

— CNH PARTS & SERVICE —

**2025 RETAIL CAMPAIGN
STRATEGY
GUIDE**

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RETAIL CAMPAIGN OVERVIEW

The Parts & Service Retail Campaign is a comprehensive, multi-channel marketing plan that's built to boost sales and profits in your dealership. It includes exclusive offers, marketing materials and resources that make it easy to connect with customers in your area.



Each Parts & Service Retail Campaign spans four months to align closely with your customers' seasonal needs. These campaigns showcase relevant CASE Construction Equipment parts and promotions to drive in-store purchases and eCommerce sales, while promoting customer loyalty all year long. Each campaign is supported by a full spectrum of dealer marketing materials designed to increase frequency of customer touchpoints.

This strategy guide includes these marketing assets, plus best practices, how-to guides, and step-by-step information on how to submit claims and request reimbursements through ACB, making it easier than ever to take your local marketing to the next level. You can also enhance your campaign reach by investing in additional marketing materials on top of those required by the campaign. All downloadable Parts & Service Retail Campaign marketing assets are eligible for 50% Co-op reimbursement per the Co-op eligibility terms. Visit the Co-op Claim Center on the Dealer Portal to learn more.

CNH MARKETING SUPPORT

No dealer action required

- + Creative asset development
- + Monthly customer emails
- + SEO/SEM
- + Social Media
- + MyCNHStore.com
- + Direct Mail (4-pg mailer and postcard)
- + Digital Media Packages (Tier 1, 2, 3)

DEALER MARKETING SUPPORT

Dealer action required

- + POP Kits
- + Additional campaign marketing

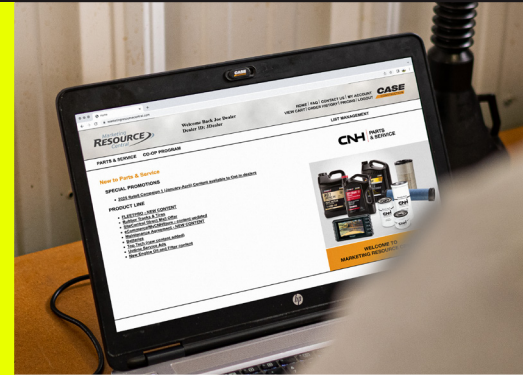
ADDITIONAL CAMPAIGN MARKETING MATERIALS

Dealer action optional

- + Flyers
- + Digital banner ads
- + Social media ads
- + Email templates
- + Radio scripts
- + POP a-la-carte items
- + Video assets (website, in-dealership, social media, etc.)

DIGITAL MEDIA PACKAGES

Starting with Campaign 1 in 2025, our partnership with Fusable makes it easier than ever to customize your marketing materials so you can effectively target local customers and promote your dealership.



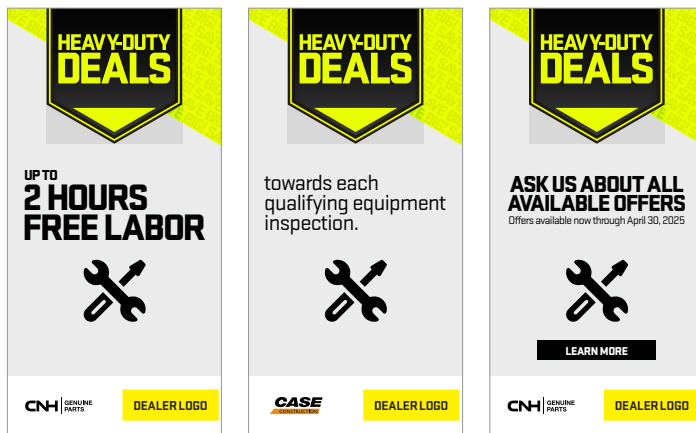
DIGITAL MEDIA PACKAGES: IN PARTNERSHIP WITH FUSABLE

We've partnered with Fusable to take the work out of creating and placing marketing materials. Fusable leverages data that helps us understand your market, analyze trends and increase sales. When you opt-in to Fusable, you can purchase one of three digital packages that include creative materials such as display ads, social posts and videos. Select the package that best meets your customers' seasonal needs, and we'll handle the rest.

- + Ad creative provided by CNH will include your dealership logo
- + Audience targeting:
 - Set by Fusable using their industry audience segment data
 - Separate audiences for AG and CE with parameters to target local customers based on your opt-in locations
- + Choose from 3 tiers of digital media packages to meet your dealership needs:
 - **TIER 1:** Paid Display campaign ~12k impressions
 - **TIER 2:** Paid Display + Meta (facebook image and video ads) campaign ~20k impressions per month per location
 - **TIER 3:** Paid Display + Meta (facebook image and video ads) campaign + Paid Video campaign ~24k impressions per month per location

DIRECT MAILERS: A POWERFUL COMPLEMENT TO DIGITAL MEDIA

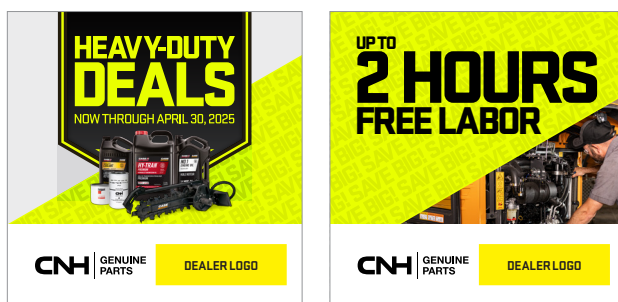
Direct mail continues to be a valuable tool to engage customers and enhance your overall marketing strategy. The direct mail component of each Parts & Service Retail Campaign delivers two pieces of mail to customers per campaign, a 4-page mailer and postcard.



300x600px Display Ads



4-Page Mailer



Social Media



728x90px Display Ads

*Images are for reference only. Creative will be updated for each Retail Campaign.

