives consumer loyalty both in the modern market and the near future and how these loyalty drivers are evolving how we approach sales and marketing. To assist dealerships in addressing this problem, we discuss:

- how consumers select services based on current consumer loyalty drivers.
- the evolution of marketing, sales, and service based on changing customer expectations.
- the need for a revolutionized approach to drive consumer loyalty.
- how to create a competitive edge with omnichannel marketing and time-saving service options.



FREE DOWNLOAD

[Download the whitepaper to learn more >>](#)

SPONSORED BY:

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AutoPoint solutions work together to create an effortless customer experience for customers, and a valuable set of tools for dealerships. We built all our technology solutions to work together as a cohesive whole that boosts retention, drives revenue, and increases customer satisfaction. Our platform transforms the customer experience from beginning-to-end!

[Find out more >](#)



Sample landing page:



Home

SPONSORED WHITEPAPER - SOLERA



Customer Loyalty Drivers: Current and Future

Enter information below to download whitepaper.

Email *

Name *

First Last

Company *

Job title *

Phone Number *

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