



DRIVE & THRIVE

LEAD GENERATION

MORE LEADS | MORE SALES | MORE GROWTH

POWERFUL MARKETING. PROVEN RESULTS.



OWNER

Glen Corley



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WEBSITE

www.drive-thrive.com

SMART CONTENT. REAL ENGAGEMENT. MORE BUYERS.

We create and promote social content that gets your inventory in front of more local shoppers.



FACEBOOK

Targeted posts, inventory spotlights, and local community reach.



INSTAGRAM

Eye-catching content, stories, reels, and inventory showcasing that stands out.



TIKTOK

Short-form videos that grab attention and drive interest in your vehicles.



FACEBOOK LIVE

Live presentations, walkarounds, Q&A and real-time engagement that builds trust.



FACEBOOK MARKETPLACE

Strategic listings and daily activity that put your inventory in front of local buyers.

SOCIAL MEDIA STRATEGY



FACEBOOK

- Inventory Posts
- Local Targeting
- Community Engagement



INSTAGRAM

- Stories
- Reels
- Inventory Showcases



TIKTOK

- Short Videos
- Vehicle Walkarounds
- Trend Content



FACEBOOK LIVE

- Live Walkarounds
- Q&A Sessions
- Special Promos



FACEBOOK MARKETPLACE

- Daily Listings
- Local Exposure
- More Buyer Reach



SCAN HERE



DRIVE & THRIVE
— LEAD GENERATION —



DRIVE & THRIVE

MARKETING THAT DRIVES RESULTS

WHY DRIVE & THRIVE FITS YOUR DEALERSHIP

MORE THAN MARKETING. A BETTER WAY TO CREATE OPPORTUNITIES.

Drive & Thrive works alongside your dealership to create more referrals, appointments and showroom traffic so your team can do what it does best – sell vehicles.

01



NO WEBSITE OR CRM CHANGES

Drive & Thrive works independently from your existing systems. No need to replace, modify or interfere with your website, CRM or process.

02



CUSTOM INVENTORY SCANNER

We build a custom inventory scanner around your dealership's online inventory to organize vehicles, monitor inventory and identify units to prioritize for marketing.

03



WARM BUYER REFERRALS

A referred customer arrives with built-in trust created before your salesperson ever speaks with them.

04



QUALIFIED APPOINTMENTS

We focus on moving interested shoppers toward an actual dealership appointment – not just collecting names and phone numbers.

05



LESS COLD LEAD CHASING

Your team spends less time chasing anonymous internet leads and more time with shoppers who have already shown meaningful interest.

06



YOUR INVENTORY BECOMES THE CAMPAIGN

We market the actual cars, trucks and SUVs you need customers to see – giving your inventory the exposure it deserves.

07



MULTIPLE MARKETING CHANNELS

Your inventory is promoted across our website, social media, live broadcasts, marketplace channels and more – not just one source of traffic.

08



MORE REASONS TO VISIT THE STORE

Every appointment creates opportunities for test drives, trade appraisals, financing conversations and ultimately more sales.

09



MINIMAL WORK FOR YOUR STAFF

We build and manage the marketing system. You keep doing what you do best – closing deals.

10



WE WIN WHEN YOU WIN

Drive & Thrive is built around creating measurable opportunities. The more you sell, the more valuable the relationship becomes.

OUR MARKETING RESOURCES

MORE EXPOSURE. MORE OPPORTUNITIES.



OUR OWN USED CAR WEBSITE

<https://www.usedcarsphxaz.com/our-fleet/>



TIKTOK TIKTOK LIVE

Short form videos, vehicle showcases and live sessions that drive traffic.



INSTAGRAM INSTAGRAM LIVE

Reels, stories and live broadcasts that connect with local buyers.



FACEBOOK
FACEBOOK MARKETPLACE
FACEBOOK LIVE
FACEBOOK GROUP
AZ AUTO AND TRUCK SALES
NEW AND USED



CRAIGSLIST

Targeted local listings that reach active car shoppers.



LIVE SOCIAL BROADCASTING & SOCIAL MEDIA POSTS

Consistent posting, live video and engagement that keep your inventory in front of more local buyers every day.



**NO CHANGES TO
YOUR WEBSITE OR CRM**



**MORE REFERRALS
MORE APPOINTMENTS**



**MORE SHOWROOM TRAFFIC
MORE SALES OPPORTUNITIES**

**WE CREATE THE OPPORTUNITIES.
YOU CLOSE THE DEALS.**

REAL CONVERSATIONS. REAL BUYERS. REAL RESULTS.

Our BDC engages shoppers, qualifies real buying intent, and schedules more showroom appointments for your dealership.



MORE CONVERSATIONS.
MORE APPOINTMENTS.
MORE SALES.



LEAD GENERATION

We start and manage conversations that turn into real opportunities for your dealership.



ENGLISH & SPANISH

Bilingual agents connect with more shoppers and more communities.



SOCIAL MEDIA CONTENT

We create scroll-stopping content that showcases your inventory and drives engagement.



LIVE EVENTS

Live sales events, walkarounds, Q&A and real-time interaction that builds trust and urgency.



AND MORE

Reviews, retargeting, promotions and custom campaigns designed to keep your pipeline full.

WE TURN SOCIAL MEDIA TRAFFIC
INTO SHOWROOM TRAFFIC.



10 BENEFITS OF OUR PROGRAM

1



MORE QUALITY LEADS

We attract more in-market shoppers who are actually interested in buying.

2



HIGHER CONVERSATION RATE

Our agents engage, build trust, and keep the conversation going.

3



BETTER LEAD QUALIFICATION

We identify real buying intent so your team focuses on serious buyers.