MARKETING 101

A fully integrated marketing campaign is the key to driving engagement, sales and customer loyalty to maximize your dealership's success. CNH creates and deploys a variety of marketing tactics on your dealership's behalf to boost your bottom line. You can complement the efforts from CNH by accessing and customizing a variety of materials to promote your dealership in your region.



AS AN EXAMPLE, THIS IS WHAT A FULL INTEGRATED MARKETING CAMPAIGN COULD LOOK LIKE:

WEB

Generate targeted and retargeted display ads on Google and Microsoft platforms to drive traffic to [MyCNHStore.com](https://www.mycnhstore.com).

VIDEO

Post promotional videos on your social media platforms, including Facebook and YouTube, and play them on your in-store monitors to drive additional sales for customers who are already in dealership.

PARTS STORE

Use landing pages and banners to drive customers directly to your dealership's online inventory so they can easily purchase from your dealership. You can also link your own marketing assets directly to the website to further boost online sales.

EMAIL

We send Retail Campaign promotional emails and trigger emails directly to our customer email lists in the corporate database, plus provide you with email templates to promote campaign offers directly to your customers. To enhance the emails already sent out to CNH's customer database, you can customize email templates provided to send directly to your customer list.

PRINT

We send multiple Retail Campaign mailers and postcards directly to your customer lists, plus provide you with counter copies to pass out as additional touch points. To enhance the mailers already sent to CNH's customer database, you can customize the provided co-op ad templates, print, and send directly to your customer list. You can also access print-ready co-op ads on the MRC and customizable print ads on the DAM.

POINT-OF-PURCHASE (POP)

We offer a variety of POP and in-store promotional materials, including flyers, posters, shelf talkers, window clings and more, all designed to help shoppers make buying decisions. These kits offer everything you need to refresh your retail space and showcase key campaign messaging.

MAXIMIZE SALES BY UNDERSTANDING YOUR CUSTOMERS' JOURNEY

A marketing funnel illustrates the journey customers take from awareness to purchase. It helps you visualize where potential customers are in the decision-making process. You can use this to create targeted strategies that guide customers through each stage, ultimately driving sales.

AWARENESS

Potential customers are familiar with your dealership, but might not have enough information to purchase from you yet. **Digital display ads** are perfect for this stage because they increase your dealerships' visibility and introduce your offerings to potential buyers.

CONSIDERATION

Customers are trying to get to know your dealership and understand how your products and services meet their needs. **Social ads and emails** deliver personalized messaging that highlights the unique value of your offers as potential customers consider where to purchase products and services.

CONVERSION

Customers have purchased your products and services. After the purchase, **POP materials, in-store signage and assets on your website** will help promote complementary products and services that foster loyalty and encourage repeat business.

LOYALTY

You've earned satisfied customers who become advocates for your business and lifelong customers. **POP materials, in-store signage and your website** will continue to highlight your dealership's exclusive offers that will reward their ongoing support.

MARKETING & OPERATIONS CAMPAIGN CHECKLIST

Responsibilities can vary for rebate processing, marketing and merchandising. It's important to share this playbook with the team members responsible for those roles.



ACTIVITY	RESPONSIBLE	DATE COMPLETED
PRE-CAMPAIGN		
Meet with your Service and Wholegoods teams to review the campaign.		
Review your customer mailing list and select who to target, then upload your list to the MRC.		
Plan your social media calendar. (See pg. 15)		
Up your digital marketing efforts by including a MyCNH Store website URL with your dealership pre-selected. See the Retail Campaign Quick Reference Guide for more information.		
Customize dealer ads and download from MRC & DAM. Reserve ad space in local media outlets such as newspapers, shoppers, radio, etc. Tip: Print custom ads and insert customer statements to better target your audience.		
Receive and stock inventory.		
Call target customers to make them aware of the campaign.		
Record on-hold messaging for customer calls. Tip: You can re-purpose the campaign radio scripts that are available on the MRC & DAM for on-hold messaging.		
DAY BEFORE CAMPAIGN LAUNCH		
Clean showroom including floors, fixtures, shelves, product and parts counter.		
Merchandise end caps in a customer friendly way with featured products. (See pg. 7)		
Implement Retail Campaign POP Kit elements in your retail showroom at the start of the campaign.		
CAMPAIGN IN-MARKET		
Implement a social calendar.		
Put your counter copies out.		
Greet customers and make them aware of the event and available offers.		
Provide goal status reports to store staff on an ongoing basis.		
Check the Dealer Portal mid-campaign for new offers and marketing collateral on the MRC & DAM.		
Keep people engaged by communicating with them about the promotions.		
POST CAMPAIGN		
Remove POP components and catalog counter copies at the conclusion of the campaign.		
Submit all instant rebate reimbursement requests by their due date. See the Dealer Portal for all details.		
Conduct a post-audit review with all applicable staff.		

POINT-OF-PURCHASE & IN-STORE SIGNAGE

Point-of-purchase (POP) and in-store materials are designed to help active shoppers make a buying decision by communicating special product offers and product information.



Be on the lookout for your Parts & Service Retail Campaign POP Kit. Once you receive it, create excitement for the event by implementing the promotional components included in the kit. Each component focuses on key campaign themes and messaging to provide customers with a cohesive retail experience. Plus, the new materials refresh the look of your retail environment.

POP Kits cost \$40.00 plus shipping per store location for each campaign. POP Kits and A-La-Carte items are not eligible for Co-op reimbursement.

RETAIL CAMPAIGN

- A WINDOW CLING**
- B SHELF TALKERS**
- C MONITOR TOPPERS**
- D 36" CATEGORY HEADERS**
- E COUNTER MAT INSERTS**
- F OFFERS FLYERS**
- G TENT CARDS**
- H 24" x 36" POSTERS**

PLUS A LA CARTE ASSETS AVAILABLE ON THE MRC



POSTER FRAMES & STANDS

Create additional excitement in your dealership by displaying the campaign posters in a Poster & Literature Stand or Wall Mount Poster Frame. For additional best practices on implementing POP materials, see the Retail Instruction Sheet located in your POP kit.

