



J & L MARKETING

BRAND STANDARDS

Letter from the CEO

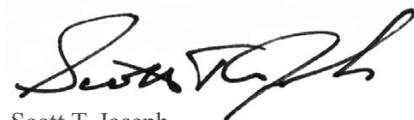
J&L Marketing has developed a solid reputation as the industry leader for automotive marketing. This reputation did not come easily or suddenly, and it takes constant work to maintain. We must always remember that we earn the business of our dealers every day, with every interaction. The respect of our clients and colleagues is our most valuable asset, and we must strive to protect this hard-earned reputation as a company of quality.

Regardless of whether or not dealers have done business with J&L, they recognize the J&L logo, our colors, and our imagery. The quality that is associated with our company is represented in this image and brand standard. So, what are the benefits of having a widely known image? Our image is the personality of the company, and it gives our clients a sense of knowing who we are. This familiarity breeds comfort and trust. Our consistent image represents stability within the company, something that is highly valued in this industry, and the quality of our image represents the quality of our work. How we handle the details of our image represents to our customers how we will handle the details of their marketing.

What should we do to help maintain the J&L Marketing image? As a company, we should speak with one voice. The materials and correspondence clients receive from J&L will follow the same guidelines and standards, and reinforce the quality of J&L's brand and work. Therefore, adhering to these guidelines make our job easier, because you will be dealing with clients whose trust and respect you have already gained, and who perceive you as representing a detail-oriented company of quality.

The automotive marketing industry is one that frequently meets with skepticism and suspicion. Too many fly-by-night companies have made a quick dollar in this business, without any thought toward a long-term relationship with dealers, or the respect and trust of the industry. Over the years, hundreds of competitors have come and went. J&L cannot and will not take that approach.

Our experience and knowledge have guided thousands of dealerships to success. In order to continue to enjoy this success ourselves, we must remember to protect the J&L image with every phone call we make, every email we send, and every marketing piece we create. This is not a substitute for hard work, innovation, or determination. Style without substance is worthless. However, our image is the representation of the work we do, the attention to detail that we offer, and the excellence of J&L Marketing.



Scott T. Joseph
Founder and CEO

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Corporate Identity: Logo & Logotype Options

There are three basic parts to the J&L Marketing logo: the stylized 'J' and 'L,' the circle within the logo, and the logotype. Shown here are the four primary examples of J&L Marketing logos and logotypes currently used for branding purposes. Note that the J&L Marketing logo is a registered trademark, and therefore must always be represented with ® symbol. This is not necessary if the logotype stands alone.

USE OF COLOR:

The logo and logotype may be represented in all gray, all white, or combined with a corporate color accent. If the circle is represented as being a different color than the stylized 'J' and 'L,' it must be a corporate color. The 'J' and 'L' in these cases should always be 85% black or white. If the logotype is to be represented in 85% black (or white) and another color, the 'J&L' in the logotype must match the corporate color.

APPROPRIATE USE OF EACH LOGO:

Logo alone: Used on letterhead, website, and in any place where the full name of J&L Marketing is used elsewhere in the piece. Also used as an icon to reinforce the company image.

Stacked logo and logotype: Used in signage, advertising, and whenever a more vertical or more compact logo is needed, but the full logo and logotype are still necessary. Generally used in large-format advertising.

Horizontal logo and logotype: Used in signage, advertising, and whenever a more horizontal logo is needed, but the full logo and logotype are still necessary. Generally used in small-format advertising.

LOGO OPTIONS



J and L Only



Stacked



Horizontal

COLOR VARIATIONS



REVERSED APPLICATIONS (DARK BACKGROUNDS)

(Gray rectangle used as example, J&L logo should never be in a box)



Corporate Identity: Logo sizing & Usage

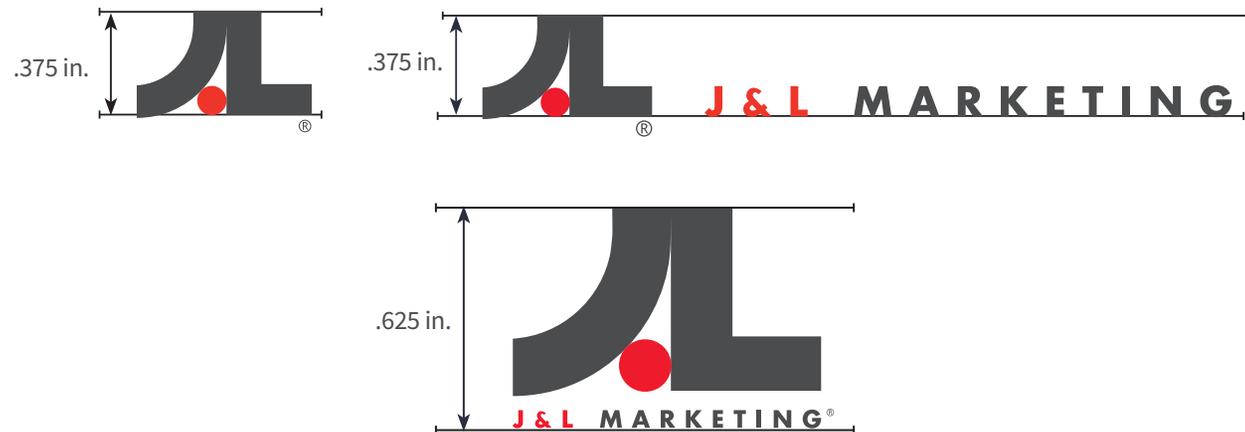
ISOLATION ZONE:

There must be a defined minimum space all around the logo, separating it from other design elements, which is 1-1/2 times the diameter of the circle. The logo is never to be used within body copy or as a substitution for the wordmark.



MINIMUM HEIGHT:

The sizes shown are suggested minimum sizes, but the smallest size the J&L logo can be displayed is .25" tall. This size, however, should only be displayed on items such as business cards, envelopes, or corporate letterhead.



Corporate Identity: Color

PRIMARY COLORS:

There are three primary J&L Marketing corporate colors: red, blue, and purple. Each of these colors is classified by function within the larger corporate branding guidelines.

Red is used for corporate identification. Specific examples include letterhead and envelopes, note cards, business cards, truck graphics and any corporate advertising. Our corporate website also uses red as the dominate color throughout.

Blue is used for internal correspondence. Examples include corporate forms, internal memos as well as being the primary color in our whitepaper design.

Purple is used for an array of projects. These include promotion coordinator print materials such as brochures, fliers and signage as well as being the primary color in Infographic design.

While consistency is critical to protecting J&L Marketing's brand, exceptions may be made based on specific aesthetics. For example, when photography is used as a primary visual element, the dominant color of the photo can drive the creative selection of logo colors and type elements.

SECONDARY COLORS:

In some cases **Green** and **Yellow** are used as secondary support colors. These two colors are not to be used alone, and never meant to carry the full weight of the brand.

OTHER COLOR USAGE:

Gray (85% Black) is used for all copy where possible. If not possible for any reason, 100% Black can be used.

Light Gray is used for background color, primarily on the web.

PRIMARY COLORS

J&L Red
Pantone 485
CMYK: 0, 93, 95, 0
RGB: 216, 30, 5
#D81E05

J&L Blue
Pantone 3005
CMYK: 100, 28, 0, 0
RGB: 0, 132, 201
#0084C9

J&L Purple
Pantone 266
CMYK: 82, 88, 0, 0
RGB: 109, 40, 170
#5600BC

SECONDARY COLORS

J&L Green
Pantone 361
CMYK: 75, 0, 100, 0
RGB: 30, 181, 58
#009E0F

J&L Yellow
Pantone 116
CMYK: 0, 20, 100, 0
RGB: 255, 203, 0
#FFCF00

Gray (85% Black)
(No Pantone)
CMYK: 0, 0, 0, 85
RGB: 77, 77, 79
#4D4D4F

Light Gray
(No Pantone)
CMYK: 5, 3, 3, 0
RGB: 239, 239, 239
#EFEFEF

Corporate Identity: Fonts

PRINT
Headlines: Source Sans Pro
Body copy: Times New Roman

WEB:
Headlines: Source Sans Pro
Body copy: Source Serif Pro

Alternate: The Arial Font Family is used in PowerPoint presentations and for digital use such as email where our corporate fonts are not available.

	PRINT	WEB	ALTERNATE
HEADLINE	<p><u>Source Sans Pro</u></p> <p>Light <i>Light Italic</i> Regular <i>Regular Italic</i> Bold <i>Bold Italic</i> Black <i>Black Italic</i></p>	<p><u>Source Sans Pro</u></p> <p>Light <i>Light Italic</i> Regular <i>Regular Italic</i> Bold <i>Bold Italic</i> Black <i>Black Italic</i></p>	<p>Arial Regular Bold <i>Italic</i> <i>Bold Italic</i></p>
BODY COPY	<p><u>Times New Roman</u></p> <p>Regular Bold <i>Italic</i> <i>Bold Italic</i></p>	<p><u>Source Serif Pro</u></p> <p>Extra Light Light Regular SemiBold Bold Black</p>	

Corporate Identity: Stationery Overview

Shown on this page are examples of a business card, letterhead and Envelope (window envelope shown, however, it is also available in a non-window version).