4



MORE SHOWROOM APPOINTMENTS

We turn conversations into confirmed appointments that show up.

5



INCREASED SHOWROOM TRAFFIC

More qualified buyers walking through your doors, ready to buy.

6



MORE SALES OPPORTUNITIES

More appointments and more traffic equal more chances to close.

7



IMPROVED INVENTORY TURN

We help move your inventory faster by getting it in front of more buyers.

8



STRONGER BRAND VISIBILITY

Consistent social presence builds awareness and keeps you top-of-mind.

9



BETTER ONLINE REPUTATION

We generate reviews, social proof and positive engagement for your store.

10



PERFORMANCE-BASED RESULTS

We're aligned with your success—because your wins are our wins.

WE DO THE OUTREACH. WE BRING THE BUYERS. YOU CLOSE THE DEAL.

PAY FOR PERFORMANCE. NOT PROMISES.

Drive & Thrive is built differently. Our pricing is centered around generating real dealership opportunities, verified showroom appointments and attributable sales.

GETTING STARTED

\$499

ONE-TIME SETUP

Initial dealership setup, campaign preparation, inventory positioning and launch of your Drive & Thrive lead generation program.

MONTHLY RETAINER

\$0

MONTHLY MANAGEMENT FEE

No traditional monthly agency retainer. Our model is designed around performance instead of charging your dealership just to keep the lights on.

PERFORMANCE BASED

SHOWROOM TRAFFIC

\$49.99

PER VERIFIED SHOWROOM APPOINTMENT

Pay when a qualified customer appointment is generated and verified for your dealership.

SOLD VEHICLE

\$499

SOLD UNIT

When a Drive & Thrive generated opportunity results in an attributable vehicle sale, the dealership pays the sold-unit fee.

OPTIONAL SERVICES



\$39 REVIEW SERVICE

Additional customer review support to help strengthen your dealership's online reputation.



\$49 SOCIAL MEDIA PROOF PHOTO

Customer delivery content designed to create authentic social proof around your dealership and sold inventory.

REAL OPPORTUNITIES. REAL APPOINTMENTS. REAL SALES.

1



DRIVE & THRIVE
MARKETING THAT DRIVES RESULTS

OUR MISSION IS YOUR SUCCESS.

Drive & Thrive is built to create more referrals, more appointments and more showroom traffic so your team can do what it does best – sell vehicles.



REAL OPPORTUNITIES



REAL APPOINTMENTS



REAL RESULTS

2

OUR MARKETING RESOURCES

MORE EXPOSURE. MORE OPPORTUNITIES.



OUR OWN USED CAR WEBSITE
Showcase your inventory 24/7 to local buyers.



TIKTOK & TIKTOK LIVE
Short form videos and live sessions that drive traffic.



INSTAGRAM & INSTAGRAM LIVE
Reels, stories and live broadcasts that connect with local buyers.



FACEBOOK MARKETING
• Facebook Marketplace
• Facebook Live
• Facebook Group
• AZ Auto and Truck Sales New and Used



CRAIGSLIST
Targeted local listings that reach active car shoppers.



LIVE SOCIAL BROADCASTING & SOCIAL MEDIA POSTS
Consistent posting, live video and engagement that keep your inventory in front of more local buyers every day.

3

REFERRALS + APPOINTMENTS

WARM BUYERS CREATE BETTER OPPORTUNITIES.



01 BUILT-IN TRUST
A referral begins with a recommendation from someone the customer already knows and trusts.



02 HIGHER BUYER INTENT
Customers who schedule an appointment have already taken a meaningful step toward visiting your store.



03 BETTER CONVERSATIONS
Warm introductions and scheduled visits give your team more context, more confidence and a better starting point.



04 LESS COLD CHASING
Focus your team on shoppers who have already shown meaningful interest instead of chasing anonymous internet leads.



05 MORE SHOWROOM TRAFFIC
Every qualified appointment creates another opportunity for a test drive, trade appraisal, financing conversation and sale.



06 REFERRAL FLYWHEEL
A great experience today can create repeat buyers, loyal advocates and the next opportunity tomorrow.

MORE TRUST. MORE APPOINTMENTS. MORE SALES.

4



DRIVE & THRIVE
MARKETING THAT DRIVES RESULTS

WHY DRIVE & THRIVE FITS YOUR DEALERSHIP

01



NO CHANGES TO YOUR SYSTEMS
We work independently. No changes to your website, CRM or process.

02



CUSTOM INVENTORY SCANNER
We build a custom scanner around your online inventory to organize, monitor and prioritize marketing.

03



WARM BUYER REFERRALS
Referred customers arrive with built-in trust before your salesperson ever speaks with them.

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QUALIFIED APPOINTMENTS
We move interested shoppers toward an actual dealership appointment – not just names and phone numbers.

05



LESS COLD LEAD CHASING
Your team spends less time chasing anonymous leads and more time with shoppers who are truly interested.

06



YOUR INVENTORY, THE CAMPAIGN
We market the actual cars, trucks and SUVs you need customers to see.

07



MULTIPLE MARKETING CHANNELS
Website, social, live broadcasts, marketplaces and more – not just one source of traffic.

08



MORE REASONS TO VISIT
Every appointment creates opportunities for test drives, trades, financing and alternative inventory.

09



MINIMAL WORK FOR YOUR STAFF
We build and manage the system. You keep doing what you do best – closing deals.

10



WE WIN WHEN YOU WIN
We're built around creating measurable opportunities that grow your business.

5

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SOLD VEHICLE

\$499

PER SOLD UNIT

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BETTER MARKETING. BETTER OPPORTUNITIES. **BETTER RESULTS.**



REAL OPPORTUNITIES. REAL APPOINTMENTS. REAL SALES.