- + **POSTER & LITERATURE STAND:** Display campaign posters and counter copies of the extended mailer.
- + **WALL MOUNT POSTER FRAME:** Snap frame allows for easy updates without having to remove it from the wall.



Frames and stands are available for order online. Visit the **Dealer Portal: Discover / Tools and Applications / Dealership Merchandising—CASE**. The featured frame and stand are pre-approved and eligible for 50% Co-op reimbursement per the Co-op eligibility terms.

Visit the Co-op Claim Center on the Dealer Portal to learn more.

*Images are for reference only. POP Kit creative will be updated for each Retail Campaign.

DOWNLOAD AND GO MRC (MARKETING RESOURCE CENTRAL)

Access all Parts & Service Retail Campaign assets on the MRC, where you can simply download and share materials across channels – it’s like hitting the “easy button” on marketing. You can also create your own customized email templates and display ads to boost customer touchpoints.

HERE'S WHAT YOU CAN FIND ON THE MRC:

- + Co-op Ads
- + On-Hold and Radio Scripts
- + DIY Email Template Working Files
- + Display Ads
- + Promo Videos
- + POP A-La-Carte Items
- + Social Media
- + Email Templates
- + DIY Display Ad Working Files

HOW TO ACCESS THE MRC:

1. Visit the Dealer Portal:

Discover / Tools and Applications / Marketing Resource Central (MRC)

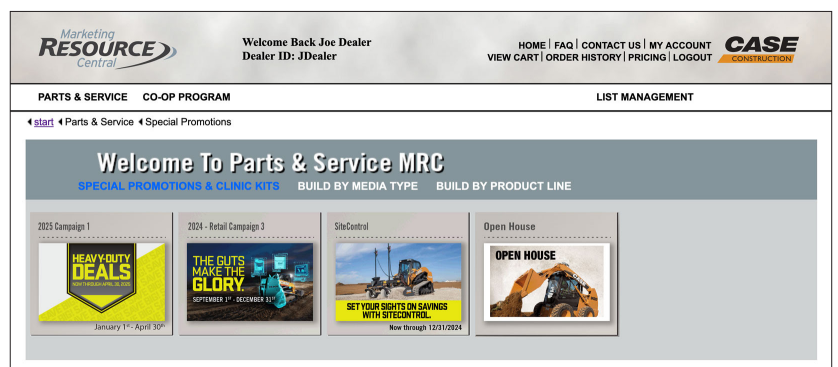
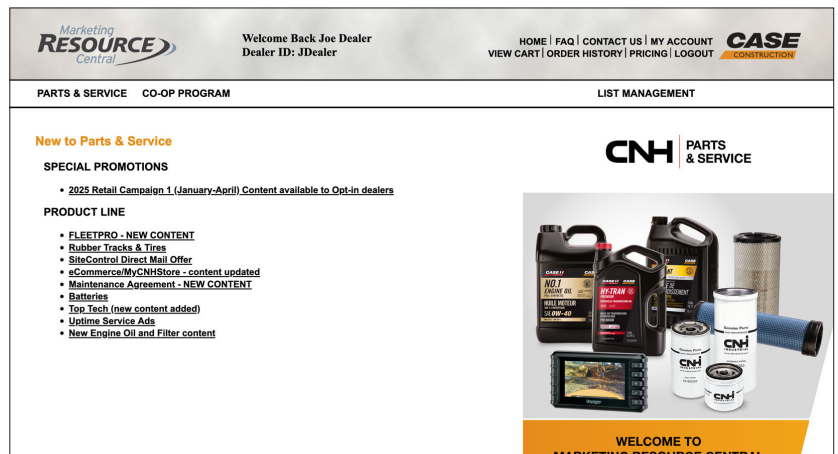
Use Google Chrome for the best performance and fastest load time.

2. Via the MRC home page:

Materials for the Parts & Service Retail Campaign will be listed under **SPECIAL PROMOTIONS** in the Parts & Service column. Select **2025 Retail Campaign Content Available to Opt-In Dealers**.

3. Via the Parts & Service page:

Once you are redirected to the **Special Promotions & Clinic Kits** page, select **2025 Retail Campaigns** from the list of promotions that appear.



*Images are for reference only. MRC creative will be updated for each Retail Campaign.

DOWNLOAD AND GO DAM (DIGITAL ASSET MANAGER)

The DAM allows you to choose which offers to promote and create custom templates, including emails and display ads, to boost customer touchpoints. Our new Portal/Asset Library provides a one-stop shop for campaign assets, including images from corporate materials for use in your own marketing efforts.

PORTAL CATEGORIES

Here's what you can find on the DAM:

- + Marketing Guidelines
- + Quick Reference Guide
- + Offers Flyers
- + Direct Mailers
- + DIY: Co-op Ad Templates
- + Co-op Ads
- + Videos
- + Display Ads
- + Social Media
- + Email Templates
- + On-Hold Scripts
- + Radio Scripts
- + DIY: Parts Images
- + Additional Resources

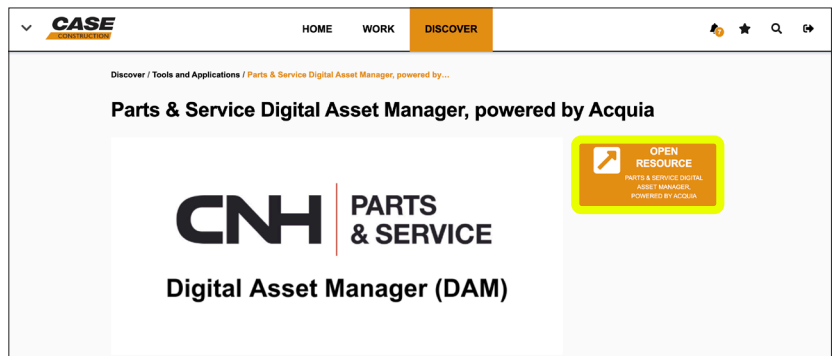
Simply scroll through the Portal or use the upper right Menu to quickly find what you're looking for.