Letterhead

8.5 x 11in. (w x h)

Envelope

8.75 x 3.75 (w x w)

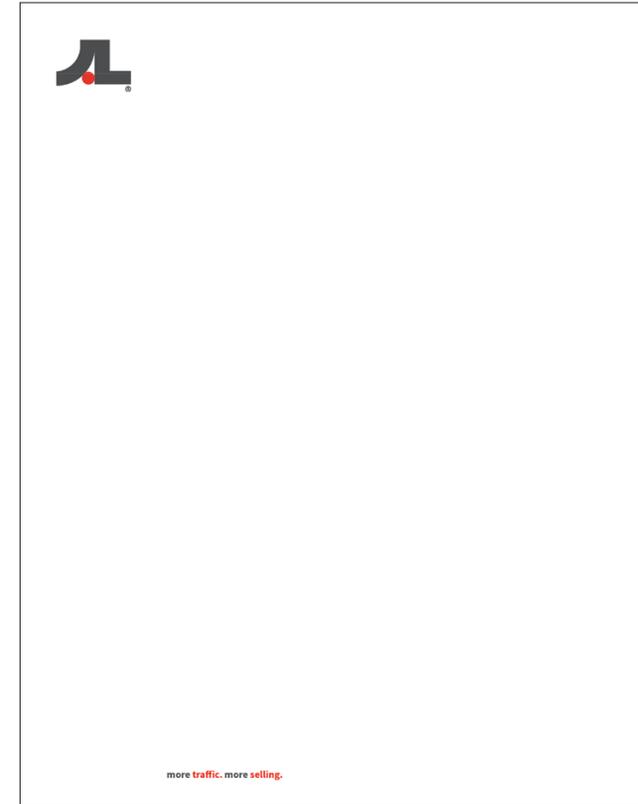
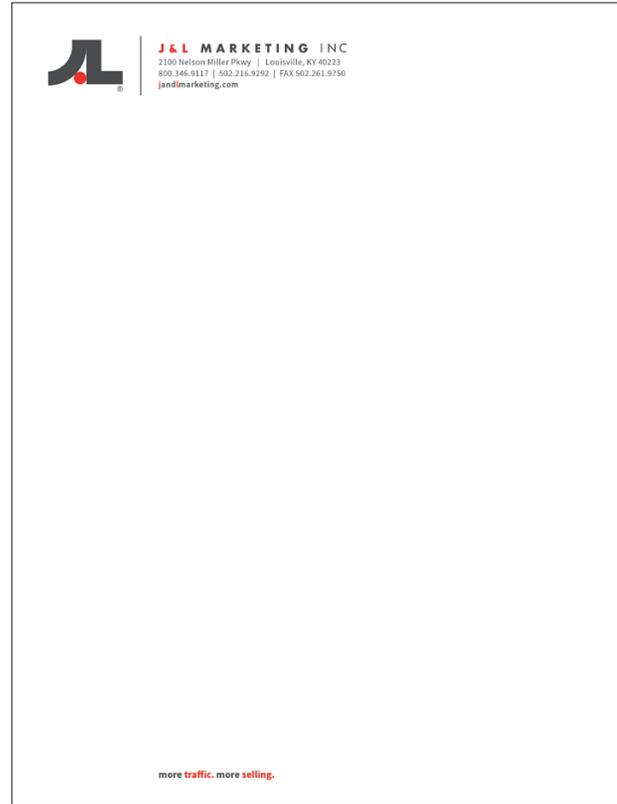
Business Card

3.5 x 2in. (w x h)

Please refer to the following pages for specific typographic guidance.

These should be used as a benchmark for creating future stationery in terms of use of typography and layout.

Always use approved master artwork and never try to recreate existing artwork.



Corporate Identity: Letterhead

Letters are the primary, formal way to correspond with clients and vendors. They will be printed or typed in black only, and never handwritten. There are six main components of the letter: the date, the address, the salutation, the body, the closing, and the signature.

All correspondence will be printed on J&L letterhead.

The first page of all correspondence will be printed on first page letterhead, which contains the address, phone, fax and website along with the J&L logo and logotype in the masthead.

All subsequent pages will be printed on second page letterhead, which contains only the J&L logo in the masthead.

Letters of up to five pages can be placed in the matching #10 envelope. For correspondence of a longer length, use a 13.5 X 10 envelope and do not fold the letterhead.

Top Margin: 2 in.

Right Margin: 1 in.

Left Margin: 2 in.

Bottom Margin: 1 in.

All text is Times New Roman, Regular, 11pt

All text is left justified, with no indentation of paragraphs.

	<p>J & L MARKETING INC 2100 Nelson Miller Pkwy Louisville, KY 40223 800.346.9117 502.216.9292 FAX 502.261.9750 jandmarketing.com</p>	2 in.
2 in.	<p>FOR IMMEDIATE RELEASE</p> <p>Contact: Scott Joseph 800.346.9117 ext. 105 sjoseph@jandmarketing.com</p> <p>General Motors Approves J&L Marketing LeadGen for Turnkey Fleet iMR Funds</p> <p>Louisville, Kentucky – 7 November 2017 - J&L Marketing, Inc. announced today that General Motors approved its LeadGen to take part in the Fleet iMR Turnkey Program (In-Market Retail). This provides access to co-op funds (iMR funds) with match for participating U.S. dealerships. J&L Marketing will create LeadGen campaigns for General Motors' dealerships beginning September 2017.</p> <p>LeadGen will generate new sales opportunities for General Motors' dealerships. Increasing conquest traffic is a common challenge for automobile dealerships. "These consumers have no prior relationship with the dealership," says Josh Trotter, National Account Director. "With limited historical data, it's more difficult for the marketing message to be relevant. LeadGen is revolutionary. The messaging adjusts to the consumer's behaviors. It delivers two to three times the typical conquest response rate."</p> <p>Emotions fluctuate significantly when consumers decide what and where to buy their next vehicle. Most people are generally pleased, hopeful and excited with the car buying process. Consumers are more fearful and apprehensive when it's time to compare the many vehicles and payment options. Consumers do much of their pricing research online across multiple devices. Determining a monthly payment can be frustrating and inconvenient for consumers. Especially when factoring in incentives, trade-in values, trade equity and down payment. It's more important than ever that dealers be transparent. Consumers want pricing and payment information as early in the process as possible.</p> <p>LeadGen includes J&L's Easy Car Buy technology. Easy Car Buy makes the customer experience less "painful" and more enjoyable. Within seconds, conquest customers shop a dealership's entire inventory. More important, they shop the way they want to and it's quicker and more efficient. In many instances, newer vehicles have lower payments than their current vehicle. This provides a more influential marketing message. It improves the customer experience and leads to an increase in customer satisfaction.</p> <p>J&L Marketing's LeadGen offers a valuable market share opportunity for General Motors. It makes a strong statement about General Motors' commitment to customer satisfaction.</p> <p>J&L Marketing is a digital and direct marketing company based in Louisville, KY. J&L has specialized in increasing traffic and conversions for the automotive industry since 1991. J&L Marketing has more than 200 employees and representatives throughout the United States.</p> <p>####</p>	1 in.
	<p>more traffic. more selling.</p>	1 in.

	<p>J&L Marketing, Inc. announced today that General Motors approved its LeadGen to take part in the Fleet iMR Turnkey Program (In-Market Retail). This provides access to co-op funds (iMR funds) with match for participating U.S. dealerships. J&L Marketing will create LeadGen campaigns for General Motors' dealerships beginning September 2017.</p> <p>LeadGen will generate new sales opportunities for General Motors' dealerships. Increasing conquest traffic is a common challenge for automobile dealerships. "These consumers have no prior relationship with the dealership," says Josh Trotter, National Account Director. "With limited historical data, it's more difficult for the marketing message to be relevant. LeadGen is revolutionary. The messaging adjusts to the consumer's behaviors. It delivers two to three times the typical conquest response rate."</p> <p>Emotions fluctuate significantly when consumers decide what and where to buy their next vehicle. Most people are generally pleased, hopeful and excited with the car buying process. Consumers are more fearful and apprehensive when it's time to compare the many vehicles and payment options. Consumers do much of their pricing research online across multiple devices. Determining a monthly payment can be frustrating and inconvenient for consumers. Especially when factoring in incentives, trade-in values, trade equity and down payment. It's more important than ever that dealers be transparent. Consumers want pricing and payment information as early in the process as possible.</p> <p>LeadGen includes J&L's Easy Car Buy technology. Easy Car Buy makes the customer experience less "painful" and more enjoyable. Within seconds, conquest customers shop a dealership's entire inventory. More important, they shop the way they want to and it's quicker and more efficient. In many instances, newer vehicles have lower payments than their current vehicle. This provides a more influential marketing message. It improves the customer experience and leads to an increase in customer satisfaction.</p> <p>J&L Marketing's LeadGen offers a valuable market share opportunity for General Motors. It makes a strong statement about General Motors' commitment to customer satisfaction.</p> <p>more traffic. more selling.</p>
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Corporate Identity: Envelope

The envelope or mailing label must always carry the branding and image of the company. Always use Times New Roman 12 pt. font when addressing corporate mailings.

#10 Business Envelope:

These envelopes are 9.5" x 4.125" and are available in blue and red. The red envelopes are used for external correspondence, and blue are used for internal business correspondence. All #10 business envelopes should be typed or labeled, and never handwritten. If addressed by a label, use a white or clear label, and place it on the envelope so that the address shows in the appropriate area, using Times Roman 12 pt. font.

