

KENECT®

CONTENT LIBRARY

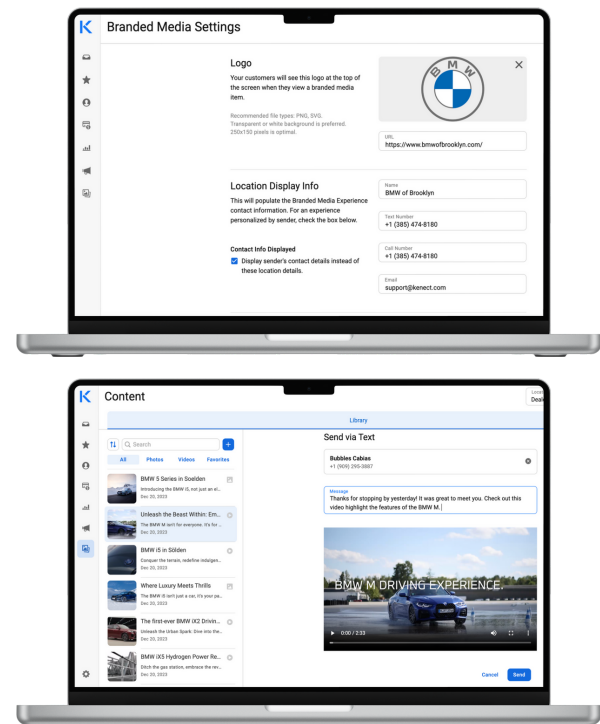
Elevate Your Marketing

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Welcome to Content Library – where stunning visuals meet marketing innovation!

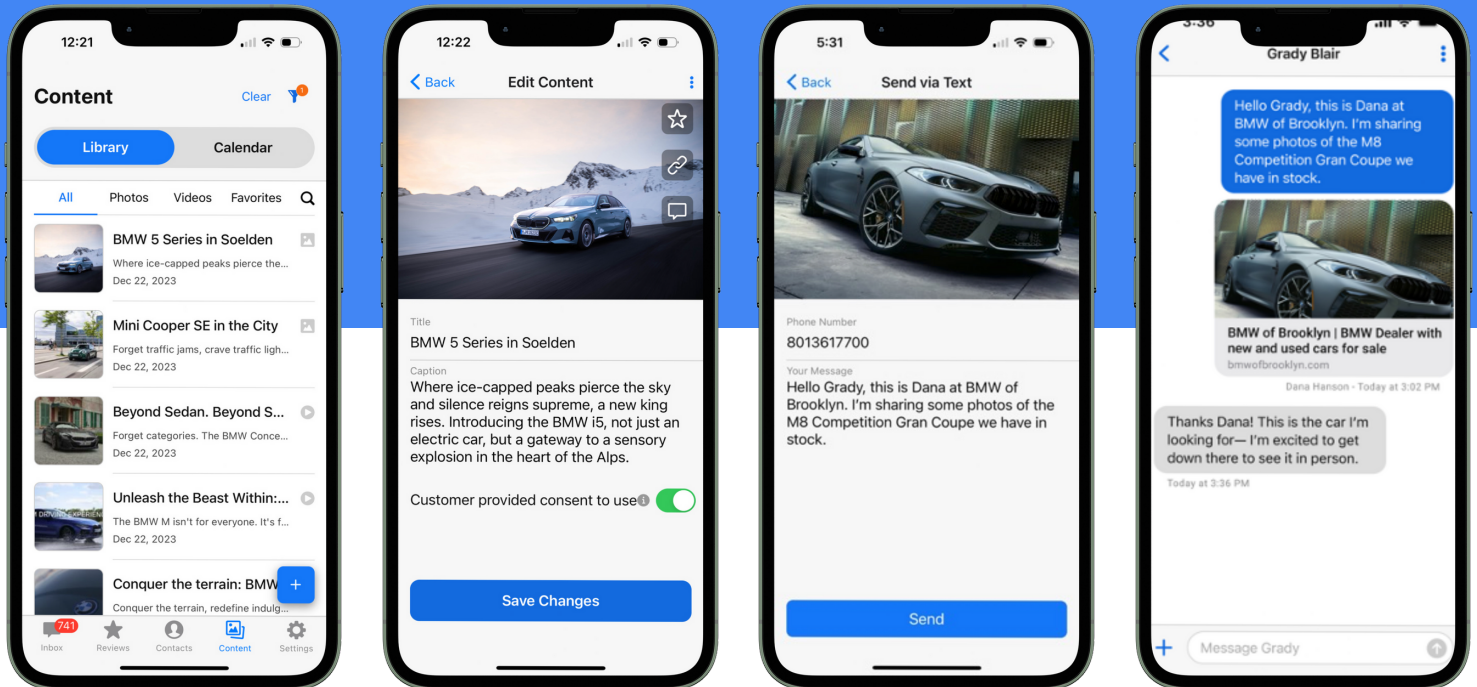
- Captivate prospects with **beautiful vehicle presentations**
- **Our interactive lead marketing** creates distinctive pages for each lead, showcasing vehicle features
- **Stand out from the competition** with a seamless mobile-to-marketing experience
- **Simplify your branding** with centralized consistency for efficient operations



How Do Dealerships Use Content Library?

- **Use Case 1: Sales Department** - For businesses selling a specific product or service repeatedly, leverage Content Library to effortlessly send a visually stunning, branded media page via text. This page includes captivating photos or videos of the product or service, along with actionable steps that guide customers seamlessly through the sales process.
- **Use Case 2: Service Department** - Simplify service interactions by sending customers a dedicated service page through the Content Library. This page includes convenient links to set appointments on a calendar. Enhance efficiency by combining this with Broadcast Messaging to effortlessly send service reminders to large groups of customers.

HOW DOES IT WORK?



1. Import various content types such as pictures, videos, and captions into your library.
2. Edit the content to align with each customer's wants and needs.
3. Send the customized content to the customer via text with a personalized message.
4. The customer will receive both a personalized message and a link to the content tailored for them.

INTERESTED IN A DEMO?
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