HOW TO ACCESS THE DAM:

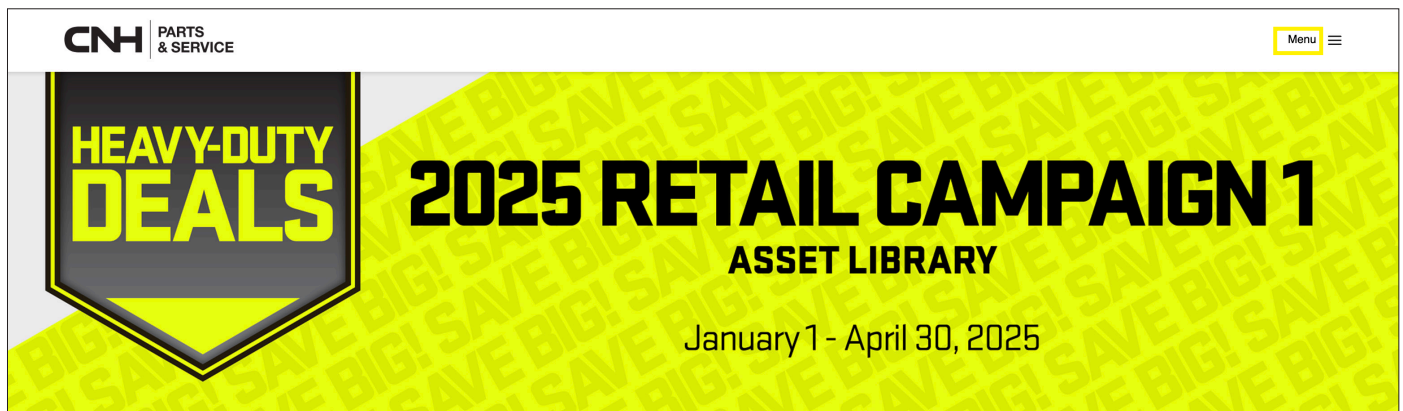
1. Visit the Dealer Portal:

**Discover / Tools and Applications /
Parts & Service Digital Asset Manager,
powered by Acquia**

In our efforts to make it simple, and based on dealer feedback, we've added a Portal/Asset Library to create a one-stop shop for various campaign assets. Most importantly, you'll find images from corporate materials for use in your own marketing efforts. Simply scroll through the Portal or use the upper right **Menu** to quickly find what you're looking for.



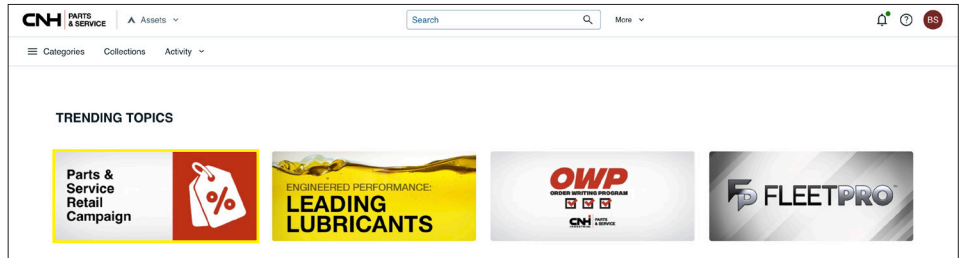
DIY OPTIONS ON THE DAM: PORTALS



*Images are for reference only. Creative will be updated for each Retail Campaign.

HOW TO NAVIGATE TO PORTALS

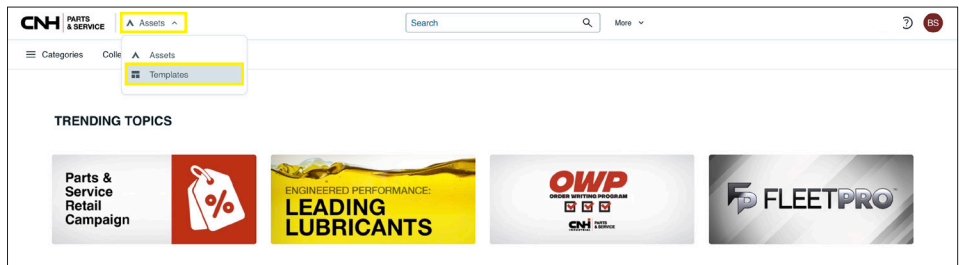
- + Click the **Parts & Service Retail Campaign** button on the DAM home page for direct access to the CASE Retail Campaign Portal.



The new Template tool will allow you to create customized Co-op ads featuring the offers of your choice. Choose from a select list of offers to easily customize, print and download assets to your desktop. Just follow the step-by-step instructions below.

HOW TO NAVIGATE TO TEMPLATES

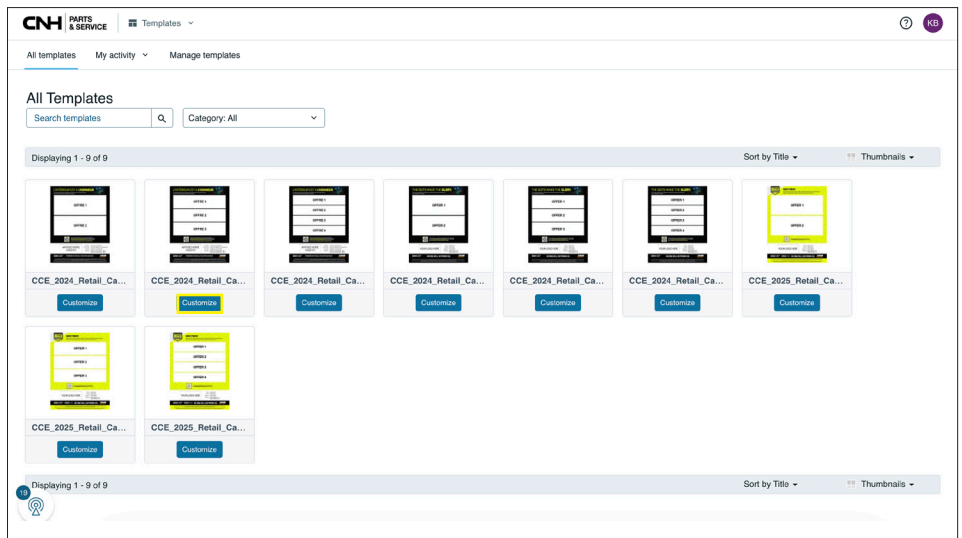
- + On the Digital Asset Manager home page, click the **Assets** drop down in the upper left, and select **Templates**.