Window Envelope:

These envelopes are 8.875" x 3.875" and are used by accounting for payables, payroll, and invoices. This envelope is specially designed to show an address through the front window, and therefore does not require addressing.



Corporate Identity: Business Card

To keep costs as low as possible we have block-ordered business card stock printed with our J&L logo and tagline on the back capturing the visual impact of our brand. All you need to do is supply your details along with a request form.

Shown opposite is an example of a J&L business card.

1. J&L logotype
2. Company Contact Details
Source Sans Pro - Regular
85% Black
7pt
9pt leading
3. Company Website
Source Sans Pro - Semibold
J&L Red (j,l), 85% Black
7pt
9pt leading
4. Employee Name
Source Sans Pro - Bold
J&L Red
All Caps
10pt
5. Employee Position
Source Sans Pro - Bold
85% Black
All Caps
8pt
9pt leading
6. Employee Contact Details
Source Sans Pro - Semibold - title
Source Sans Pro - Regular - content
J&L Red (title), 85% (content)
8pt
10pt leading



Front

1. J&L Logotype
2. Company Contact Details
3. Company Website
4. Employee Name
5. Employee Position
6. Personal Contact Details



Back

Corporate Identity: Internal Documents

Internal documents such as memos & training materials are used to keep the company informed and up to date on all business matters as well as training new products, services and procedures. These typically take the form of a Word document.

Although these documents are informational and therefore text heavy, they should be designed cleanly and uniformly.

The internal documents follow similar design guidelines to our letterhead with the addition of a headline.

The headline text is right aligned and its base line aligns with the bottom of the J&L logo.

HEADLINE MARGINS

Top Margin: 0.5 in.

Right Margin: 1 in.

Left Margin: 2 in.

Bottom Margin: 10 in.

BODY MARGINS

Top Margin: 2 in.

Right Margin: 1 in.

Left Margin: 2 in.

Bottom Margin: 1 in.

Fonts and sizing:

Headline text: Source Sans Pro Bold 16pt

Body text: Times New Roman, Regular

Smallest allowable text: 11pt

Largest allowable text: 16pt

J&L

ACTIONS & ACTIVITIES TO SUCCEED

[SAMPLE TEXT]

Strategic Planning
There are only three ways to grow your district.

1. Increase your active customers (invoiced within 6 months)
2. Increase the average \$\$\$ per transaction
3. Increase the frequency customers run with you

Increase active customers

- Network
- Referrals
- The phone
- Email
- Increase new business
- Retain current business
- Improve your selling ability
- Increase your activity

Increase transaction value

- Cross sell
- Upsell
- Improve your selling ability

Increase frequency

- Cross sell
- Provide incredible support and service
- Improve your selling ability

Growth Optimization Calculator (BGS tools)

Marketing yourself and J&L's solutions

- Linked profile (follow best practices)
- Share content
- Provide outstanding support and service

more traffic. more selling.

Corporate Identity: Internal Formal Documents

Internal Formal Documents are booklets put together for a nicer presentation. They mimic the look of Internal Memos but leave room for more creative layouts and images.

These include documents such as the Employee Welcome Guide and NADA Skills Handout.



Corporate Identity: PowerPoint Presentations

PowerPoint Presentations should be clear, informative and represent J&L and our products in a positive light.

Creative

Within the variable section at the center of the slides, there is opportunity for variation and creativity. However, some baseline rules apply.

PowerPoint is a visual media, use artwork and photography to express the information. Photos should follow Photography Brand Guidelines. Illustrations and other graphic elements should be flat vector images and use the corporate color palette whenever possible.

Color

Client facing: J&L Red
Internal facing: J&L Blue

Non-Compliant Attributes:

- Copy heavy slides unfit for a presentation
- Slides that do not conform to the corporate template
- Graphic elements that break the slide frame
- Exclamation points, slang & cuteness. Keep it professional

WHAT DEALERS ARE THINKING

Do they **KNOW** my market?

Will I actually **SELL MORE** cars?

Isn't **EVERYONE** else doing this?

Do they **KNOW** my brand?

What's **NEW**?

What's **Different**?

Do they offer **BETTER SUPPORT**?

EASY CAR BUY STRATEGY

J & L MARKETING
more traffic. more selling.®

Corporate Identity: PowerPoint Presentations

Sizing

16x9 aspect ratio is the preferred format for all PowerPoint presentations.

Content Format

Header: Gray bar with white Arial text.

Center: Creative

Footer: J&L Logo in left corner, can include disclaimers or cited sources anchored to the right.

Fonts:

All copy should use the font Arial

Headlines: 37pt

Subheads: 16pt

Body copy: 14pt

These sizes are best practice and text hierarchy and size can change based on content.

However, no copy should ever be smaller than 14pt.

Font color is 85% black except where highlighting with a corporate color. Text should be used sparingly. No more than a few sentences at a time should be used.



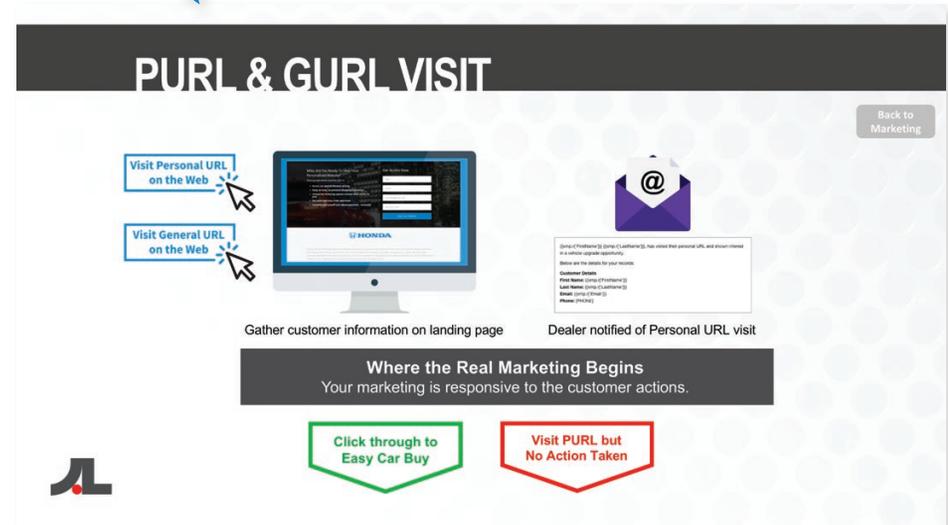
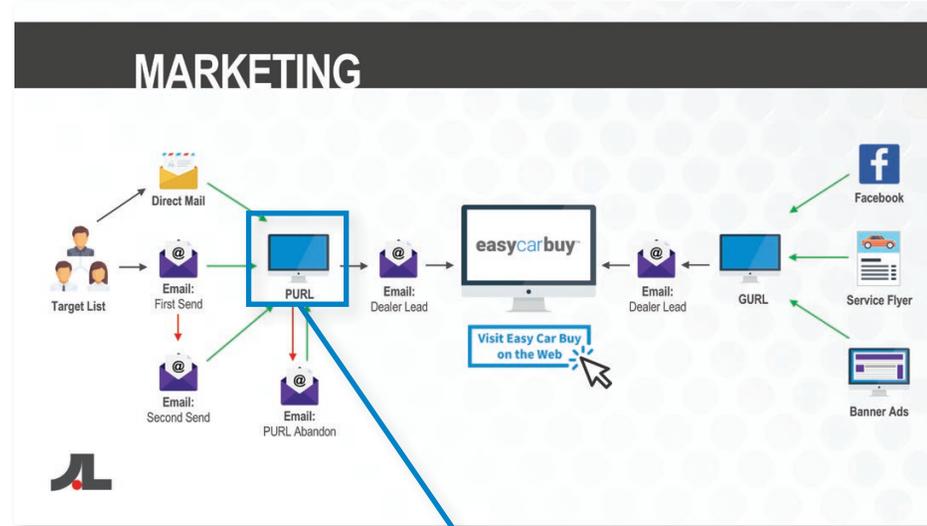
Corporate Identity: PowerPoint Presentations

Interactive Slides

Our PowerPoint presentations include interactive sections which are not meant to be navigated linearly. Each icon is clickable and will redirect to a relevant slide for more in-depth information.

The purpose of this format is to illustrate the dynamic responsiveness of your marketing.

*Note: The setup of the interactive sections should only be altered by the marketing team. Please field any questions on the functionality of PowerPoint presentations with them.



Corporate Identity: PowerPoint Presentations

Creative Examples

All of the PowerPoint Presentations use examples of our marketing collateral. This includes Direct Mail, Email, Landing Pages, Display Ads, Paid Search Ads, and other examples of our products and services.

All creative examples used in our PowerPoint Presentations must be of the highest quality. They should represent our best work and be 100% OEM compliant.

DISPLAY AD SAMPLES

The image displays seven distinct display advertisements for vehicles, arranged in a grid-like fashion. Each ad features a high-quality photograph of the car, key promotional text, and a call to action. The ads include:

- 2016 Honda Odyssey:** Promoted by HERITAGE Honda. Text: "SPRING INTO A USED CAR", "2016 Honda Odyssey", "VIEW USED INVENTORY".
- 2017 Jaguar XE:** Promoted by JAGUAR. Text: "2017 JAGUAR XE", "\$199.00 Per month", "VIEW USED INVENTORY".
- 2017 Jaguar XE (Red):** Promoted by JAGUAR. Text: "2017 JAGUAR XE", "\$199.00 Per month", "VIEW USED INVENTORY".
- 2017 Lexus ES 350:** Promoted by HENNESSY LEXUS OF ATLANTA. Text: "THE 2017 ES 350", "\$3,929 DOWN", "\$369 PER MONTH", "36 MONTHS", "VIEW USED INVENTORY".
- 2017 Lexus ES 350 (Lease):** Promoted by HENNESSY LEXUS OF ATLANTA. Text: "Lease Lexus 2017 ES 350", "Stand Out Lease - \$349 mo for 36 mos - \$4,000 due at signing - Regional Offer".
- 2017 Jaguar XE (Lease):** Promoted by JAGUAR. Text: "New Jaguar XE - \$199/mo.", "Offer Ends Soon - Lease a New 2017 Jaguar XE for only \$199/mo. at Jaguar Reno Today".
- 2016 Honda Odyssey (Large):** Promoted by HERITAGE Honda. Text: "2016 Honda Odyssey", "SPRING INTO A USED CAR", "VIEW USED INVENTORY".



Corporate Identity: Email

The purpose of our marketing emails is to inform dealers of our services and current offers, ultimately to generate leads.

Emails should be short and to the point with obvious calls to action and multiple links to click through to our landing pages.

EMAIL STRUCTURE

Header: The header must be a compelling image which relates to the product or push we are advertising. A headline with a bold claim as part of the picture can add to the appeal of the email and engage viewers to continue reading.

Body: The copy should address the sender directly by name. Copy should be persuasive and to the point.

Font: Times New Roman

Size: 16pt

Color: Black

Link Color: J&L Red or J&L Blue depending on the creative being used, at the discretion of the designer.

Buttons: One or two buttons are appropriate based on length of copy. Buttons must have a strong call to action. Button color should match the overall accent color being used throughout the email.

Footer: The footer of the email can either be a simple J&L logo or a continuation of the header image at the top. When OEM facing, it will always include their logo. It should also contain the campaign logo if appropriate to the marketing.



Joe,

You can sell tons of cars this December!

Simply by including our Easy Car Buy Post Event Strategy, you'll see an increase in leads and sold cars for months after your Year End Clearance Event.

[Get My Exclusive Offer](#)

Plus, there's no extra charge!

As a limited-time offer, when you [host a Year End Clearance Event between now and December 31](#), you'll get our proven Easy Car Buy Post Event Strategy!

But hurry, this only lasts through the end of the year and the deadline to sign up is coming up quickly!

[Get My Exclusive Offer](#)

Don't wait to [find out how you can gain leads before, during, and after your event](#) – with no additive costs!



Joe,

You can sell tons of cars this December!

Simply by including our Easy Car Buy Post Event Strategy, you'll see an increase in leads and sold cars for months after your Big Finish Private Sale Event.

[Get My Exclusive Offer](#)

Plus, there's no extra charge!

For a limited time, select FCA dealers who [host a Big Finish Event between now and December 31](#), you'll get our proven Easy Car Buy Post Event Strategy *absolutely free!*

But hurry, this only lasts through the end of the year and the deadline to sign up is coming up quickly!

[Get My Exclusive Offer](#)

Don't wait to [find out how you can gain leads before, during, and after your event](#) – with no additive costs!



Corporate Website: Structure

Our website function is to clearly and concisely communicate the solutions we offer our clients and the reasons they are superior to the competition. The website is informative but also well structured and easy to navigate. The site is consistent in its look and tone across all pages with contact forms always within reach.

The website is created using the Jvelin Wordpress Theme. Therefore, much of the structure is templated so updates can be made quickly, however there are still items to consider for consistency.

Header: The header includes the J&L logo and navigation only. No social links or competing logos.

Header Image: The header image is content appropriate and masked 50% black. The title of the page and a call to action button overlay the image.

Page Content: Content varies but typography and image/video sizes should be consistent throughout the site. The Maximum number of columns is five.

Promo Content: This section consists of a headline, call to action button and countdown timer. Imagery used should compliment the message but not over power the content.

Footer: The footer can contain two elements, a call to action section (when appropriate, this element is not required on all pages) and the traditional footer bar consisting of copyright and links to our privacy policy and terms & conditions. Our footer also contains a GoToMeeting link for our dealers.

The screenshot shows the website layout with the following sections:

- Header:** J&L Marketing logo and navigation menu (Results, Solutions, Technology, Learn, About, Contact, Login).
- Header Image:** A dark image of people in a car dealership with the text "Automotive Marketing" and "Request A Demo" button.
- Page Content:**
 - Section: "Digital & Direct Automotive Marketing Solutions" with a sub-headline "Over the last 26 years, our automotive marketing solutions have increased traffic & sales for the most iconic automotive brands in the world." and statistics: "26 YEARS Marketing Experience", "7,000 PLUS Dealerships Served", "17 BRANDS Preferred Vendor Status".
 - Section: "Preferred Vendor Status" with logos for GM, Chevrolet, and Mercedes-Benz.
 - Section: "Sell More Vehicles Before Year End" with a "Learn How" button and a countdown timer showing "03 WEEKS, 00 DAYS, 09 HOURS, 50 MINUTES, 58 SECONDS".
 - Section: "Automotive Marketing Solutions" with five columns: "Digital Marketing", "Easy Car Buy", "LeadGen", "Private Sale Events", and "Service Clinics".
 - Section: "The Latest From Our Automotive Marketing Blog" with three article teasers.
- Promo Content:** A "Request A Demo" button at the bottom of the main content area.
- Page Content:** A "Request A Demo" button at the bottom of the page.
- Footer:** Copyright notice "© J&L Marketing 2017. All rights reserved." and links for "Privacy Policy | Terms & Conditions" and "GoToMeeting".

Header

Header Image

Page Content

Promo Content

Page Content

Footer

Corporate Website: Landing Pages

Our landing pages mirror the look and feel of our website. While they are a part of our site they are separated away from the main navigation. The only way to access these landing pages is either through B2B advertising channels or a specific request to download a gated piece of content.

Landing pages can advertise special services or limited time campaigns as well as content downloads such as whitepapers or infographics.

LANDING PAGE ELEMENTS

Header Image: Just like header images across the rest of the site, includes a relevant image, header text and call to action button.

Content: The pitch, how will this offer or content benefit the dealer? A persuasive explanation that drives them to fill out the form to get more.

Countdown Timer (optional): The timer is set to varying lengths, the purpose is to drive the urgency of filling out the form.

Buttons: Both the buttons (header and timer) redirect to the bottom of the page to the form.

Form: Set at the footer of the page, the form follows the same practices as the main website.

Note: Landing pages do not need to include page navigation in the site header.

The screenshot shows a landing page for J&L Marketing. The page is divided into four main sections, each annotated with a label on the right side:

- Header:** The top section features the J&L Marketing logo and navigation menu (Results, Solutions, Technology, Learn, About, Contact, Login). The main header image shows an hourglass with the text "Time's Running Out" and a "Request A Demo" button.
- Countdown Timer:** A section titled "Exclusive Offer - Sell More Cars & Jumpstart Your January" includes a "Deadline to Request a Demo" timer showing 00 Weeks, 00 Days, 00 Hours, 00 Minutes, and 00 Seconds. A "Request A Demo" button is positioned below the timer.
- Content:** The main body of the page contains text describing the "Easy Car Buy" offer, including a "What's Easy Car Buy?" section and a "How It Works" section. A "Request A Demo" button is also present in this section.
- Form:** The bottom section is titled "Request Your Demo Today!" and contains a form with fields for "First Name", "Last Name", "Company Name", and "Email", followed by a "Request A Demo" button.

At the bottom of the page, there is a footer with the text: "© J&L Marketing 2017. All rights reserved. | Privacy Policy | Terms & Conditions | GotoMeeting"

Corporate Website: Header & Footer

The header is gray and includes the J&L logo left aligned with the page content. The navigation links are right aligned with the page content. The baseline of the logo should align with the base line of the navigation text.

The navigation text is as follows:

Main Menus: Source Sans Pro Bold - 16pt

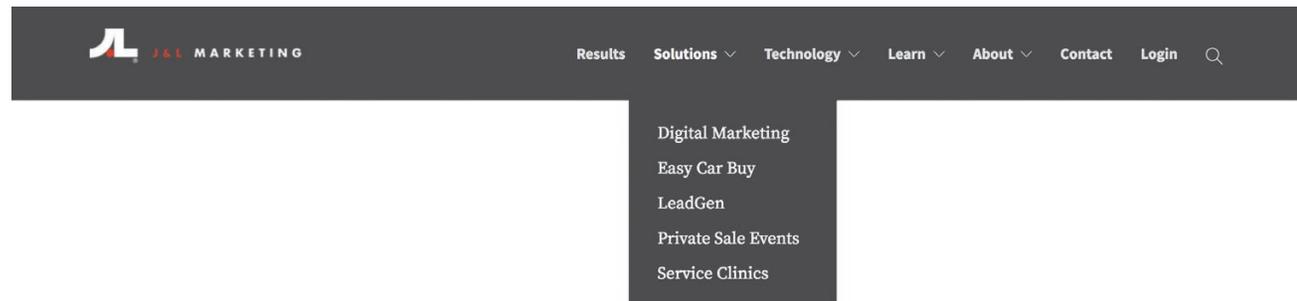
Sub-Menus: Source Serif Pro Regular - 16pt.

All text on the header is white.