HOW TO CUSTOMIZE YOUR TEMPLATE

STEP 1: GETTING STARTED

- + Select between 2-, 3- and 4-offer custom Co-op Ad Templates.
- + Click **Customize** to create, edit and manage your custom Co-op Ad.

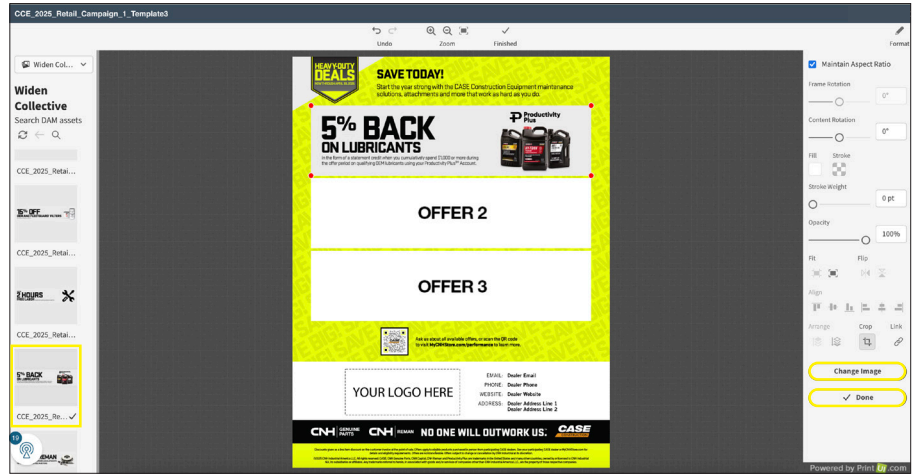


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HOW TO CUSTOMIZE YOUR TEMPLATE CONTINUED

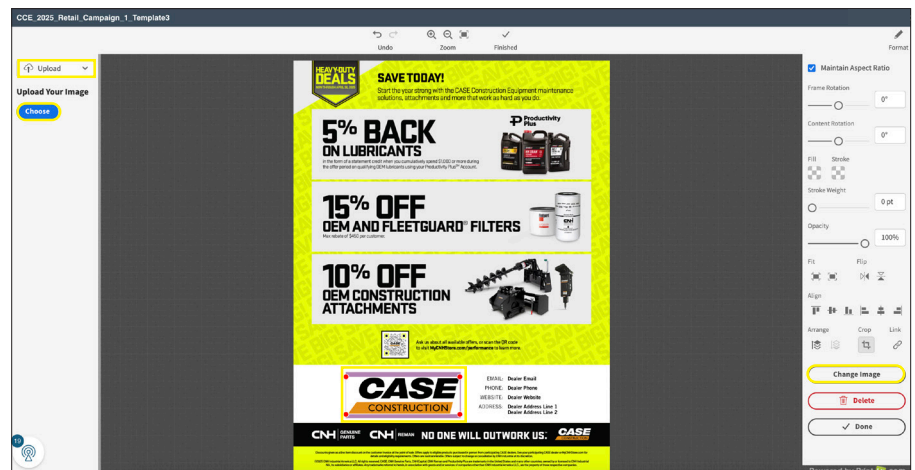
STEP 2: ADDING YOUR OFFERS

- + Select an offer banner and click **Change Image** on the bottom right. A column on the left will appear with pre-selected banners.
- + Click the offer banner you'd like to feature on your Co-op Ad and the preview will appear on the Template.
- + When you've selected the offer you'd like to feature in that slot, click **Done**.
- + Repeat this step until you've selected the offers to fill your custom Co-op Ad.



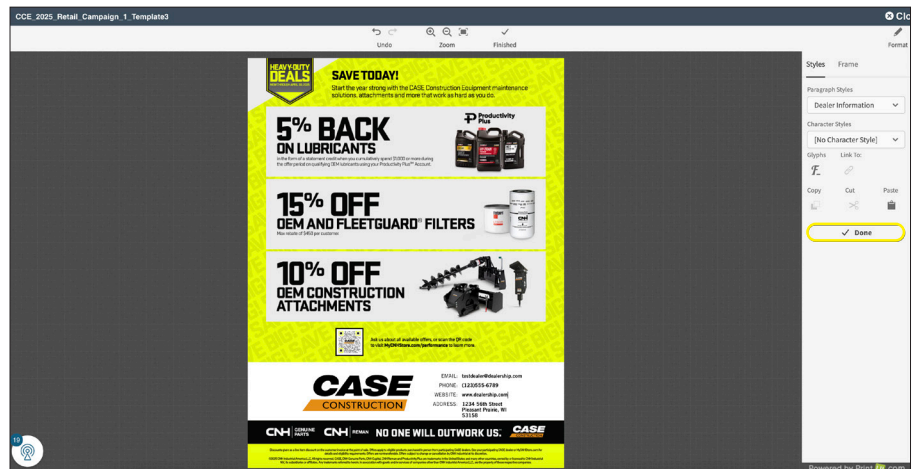
STEP 3: ADDING YOUR LOGO

- + Click the **Your Logo Here** section on the bottom and select **Change Image** from the right menu.
- + From the left menu, use the dropdown to select **Upload**, click the **Choose** button and navigate to your logo file on your computer. Once selected, click **Upload**.
- + **NOTE:** You may have to resize your logo to fit within the allotted space; make sure your logo stays in the purple highlighted area.