Footer text is as follows:

Source Serif Pro Regular - 16pt.

GoToMeeting logo links to [GoToMeeting.com](https://www.gotomeeting.com)



Corporate Website: Buttons & Forms

Buttons: The button form is a solid rectangle which is flat dimensionally. They should always appear flat dimensionally to keep consistent with the styling across the rest of the website. The button color is J&L blue, with a text call-to-action that is white in a serif font.

Forms: Black outlined rectangle boxes with squared corners that utilize a black serif font for input field identifiers.

Buttons and forms load in through Hubspot on our website. While we have only limited control over what the buttons and forms look like, all buttons and forms should be uniform across the site.

CONTACT US

Learn How

Request A Demo

First Name

Last Name

Company Name

Job Title

Email

Phone Number

Subscribe to Our Blog

First Name

Last Name

Company Name

Email

- Please Select -

Comments

Submit

Corporate Website: Typography

The typography on the website is set within the settings of the Jevelin theme in Wordpress. It is important to note how it is implemented.

H1: Used for main headings on pages including page titles, blog and article titles and also within the Header Image at the top of the page (above the button).

H2: Used for sub-headings on pages including secondary taglines, blog and page sections, call-outs of stats and also within the Header Image at the top of the page (below the button).

H3: Used anytime there is an additional need to break up content within a sub head.

H4, H5, H6: Rarely used.

Body Font: Used for any long form content. Paragraphs in product descriptions, blogs, case studies, press releases, etc. The body font can be modified using bold, italics or underline where appropriate. The minimum font size is 16pt across the site. Hyperlinks always appear in J&L Red.

Color: The majority of all text will be 100% black on the website, to follow web best practices. J&L Red is used as a highlight on certain headlines to add emphasis and on any linked words or phrases.

Alignment: The primary alignment we use on our site is left alignment. Headlines and body copy should always left align with any images and copy. Text can be centered only in the case of short content that needs to be emphasized on the page. Text should never be centered under a picture and no more than 1-3 lines of text should ever be centered.

Headings — Weight: **600** Color: **#000000**

H1 — Size: **36pt**

H2 — Size: **28pt**

H3 — Size: **21pt**

H4 — Size: **18pt**

H5 — Size: **17pt**

H6 — Size: **16pt**

Font Color:

100% Black

Default for
Headlines &
Body Copy

J&L Red

Sparingly for
Highlights
& Links

Body Font — Style: **Regular** Size: **18pt** Line Height: **24pt** Spacing: **0** Color: **#000000**

Digital & Direct Automotive Marketing Solutions

Over the last 26 years, our automotive marketing solutions have increased traffic & sales for the most iconic automotive brands in the world.

26 YEARS

Marketing Experience

7,000+

Dealerships Served

17 BRANDS

Preferred Vendor Status

Centered Text



Digital Marketing

Discover our Advanced Audience Targeting Strategy for Paid Search, Display, Facebook, Gmail, and YouTube.



Easy Car Buy

Easy Car Buy is a conversion tool designed for car dealerships. It gives the power back to the dealer and allows customers to shop on their own terms.



LeadGen

Generate a stream of leads and take market share away from your competition.



Private Sale Events

Create a buying frenzy in your car dealership showroom.



Service Clinics

Generate repair orders for your service department, increase retention rate, and sell cars.

Left Aligned Text

Corporate Content: Images

LIFESTYLE

Lifestyle photography focuses on the positive interaction of people within a range of environments. These can range from activity in a dealership to people interacting with digital devices.

Best Practices:

- People should be smiling and present an open demeanor. In portrait photography, arms should not be crossed and/or the subject should not be facing away from the viewer.
- Focusing on details is permitted in some circumstance but the human presence must be visible, e.g. hands or partial body features must be clearly seen.
- High-quality, bright, uplifting colors with moderate contrast should be emphasized.
- Overlaying, relevant graphics or typography are permitted but must also display the human presence in a clear format.



Corporate Content: Images

OBJECTS & ENVIRONMENTAL

Object and environmental photography are relevant to cases where more abstract content needs to be represented and should be used as secondary to the use of lifestyle photography. The application of typography is appropriate for these images.

Best Practices:

- Photographs should be high-quality and avoid being comical in nature.
- Any vehicle representation must be non-OEM specific except in the case of national account summary sheets, case studies and other instances where representing a specific manufacturer is appropriate.
- Bright, uplifting colors with moderate contrast should be emphasized.
- Objects with transparent backgrounds must contain either a shadow, drop shadow, or reflection.



Corporate Content: Banner Ads

Our banner ads drive traffic to our website and the websites of our customers. Banner ad messages must be clear and concise. The offer and/or call to action should be obvious from a quick glance.

Sizes

300 x 250 px (display)

728 x 90 px (display)

1200 x 600 px (social media)

Accent Colors

J&L Red, J&L Blue and J&L Purple. The accent color should match the content it is linking to if possible.

Fonts

Source-Sans-Pro - Full family as appropriate

Graphics

Animated gifs, photography, illustration

Requirements

Animation: Animated ads must contain no more than five animated frames. The ad must contain at least a headline and a CTA button. Text must be the primary accent color, white or 85k.

Static: Static ads must contain a headline and CTA button. One primary accent color can be used. Text must be the primary accent color, white or 85k.

An ad with a primarily white background must contain a stroke – no thicker than 2pt – around the image.

If a J&L logo with a CMYK colored “dot” is used, the corresponding primary accent color must match.



300 x 250 px



728 x 90 px



1200 x 600 px

Corporate Content: Banner Ads

ALTERNATIVE COMPLIANT GRAPHICS

These standards are designed to be flexible so they can best accommodate the content, messaging and goal of the advertisement.

See alternative examples of how our brand can be used to differentiate the banner ads.



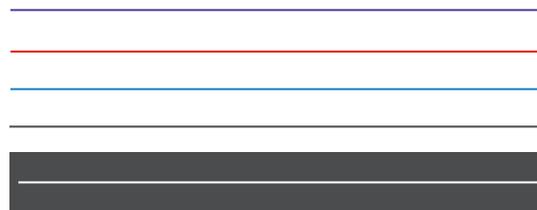
Transparent box with stroke



Primary color box with dropshadow



Primary color blocks with overlaying white lines and/or white stroke boxes



Primary Color, 85k and white lines



85k overlays or gradients over images when needed to enhance legibility of white text.

Corporate Content: Summary Sheets

Summary sheets serve as sales tools for the sales team and provide an at-a-glance review of J&L's Sales Events, Service Clinics, & OEM campaigns as well as products such as Easy Car Buy & Digital Marketing Solutions.



J & L MARKETING INC

PRIVATE SALE EVENTS

CAMPAIGN COMPONENTS

MORE TRAFFIC, MORE SELLING, LESS EFFORT

Our Private Sale Events are your answer to an empty showroom. We create a frenzy of eager shoppers by carefully targeting in-market shoppers with offers and incentives they can't refuse.

The best part is that we take care of everything - from start to finish, we make sure every detail of your event is absolutely perfect. Get ready to sell more cars!

AVERAGES OVER THE LAST 12 MONTHS

37 Attendees	10+ Vehicles Sold	4,404 Targets	\$35.95 Average Return Per \$1 Invested
------------------------	-----------------------------	-------------------------	---

OPTIMIZED MARKETING FUNNEL RESPONDS TO ACTIONS

Each Private Sale Event utilizes our Optimized Marketing Funnel that sends messaging via multiple channels that's based on recipients' actions and results in more vehicles being sold because of the high relevancy of each message.

Get results with a J&L Marketing Private Sale Event



800.346.9117 | inquiry@jandlmarketing.com



J & L MARKETING INC

EASY CAR BUY

GIVE VEHICLE SHOPPERS WHAT THEY WANT

Answer shoppers' biggest questions, advertise the way they want to shop, and gain control with Easy Car Buy. Easy Car Buy gets more people shopping our dealers' inventory than ever before.

Why? Because there's nothing else like it.

YOU CAN DOUBLE LEADS AND SELL UP TO 50% MORE CARS

AVERAGES PER DEALER, PER MONTH

45 Minutes Spent on ECB Website	3 Vehicles Detail Page Views	6 Leads Generated
---	--	-----------------------------

HOW IT WORKS

Shoppers are driven to Easy Car Buy via LeadGen, digital, or display marketing. Once there, they can:

- View your entire inventory
- Compare vehicle details and pricing
- Choose their ideal payment plan

Shoppers may have a 360-degree view of everything they see on the website so you know exactly what they're looking for. Because it's a true game-changer as you know your customers better than ever before.



800.346.9117 | inquiry@jandlmarketing.com | jandlmarketing.com

more traffic. more selling.



J & L MARKETING INC

DIGITAL MARKETING SOLUTIONS

DIGITAL MARKETING CHANNELS

WE HELP YOU WIN WITH DIGITAL MARKETING

- VIN Specific Paid Search, Display, and Facebook Retargeting
- Online Reporting Dashboard with 24/7 Access
- Industry Defining Results

41% AVERAGE INCREASE In Clickthrough Rate

*Paid Search Campaigns as of January 2018

"Overall we've seen a significant uptick in sales due to J&L Marketing's efforts"

Rick Nelson - Digital Marketing Manager
Jaguar & Land Rover Las Vegas

WHAT MAKES US DIFFERENT

- Industry Leading Campaign Structure
- Comprehensive Online & Offline Competitive Analysis
- VIN Specific campaigns for Paid Search, Display & Facebook

- Customized Ads
- 27+ Years of Automotive Industry Experience
- Intent focused campaigns and budgeting

CAPABILITIES

- Online Reporting Dashboard
- VIN-Specific Dynamic Search Campaigns
- Remarketing

- Day/Time-Parting Bidding
- Device-Specific Bidding
- Lead Generation
- Branding

- Conversion Optimization
- Budget Optimization
- Negative Keyword Mining
- Google Analytics Integration
- Customized Goal Tracking
- Call Tracking

Let us help you increase your clickthrough rates & drive more traffic to your website so you can out-market your competition month after month.



800.346.9117 | inquiry@jandlmarketing.com | jandlmarketing.com

more traffic. more selling.

Corporate Content: Infographics

Infographics visually present information clearly. By pairing data with a story, complex information is easier to understand and process. Design may draw the viewer in, but the information and data convince them of your point.

THINK ABOUT THE STORY

The beginning should introduce the problem. From there, back it up with data. Finally, end with a conclusion.

VISUALIZE THE HOOK

Every good infographic has a hook or primary take-away. This is the ah-ha moment and should be the focal point of the design. The hook could be at the end or in the middle. Usually, this central idea should be wherever there is the most visual weight, so the viewer knows what to take away.

SHOW DON'T TELL

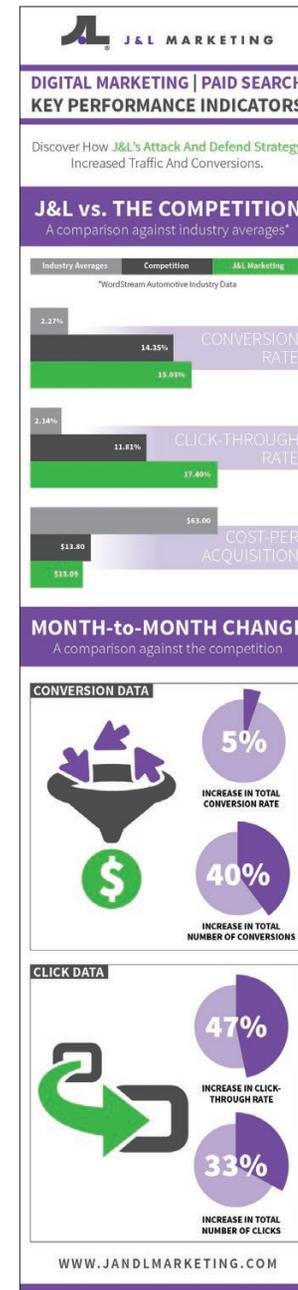
Is there a way to visually show data versus directly writing it out? Are there opportunities to show concepts with icons or illustrations?

SECTION BREAKS

Identify section breaks that help tell the story. This is especially helpful if the infographic is going to be used in multiple formats (like presentations, online, and social media). You can assume most infographics will be reused.

COLOR

Color can be a useful tool to separate data, but too many colors is distracting. J&L infographics will use no more than three colors from our palette. With all the data on the page, you want to make sure you lead the eye, not distract it.



Corporate Content: White Papers

The purpose of our white papers is to advocate that a certain position is the best way to go or that a certain solution is best for a particular problem. It could influence the decision-making processes of current and prospective customers.

A white paper typically starts with a big picture and leads readers to the proposed solution. Make the headings clear and specific so that busy readers can scan the white paper effectively.

A white paper needs to provide readers with general background information of a particular issue in order to help them make their decision based on the understanding of facts. Show them enough evidence that you are an expert on the subject. Point out problems from your readers' perspective. Make sure that you do not digress from the main subject; do not pose problems for which you cannot provide solutions. After explaining the background and problems, propose your solution.



MILLENNIALS, MICROMOBILITY
& MOBILE

AN AWESOME
EXPERIENCE

to Capitalize on

practices to implement today

4 Steps to Improve Your
Digital Ad Performance



Corporate Content: White Papers

Our white papers are designed to give flexibility for the designer to display the content in a way that helps convey the message. However, there are a few guidelines that must always be adhered to.

Guidelines:

We always want to keep a 2 inch margin on the left of the pages for the main content to align to. This keeps the standard of most other J&L collateral. This 2 inch margin can only be broken by large design elements, such as images, call-outs or section numbers. All body content must remain to the right of that margin.

The J&L logo and section name can reside at the top or bottom of the page, but whichever is chosen must be consistent throughout and must be on every page.

Always Use J&L Blue as the accent color in our White Papers. The blue branded J&L logo must always be used as well.

CUSTOMER EXPERIENCE BEST PRACTICES

2 RATE YOUR MOBILE GAME & IMPROVE SPEED . . . IMMEDIATELY
Mobile interaction is a crucial link to the modern consumer, and even more so, the Millennial consumer. Google reports that in the U.S., more searches take place on mobile devices than on computers. Not surprising, given that 87% of Millennials keep their phones on them at all times, even when sleeping.

Nearly half of all visitors will leave a mobile site if the pages don't load within 3 seconds.
(Source: Google APN, "Micro-Moments: Your Guide to Winning the Shift to Mobile" 2015)

Once you've identified the key micro-moments your target customer is experiencing, your response to their search needs to be immediate. Millennial mobile users expect rapid information flow and the ability to locate places quickly. Your website and any related collateral must be available, fast, and easy-to-navigate on a mobile device 24/7, or you risk losing a lead, maybe permanently.

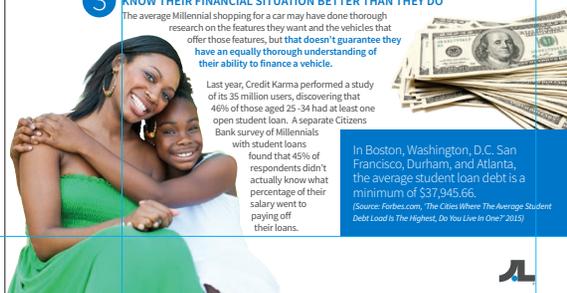
Avoid costly delays by checking how your site performs on mobile using this test:
<https://testmysite.thinkwithgoogle.com/>.
It measures two key areas of mobile compatibility: whether the design converts well to a smaller screen and how quickly your site loads on mobile versus a desktop. Even better, Google will provide you a free report with suggested changes.

Is your site not as fast as it could be? Don't despair, speed problems are often a simple fix, like leveraging browser caching, optimizing images, or eliminating render-blocking JavaScript and CSS in above-the-fold content. . . issues your webmaster can navigate with relative ease.

3 KNOW THEIR FINANCIAL SITUATION BETTER THAN THEY DO
The average Millennial shopping for a car may have done thorough research on the features they want and the vehicles that offer those features, but that doesn't guarantee they have an equally thorough understanding of their ability to finance a vehicle.

Last year, Credit Karma performed a study of its 35 million users, discovering that 46% of those aged 25-34 had at least one open student loan. A separate Citizens Bank survey of Millennials with student loans found that 45% of respondents didn't actually know what percentage of their salary went to paying off their loans.

In Boston, Washington, D.C., San Francisco, Durham, and Atlanta, the average student loan debt is a minimum of \$37,945.65.
(Source: Forbes.com, "The Cities Where The Average Student Debt Load Is The Highest, Do You Live in One?" 2015)


The competition for consumer attention is fierce nowadays. Many dealers focus on whether they are surpassing their competition when it comes to their ads but, in reality, it's not just other dealerships they are competing with. They are also competing against every retail business that uses digital marketing ploys.

Think about it!

Those consumers you are sending your message to aren't in an exclusive automotive targeting group. No, the reality is that all consumers will have varying interests, hobbies and spending habits. These factors place them straight in the crosshairs of a lot of varying buying markets. Which is exactly why it's important to know that the consumers you are trying to deliver your message to are also being targeted by every other retail sector. How do you increase the likelihood that they will not only notice but also take action on your digital ad?

Here are four steps to consider when creating a digital ad that will help increase engagement and conversion.

1. RELEVANCE

One of the most important things you can do when creating a digital ad is to start by knowing who will be seeing it. "Spray and pray" techniques will no longer cut it. You have to make sure that your message is relevant to everyone who sees it. Don't try to make one cookie-cutter ad that will appeal to your whole audience. It simply will not work.



4 Steps to Improve Your Digital Ad Performance

Corporate Content: Case Studies

Our case study design mimics our blog posts on our website. However, case studies should be more analytical in nature. So the case studies should utilize data driven graphics and design elements.

Our case studies will utilize J&L green as the accent color.

Case studies should provide the following:

- **Introduction**
- **Solutions**
- **Findings**
- **Conclusion**

Remember, Case studies are used to drive home the remarkable results we achieve to a prospective customer.

We always want to have a form on our case study pages high on the page.

J&L MARKETING
Results Solutions Technology Learn About Contact Login



How We Increased West County Honda's Phone Calls from Paid Search Ads by 81%

by J&L Marketing August 2, 2017 CASE STUDIES

Twitter LinkedIn Facebook Google+

Intro

If you work at an auto dealership, then you already know the importance of inbound phone calls. Current and prospective customers rely on their phone to contact dealerships when in need of immediate response. Whether they are setting service appointments, requesting a test drive, or scheduling a sales appointment, customers trust their phone to connect them in times of need. With the skyrocketing growth of smartphones, having a sound strategy for generating phone leads is increasingly important. But how can your dealership stay competitive? That's the riddle that J&L Marketing worked closely with West County Honda in Ellisville, MO to solve.