STEP 4: ADDING YOUR CONTACT INFORMATION

- + To add your contact information, double click each **Dealer textbox** next to the Email, Phone, Website and Address areas.
- + When you've finished entering the information for that text box, click **Done** from the right menu.
- + It may ask you to update the formatting for consistency, click **Yes**.

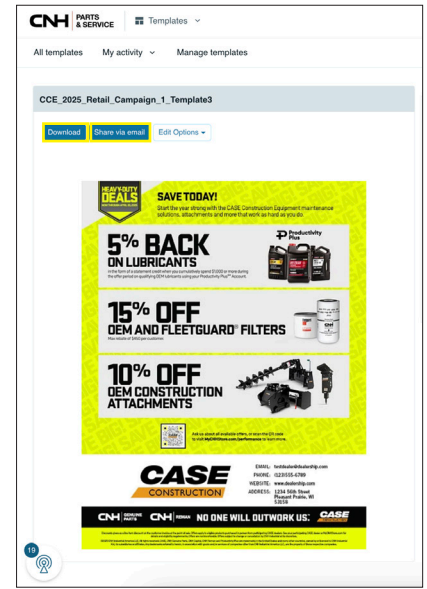
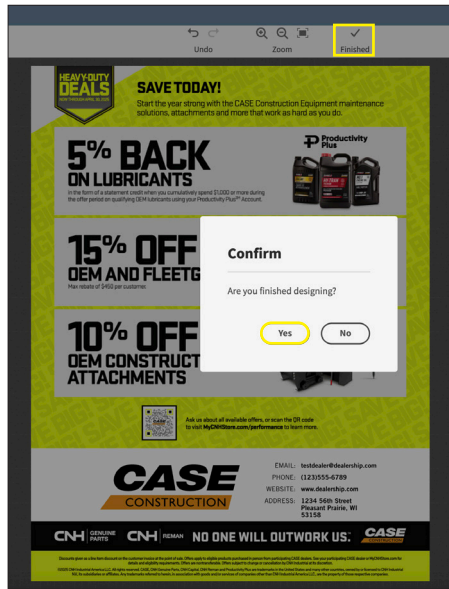


*Images are for reference only. DAM Portal creative will be updated for each Retail Campaign.

HOW TO CUSTOMIZE YOUR TEMPLATE CONTINUED

STEP 5: FINALIZING, DOWNLOADING & SHARING YOUR CO-OP AD

- + Once you've selected your offers and entered your contact information, click **Finished** on the top-center of the page.
- + It will ask for additional confirmation, click **Yes**, or if you'd like to go back and change something, click **No** to continue editing.
- + **Download and Share:** Now that your custom Co-op Ad is complete, click **Download** to download a .jpeg, .png, or .pdf file directly to your computer. **And/or** click **Share via email** to send your custom Co-op Ad directly to your contact list from the DAM.



YOUR FINAL CO-OP AD SHOULD LOOK SOMETHING LIKE THIS:

HEAVY-DUTY DEALS
NEW THROUGH APRIL 30, 2025

SAVE TODAY!
Start the year strong with the CASE Construction Equipment maintenance solutions, attachments and more that work as hard as you do.

5% BACK ON LUBRICANTS

In the form of a statement credit when you cumulatively spend \$1,000 or more during the offer period on qualifying OEM lubricants using your Productivity PlusSM Account.

15% OFF OEM AND FLEETGUARD[®] FILTERS

Max rebate of \$450 per customer.

10% OFF OEM CONSTRUCTION ATTACHMENTS

Ask us about all available offers, or scan the QR code to visit [MyCNHStore.com/performance](#) to learn more.

CASE
CONSTRUCTION

EMAIL: testdealer@dealership.com
PHONE: (123)555-6789
WEBSITE: www.dealership.com
ADDRESS: 1234 56th Street
Pleasant Prairie, WI 53158

CNH GENUINE PARTS

CNH REMAN

NO ONE WILL OUTWORK US.

CASE
CONSTRUCTION

Discounts given as a line item discount on the customer invoice at the point of sale. Offers apply to eligible products purchased in person from participating CASE dealers. See your participating CASE dealer or MyCNHStore.com for details and eligibility requirements. Offers are non-transferable. Offers subject to change or cancellation by CNH Industrial at its discretion.
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HEAVY-DUTY DEALS
NEW THROUGH APRIL 30, 2025

SAVE TODAY!
Start the year strong with the CASE Construction Equipment maintenance solutions, attachments and more that work as hard as you do.

SAVE ON REMAN

10% OFF SELECT REMAN CLUTCHES AND CLUTCH KITS

\$10 OFF SELECT REMAN FUEL INJECTORS

UP TO 2 HOURS FREE LABOR

towards each qualifying equipment inspection.

Ask us about all available offers, or scan the QR code to visit [MyCNHStore.com/performance](#) to learn more.

CASE
CONSTRUCTION

EMAIL: testdealer@dealership.com
PHONE: (123)555-6789
WEBSITE: www.dealership.com
ADDRESS: 1234 56th Street
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*Images are for reference only. DAM Portal creative will be updated for each Retail Campaign.

12

MARKETING TIPS & TOOLS FOR SUCCESS

The following best practices will guide you in implementing a successful Retail Campaign. Use the provided marketing assets across various channels to reach your customers more effectively. We've made it easy – just download your campaign assets, follow our step-by-step tips and get ready to drive results across every channel.



EMAIL MARKETING

From sharing your latest deals with your customers to alerting them about upcoming events, email marketing is one of the most effective and least expensive ways to communicate with your shoppers.

We have created an email template for the Parts & Service Retail Campaign priority offers in a variety of formats for your convenience. These templates are designed for you to download, customize and send directly to your customers from your dealership email contact list.

In addition, we deploy email communications to customers leveraging the CNH corporate email database. These emails will promote various retail offers and promotions while also incentivizing customers to visit their participating dealer.