Solution

Because Google is the preferred search engine for nearly 80% of global users, we focused our efforts there.¹ A few years back, Google AdWords stopped allowing advertisers to include their phone number in the ad text. But Google AdWords offered advertisers another alternative – call extensions. Call extensions were designed specifically to offer a "click-to-call" option within ads displayed on mobile devices, and will display the phone number alongside the ad text on desktop devices. So, when users in or around Ellisville, Missouri searched for "honda dealer near me" (or other relevant variations), we would prompt an ad with the ability to call the dealership directly.

Additionally, we utilized device specific bid adjustments on relevant campaigns. Because of the increased importance of mobile ad real estate, we knew that we must be relevant in the first two ad positions in order to stay competitive. By increasing our bids for keywords searched on mobile devices, we could increase our average ad position, and ultimately ensure that our ads provided the click-to-call options for mobile users.

Another enhancement that we took advantage of are RLSSAs, or Remarketing Lists for Search Ads. What this means is that we could create a segmented audience of previous website visitors, and specifically target that group in our ads. This allowed us to increase our bids for returning users, but also to tailor our overall strategy differently to those users. Numerous studies show that remarketing audiences are the most likely to convert, so we leveraged this capability in efforts to drive more inbound phone leads.

Lastly, we established a connection between Google AdWords and West County's Google My Business page. By datamining the dealership's Google My Business data, we could determine which geographic locations were driving the most website traffic, along with other key insights about which days and times were driving the most website and showroom traffic. We implemented location bid adjustments to increase our bids in the zip codes with the highest response, and implemented day bid adjustments to align with the most popular days of the week.

Findings

Within the first month of implementing these changes we were already realizing tremendous growth. Click-to-calls in the first month after the updates (March 2017) were 219, compared to 121 from the previous month (February 2017), up 80.99%! With other key metrics remaining relatively unchanged, we knew that our updates had made a significant impact.

The increase in phone leads does not show any signs of slowing down. Across the previous four months before the updates were implemented (November, December, January & February), we recorded 556 click-to-calls from paid search ads. In the months following the update (March, April, May & June), we have recorded 906 click-to-calls, a 63% lift overall. Considering the previous period includes the two busiest dealership months of the year (November & December), we are extremely pleased with the overall results. Every month since March has surpassed the 160 recorded calls in December, the monthly record at the time.

Conclusion

To stay vigilant in an increasingly competitive online space, it is crucial to plan your strategies around your goals. As we continue to optimize and discover new enhancements, we continue to make strides towards driving qualified calls into our dealership.

1 <https://www.netmarketshare.com/search-engine-market-share.aspx?qprid=4&qpcustomd=0&clearaf=1>

Recent Posts

- Employee Spotlight: Katie Veech
- McGeorge Toyota
- Employee Spotlight: Cory Lopez
- Jeff Wyler Honda of Colerain
- Bergstrom Chevrolet of Madison

First Name

Last Name

Company Name

Job Title

Email

Phone Number

Subscribe to Our Blog

Corporate Content: Video

Video is in all aspects of our company. From promotions and testimonials to informative and corporate culture. It is important that we adhere to certain guidelines while staying flexible, so that we create compelling content that represents the brand positively. Consider the following:

Tone: Our videos should always be cool and confident. We like to have fun but we are never cheesy or cutesy. We want our videos to be accessible and informative to even the most seasoned dealer. We must present ourselves as a veteran market leader.

Language: As with our tone, confidence is the key. We never yell at our customers or beg for their business. We show the amazing results in a confident way and sell ourselves accordingly. For testimonial videos, we want the clients to do all the talking. Edit to stay on point and keep the message short, but NEVER in a deceptive way.

Colors: Only use company approved colors in our videos.

Logo Usage: The red accent J&L logo should always be utilized. It doesn't always have to appear on screen, however, at the least we want to make sure our logo and tagline appear at the end of the video. We do not lead our videos with the logo as we want to get to the content as quickly as possible.

Typography: Source Sans Pro is used in all of our videos. Type should be kept to a minimum and help serve the message of the video, whether it be questions to or names of a testimonial interviewee or supporting text in an informational video.

Sound: We can use background music in our videos, but it should be contemporary and not overbearing.



Social Media: Brand Assets

Social media posts are a reflection of J&L's values and corporate culture. They have a wide range of promotional purposes, covering such topics as holidays, contests, company photography, inspirational quotes and notable marketing events (e.g. launch of a new website or presence at NADA).

Our social media outlets include: **Facebook**, **GooglePlus**, **Instagram**, **LinkedIn**, **Twitter** and **Youtube**.

The screenshot shows the Facebook profile for J&L Marketing. The header includes the Facebook logo and login fields for 'Email or Phone' and 'Password', with a 'Log In' button and a 'Forgot account?' link. The profile picture is the J&L logo, and the cover photo features the J&L logo and the text 'J & L MARKETING more traffic. more selling.' Below the cover photo are 'Like', 'Recommend', and 'Call Now' buttons, along with a 'Message' button. The left sidebar contains a navigation menu with options: Home, About, Events, Photos, J&L Dealer Derby, Welcome, RSS, Videos, Posts, and Community, plus a 'Create a Page' button. The main content area displays a post titled 'Photos' with a large image of an hourglass and the text 'TIME IS RUNNING OUT SELL MORE CARS'. Below this are two smaller images: one with 'Happy Thanksgiving' and another of a man in a Pokémon hoodie. The right sidebar provides details about the business, including 'Advertising Agency in Louisville, Kentucky', 'Community' (6,027 likes, 5,507 followers), 'About' (phone: (502) 261-9292, website: www.jandlmarketing.com, and business type: Advertising Agency · Business Service · Marketing Consultant), 'People' (6,027 likes), and 'People Also Like' (listing Courier Journal Media/News Company and Digital Dealer Conference and Education).

Social Media: Brand Assets

COVER IMAGES

These images are interchangeable and represent the J&L brand. During promotional events, the standard J&L image can temporarily be replaced. The inclusion of the J&L logo is not required. Cover images should be standardized and synced across all social platforms.



Event Cover Photo Example (2016 J&L NADA)



Standard Brand Cover Photo Example

PROFILE IMAGE

Using the stand-alone J&L Red logo is the standard practice. Logo may be framed differently based on social media platform and changing layouts. Profile images should be standardized and synced across all social platforms. We allow for seasonal logos in which an object such as a basketball (March Madness) can be inserted in place of the circle.



Social Media: Posts

B2B PROMOTIONAL MARKETING

B2B promotional images must predominantly feature messaging geared towards generating leads for our current products. They should be compelling and visually appealing. The J&L logo must be showcased and graphics must comply with J&L illustration and photography guidelines.



WEBINAR

WANT TO BOOST YOUR VEHICLE SALES THIS HOLIDAY SEASON?
Learn How During this Exclusive Webinar

Featured Speaker:
TYLER WILSON
Digital Strategist
J&L Marketing

OCT. 10 • 2:00 PM



SELL MORE VEHICLES THIS BLACK FRIDAY



TIME IS RUNNING OUT
SELL MORE CARS THIS YEAR



FIGHT CUSTOMER DEFECTION

CONTESTS AND EVENT MARKETING

Must utilize J&L brand colors, source-sans-pro font and include a primary logo.



more **traffic**, more **selling**®

2017 NADA
Let's Connect at Booth 1745

SCHEDULE A CONSULTATION



TWEET FOR A VIP SEAT
UPGRADE TO A VIP EXPERIENCE AT THE 2016 J&L NADA AFTERPARTY!

WINNER WILL BE ANNOUNCED END OF DAY ON APRIL 2ND!

- Pick up up your party pass at **Booth 1845C**
- Tweet a photo of your party pass and use **#JandLAfterParty** and **#VIPme**

Social Media: Posts

HOLIDAYS

Holiday images must predominantly feature J&L brand colors or a full bleed image and prominent usage of the source-sans-pro font (decorative fonts are permissible). The J&L logo must be showcased and graphics must comply with J&L illustration and photography guidelines.



INSPIRATIONAL QUOTES

Must utilize J&L brand colors or a full bleed image, source-sans-pro font and include a primary logo. All photographs must meet image guidelines.



COMPANY PHOTOGRAPHY

Photographs of employees, events, customers, parties, etc. must be tasteful and represent the company in a positive light.



Brand Voice: Personality

Brand Personality

The way we speak or write as a brand not only expresses the personality of J&L Marketing, but it also helps set us apart from other marketing agencies and allows people to get to know us. That's why it's important that we all speak, write and communicate on behalf of the brand using the same brand voice.

Through J&L's voice we're actively demonstrating who we are to our consumers in the way we communicate.

Every brand has personality traits. These are the human characteristics of your brand, and they should be expressed through every aspect of your identity. If J&L was a real person, for example – what would they be like?

What would they wear? What would they think? How would they express themselves?

In order for the J&L brand to have depth, we need to ensure that our brand personality is both authentic and interesting. It should reflect our core values and inspire our target audience.

CAN DO ATTITUDE

DELIVERS RESULTS

HONESTY & INTEGRITY

INNOVATIVE

PASSIONATE

Brand Voice: Personality

Conveying Our Personality

*An authentic voice: **CAN DO ATTITUDE***

Our vision of what we can achieve is POSSIBLE.

We're confident, but never arrogant in our language. We are clear and direct in our messaging.

J&L is not afraid to ask the difficult questions and helps leaders courageously look at the situations they are facing because we are passionate about what we can accomplish for our dealers and we are confident that we can achieve their goals.

We convey this attribute in the brand voice through the use of dynamic sentences that are meant to confront issues and move them through it positively.

Include content that calls out the challenges and fears that leaders experience, underscoring the message that J&L provides solutions.

*An authentic voice: **DELIVERS RESULTS***

We embrace challenges. We're not haughty, but we believe in the power of possibilities and the strength of collaboration. Our language is positive and upbeat. It reflects our can-do attitude and our ability to deliver results. This attribute should strike a balance with intelligence, meaning the tone should avoid any level of condescension and the language should be direct and understandable to the reader

Brand Voice: Personality

Conveying Our Personality

An authentic voice: **HONESTY AND INTEGRITY**

Honesty and integrity is portrayed in the voice by utilizing language that is geared toward our audience, but not overly complex or complicated. We avoid clichés. We go beyond the status quo. We engage our audience in a way that resonates authentically with them. We're real, and we're optimistic.

This might mean briefly explaining industry-specific words or key concepts both to demonstrate mastery of the concept in addition to accessibility.

Avoid conveying a tone that is condescending, elitist or assuming, in addition to sentences that are verbose or heavy on jargon.

An authentic voice: **INNOVATIVE**

We believe in the power of new ideas and will work tirelessly to turn them into actions. We share our innovative ideas in a relatable, approachable way using language that is positive as well as genuine.

We harness our collective energy to imagine new solutions. Our fresh, vibrant language reflects our inventiveness and creativity.

An authentic voice: **PASSIONATE**

Content should convey a strong knowledge of our audience, products, and market. We should convey passion about what we do, who we are, what we can achieve.

Brand Voice: Tone

Creating Our Tone

VOICE MAPPING

As you've seen, we already have a distinctive set of personality traits (core values). It's essential that our tone (how we express our personality) remains consistent.

Our Voice Map allows us to define what we sound like – and more importantly what we DON'T sound like.



Brand Voice: Tone

Creating Our Tone

VOLUME

Conversational. J&L's voice volume falls in the middle of the conversational realm. This means that it's a balance between a soft tone and an irreverent inciting tone. Because our overall brand personality combines intelligence, sincerity and directness with responsiveness, friendliness and being down to earth, it makes sense to speak at a balanced and moderate level.

ENERGY

Relaxed and Easy Going. In keeping with our brand attributes of being friendly, responsive and down to earth, the energy behind the writing style should be relaxed and easy going. This means avoiding overly professional, formal or stuffy style, and sentence structure should flow clearly and easily.

SOCIABILITY

Colleagues and Friends. Because our voice speaks to both our customers and prospects, our sociability also falls in the center. As such we aren't speaking to our community at large, however, the tone and language should avoid conveying a sense of exclusivity. We want to remain as open and engaging as one would to colleagues and friends.

ATTITUDE

Provocative. While our energy is relaxed and easy going, our attitude is provocative, which gets at the key attribute of courage. We're friendly, open and conversational, but our attitude has a hint of edge to it, demonstrating that we're not afraid to do the work and push our clients outside their comfort zone. Our provocative attitude can be demonstrated by using thought-provoking questions or gently challenging statements.

Brand Voice: Tone

Tone of Voice

While there are multiple characteristics that form our personality – and you may want to emphasize different aspects at different times for different audiences – we always want our tone of voice to come across as **personable**. We're a trusted, knowledgeable source – thanks to our position as a renowned expert in the industry – but we're **approachable**. We don't use pedantic jargon and, while we're **confident**, we're **never arrogant**. We're people-oriented, engaging and passionate about making a difference in our customers' business. That passion comes through with **energetic, vibrant language**.

Of course, the way you apply tone will vary depending on the audience, platform and your objectives. While you will make subtle shifts to ensure the tone suits your audience and communication goals, the overall tone – or feeling conveyed through copy – should embody the J&L brand.

Here are some ways to sound personable, engaging and clear:

- Always consider your **audience** first. What kind of language and content will they connect with?
- Be personal and direct. Use **first person** (we, our, us) and **second person** (you, your) when appropriate to maintain a conversational feel.
- Avoid the thesaurus. Stick to **everyday language**. Strive to address complex issues using smart but clear language that is inclusive rather than alienating to readers.
- Be **concise**. Use **active** rather than passive language.
- Since we want to sound like a person, not an ivory tower company, use **contractions** when it suits your audience and the medium you're using to communicate.

Brand Voice: Tone

Tone of Voice

EMPATHIZE

- Write with your reader in mind. See the situation from their point of view
- Address their pains and provide solutions
- Keep it personal by using pronouns like “we” and “our”, “you” and “us”

USE MORE INTERESTING LANGUAGE

- Don't bury your message
- Be honest and direct
- Get to the point and evoke a response
- Avoid jargon. Keep it simple

SHOW RATHER THAN TELL

- Show emotions in your communications. You don't have to say “happy” to convey happiness
- Show our impact through stories, case studies, insights, and results

AVOID REPETITION

- Cementing a point is fine, but don't use the same words or phrases throughout. It's less expressive and you risk boring your reader.
- Keep it fresh and varied
- SEO requirements may mean you have to repeat keywords, but try reading the content out loud. If it sounds unnatural, you're probably using the keyword too often.

Brand Voice: Writing

Overview

- Be clear and concise.
- Avoid jargon.
- Explain technical terms in simple, plain language.
- Cut out any unnecessary words.
- Avoid words or phrases that are too “cute” or “punny”.
- Numbers should be written out, one through nine. Ten and over should be done in digits (i.e. 10, 11, 12, etc.), UNLESS a number begins the sentence – like this one (Ten and over should be done in digits).
- Percent should be spelled out unless you’re trying to make a point or bring focus to a specific percentage.

Account for Different Contexts

For this you’ll want to make sure to factor in the audience and the message of what you’re writing.

BLOGS

Should be informative – not salesy. They should inform dealers about topics of interest and either provide dealers with step by step instructions for how to grow or achieve something new or explain a process for something that they can do or a marketing agency can do for them.

For example: If we did a blog on LeadGen, then we would discuss dealer pains with trying to get customers through their doors, why this may or may not be happening, and break down ways that this can happen more frequently through marketing strategies. While this blog would not specifically mention our product, LeadGen, it would link to more information about LeadGen in the copy and explain to dealers why they need to find a marketing tool that will help them increase their showroom traffic and sell more cars and what that tool should look like.

Every blog should have at least two inbound links within it (links to other blogs on our website and/or solutions) that apply to the topic at hand.

Brand Voice: Writing

Account for Different Contexts

WHITEPAPERS

Should be informative – not salesy. They should inform dealers about topics of interest and either provide dealers with step by step instructions for how to grow or achieve something new or explain a process for something that they can do or a marketing agency can do for them.

For example: If we did a whitepaper on LeadGen, then we would discuss dealer pains with trying to get customers through their doors, why this may or may not be happening, and break down ways that this can happen more frequently through marketing strategies. A Whitepaper can specifically mention our product, LeadGen, and what it does. The Whitepaper should explain to dealers why they need to find a marketing tool that will help them increase their showroom traffic and sell more cars.

Whitepapers should include only information that relates to the topic at hand and should not include any links.

ONE SHEETS

One sheets for sales should be straight forward and informative. They should provide enough detail that the dealer understands what the solution is and why it's important, but they do not need to have every detail – only the highlights!

They should focus on the pain our solution solves for dealers and state a large claim (i.e. Increase your CTA by XX%). They should draw dealers in and get them to take action. We should have proof to back up the claim and add further benefits of the solution.

They should have social proof – like a case study! But, the social proof can be broad enough that no specific dealership is named (no permission needed for this) and no date is specified.

Should have a clean, visually appealing look, which comes from careful use of copy and strategic phrases. Don't use too many bullet points!

Consider the following outline:

- Claim
- Fact
- Benefit
- Benefit
- Proof
- CTA

Brand Voice: Writing

Account for Different Contexts

PROMO EMAILS

Should tease our products by targeting dealer pain points, offering the hope of a solution, and pointing the reader to a landing page.

Provide a sense of urgency/scarcity, a Call to Action, and a reason for the reader to take action.

SOURCES

Sources should be labeled at the end of each blog or whitepaper in eight to nine point font.

For example:

Text: In fact, the vast majority of digital buyers in the US want you to utilize data to provide them with the most up-to-date and helpful information across every marketing channel.¹

Source: 1.https://www.emarketer.com/public_media/docs/eMarketer_Personalization_Retailers_Roundup.pdf

LANDING PAGES

Should provide more information, but still tease the reader so that they desire more information. They should tell the story better than the email and with more detail, but not completely give away the ending.

Provide a sense of urgency/scarcity, a Call to Action, and a reason for the reader to take action.

WEBSITE COPY

Should be easy to understand and informative about who we are and what we do.

SOCIAL MEDIA

Should be short, convey a message, and help brand who we are (consider our core values). If it's an inspirational quote, it should convey a message we approve and value (i.e. Can Do Attitude). If it's a promo, it should challenge dealers' pains and offer a solution. It should never be misleading (i.e. Honesty and Integrity). We should always convey passion towards whatever we are sharing – whether it's an Employee Spotlight or a blog share.



J & L MARKETING