CONSIDERATIONS & BEST PRACTICES

- + Sign up to receive Parts emails from CNH at info.casece.com/case-ce-subscription-management.html
 - Check the box listed as: Parts Promotions–CASE
 - Receive customer emails that are sent from our database
 - Download and customize email templates to send to customers

HEAVY-DUTY DEALS
NOW THROUGH APRIL 30, 2025

UPGRADE YOUR EQUIPMENT AND PERFORMANCE WITH **CAN'T-MISS OFFERS**
24/7 SAVINGS ON SELECT OFFERS AT MYCNHSTORE.COM



UP TO 2 HOURS FREE LABOR
towards each qualifying equipment inspection.
[LEARN MORE](#)



5% BACK ON LUBRICANTS
in the form of a statement credit when you cumulatively spend \$1,000 or more during the offer period on qualifying OEM lubricants using your Productivity Plus™ Account.
[SHOP NOW](#)



15% OFF OEM AND FLEETGUARD® FILTERS
Max rebate of \$450 per customer.
[SHOP NOW](#)



UP TO \$2,000 OFF
undercarriage parts for steel tracked construction machines.
[SHOP NOW](#)



UP TO \$325 OFF
undercarriage parts with a qualifying purchase of construction rubber tracks.
[SHOP NOW](#)



\$10 OFF SELECT REMAN FUEL INJECTORS
[SHOP NOW](#)

USE EXCITING HEADLINES

USE IMAGES

INCLUDE BUTTONS

Maximize performance with CASE OEM solutions and exclusive savings!

[VIEW ALL OFFERS](#)





NO ONE WILL OUTWORK US.



*Images are for reference only. Email creative will be updated for each Retail Campaign.

SOCIAL MEDIA MARKETING

Social media is a powerful tool for connecting with your audience, building brand awareness and driving engagement. The Parts & Service Retail Campaign includes social media ads and assets that help you effectively reach the right customers at the right time. You can also create your own social media content to showcase your dealership and boost sales, both online and in-store. Here are some tips that can help you create and maintain a strong social media presence.

CONSIDERATIONS AND BEST PRACTICES

Brainstorm Ideas

- + Consider topics that fit your customers' interests and operations, upcoming specials on Parts & Service offerings, and seasonal subjects.

Develop a Content Calendar

- + See the sample content calendar below to plan out your social content in advance.

Use a Calendar Tool

- + Social media calendar tools like Hootsuite, Later, Buffer, Sprout Social, Canva Pro and Google Sheets let you:
 - Plan and schedule social posts across multiple social platforms
 - Post content without logging in multiple times throughout the day
 - Optimize posting times and customize options for each platform

Include Images

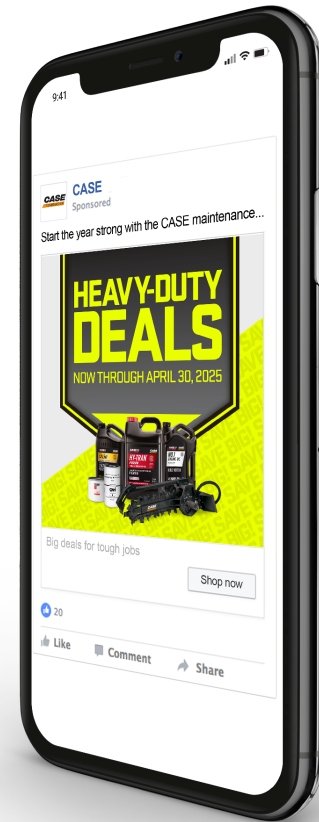
- + Posts receive more interest when they include images. When saving images to your calendar, include the topic and date in the file name to easily find later on.

Listen & Learn

- + Over time, look at what social posts followers interacted with the most. Tailor future social posts to what appeals to your followers.

Use Video

- + 64% of customers* are more likely to buy a product online after watching a video about it. YouTube is an excellent platform to share videos that showcase your products or services, promotions and more.



EXAMPLE CONTENT CALENDAR:

A downloadable spreadsheet is available on the MRC, DAM and Amplify containing all the images, videos, URLs and corresponding copy you need to build your own social posts. When you download this spreadsheet, add a column with dates to deploy the offers relevant to your dealership.

DATE	CONTENT TYPE	PRODUCT	HEADLINE	COPY	IMAGE/VIDEO
1/14/25	Facebook Single Post	SiteControl	Save more in one move	Take advantage of great savings on 2D and 3D SiteControl Systems so you can move dirt once and power your productivity.	
1/23/25	Facebook Single Post	Undercarriage Parts	Stay on the move	Keep your fleet moving with special deals on select undercarriage parts for your steel tracked equipment.	

*Animoto, 2017

**Images are for reference only. Social media creative will be updated for each Retail Campaign.

DIGITAL DISPLAY ADS


Your website is home turf—the place where your unique business perspective, content and the brand advantage should all come together to demonstrate your worth to target customers. Customers should be able to find everything they want to know about Parts & Service offerings—whether it's new product releases, promotional details or content they've seen promoted elsewhere.

Link your banner ads and other Retail Campaign content on your website to the [MyCNHStore.com](https://www.mycnhstore.com) event pages (See Dealer Quick Reference Guide) with your dealership selected.


CONSIDERATIONS & BEST PRACTICES

- + Invest the time to research the right online media opportunities for paid banner placements. When in doubt, go with the option that best targets your customer base (even if it costs a little more).
- + Make sure your banner ads lead to a great content page, such as our recommended MyCNH Store pages. Good content will convert a website visitor into a customer or lead.
- + Fresh and targeted content is king with search engines. Update your website with relevant content and current links to appropriate Parts & Services resources as soon as possible.

HEAVY-DUTY DEALS **5% BACK ON LUBRICANTS**  **SHOP NOW**

HEAVY-DUTY DEALS when using your Productivity PlusSM Account.   **SHOP NOW**

HEAVY-DUTY DEALS **15% OFF FILTERS**  **SHOP NOW**

HEAVY-DUTY DEALS **OFFER INCLUDES OEM AND FLEETGUARD® FILTERS** Max rebate of \$450 per customer.  **SHOP NOW**



DEALER TIP GET HYPER FOCUSED WITH DIGITAL ADVERTISING*

Digital advertising is key for delivering the right message to the right audience—especially in the agriculture industry where customers, products and services are very specific.

In addition to reaching more customers faster, digital advertising also allows you to track and measure the success of your campaign.

*thepartnership.com/pillar/digital-advertising-for-agriculture

**Images are for reference only. Display ad creative will be updated for each Retail Campaign.

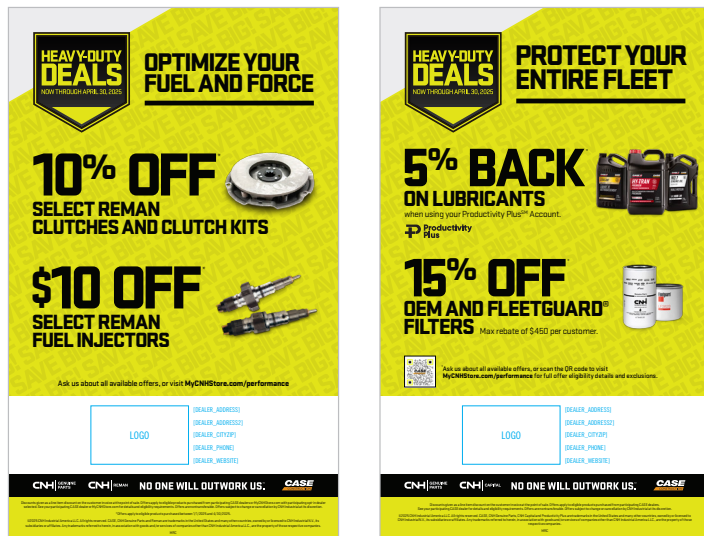
PRINT ADS

Print media is most beneficial when combined with digital marketing strategies. Make the most of your print marketing strategy by using complementary digital channels like email and online advertising.

CNH offers a variety of print ads and print-ready mailers and postcards on the MRC. We also offer templates for customizable print ads, mailers and postcards on the DAM.

CONSIDERATIONS & BEST PRACTICES

- + When media planning, it's important to first know what media is consumed by your customers and then evaluate opportunities based on ad rates.
- + Work with local media to negotiate and purchase ad space. Discounts are based on frequency and availability, so if you do your media buy for the year, you'll save money over buying by the week.
- + When a customer comes to your dealership or orders by phone, ask where they saw the ad to determine your most valuable media.



Co-op Ads



4-Page Mailer

RADIO SCRIPTS

More than 90% of American adults tune into the radio on a weekly basis, according to Nielsen data, so it's likely that your target audience will hear your ad.

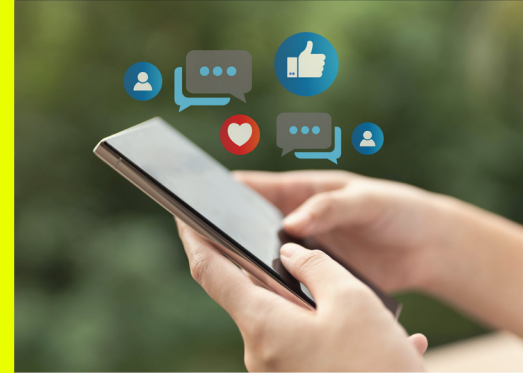
CONSIDERATIONS & BEST PRACTICES

- + Similar to buying print placements, it's important to first know what radio stations are consumed by your customers and then evaluate opportunities based on ad rates.
- + Work with local radio stations to negotiate and purchase ad space. Discounts are based on frequency and availability.
- + When a customer comes to your dealership or orders by phone, ask where they heard the ad to determine if radio is working for your dealership.
- + Record the radio script and incorporate it into the dealership's overhead music/news sound system programming.
- + Radio scripts may also be used as on-hold messages in your dealership for customer calls.

*Images are for reference only. Print ad creative will be updated for each Retail Campaign.

UPLOADING ASSETS TO SOCIAL MEDIA

Social media ads and posts are a powerful way to capture attention and drive engagement with your customers. Follow these steps to showcase your dealership's products and services across multiple platforms.



FACEBOOK

f POSTING TO FACEBOOK

1. Go to [Facebook.com](https://www.facebook.com) to create an account (if you don't already have one).
2. Create a business page for your dealership. This is a great way to maintain a professional presence on Facebook and broadcast information in an official, public manner. Go to [Facebook.com/pages/create](https://www.facebook.com/pages/create) and click on Business or Brand. This walks you through setting up your Facebook page.

If you already have a business page, start here.

3. Your page can post status messages—short, text-only messages and images like those found on user profiles. Soon, these statuses will appear in fans' news feeds. You can use this feature to inform fans of the Parts & Service Retail Campaign. (See our example Facebook post template on the previous page.)
4. Create an event for the campaign. You can create new events from the events app below your page's cover photo. Enter the event information and be sure to include an event name. You can also upload a photo and invite guests from your event page.
5. Use your event page to communicate campaign details and exclusive offers that apply to the campaign.

f FACEBOOK SINGLE POST

<p>ABC Dealership Sponsored · 🌐</p> <p>For a limited time only, bring in your CASE equipment for an inspection and get up to two hours of free labor.</p> <p>UP TO 2 HOURS FREE LABOR</p> <p>MYCNHSTORE.COM Score big with inspections Learn more</p> <p>👍❤️🔥 2.3K 1.7K 💬 125 ➦</p> <p>👍 Like 💬 Comment ➦ Share</p>	<p>XYZ Dealership Sponsored · 🌐</p> <p>Take advantage of great savings on 2D and 3D SiteControl Systems so you can move dirt once and power your productivity.</p> <p>UP TO \$5,000 OFF SITECONTROL SYSTEMS</p> <p>MYCNHSTORE.COM Save more in one move Shop now</p> <p>👍❤️🔥 3.8K 384 💬 234 ➦</p> <p>👍 Like 💬 Comment ➦ Share</p>	<p>INCLUDE CAMPAIGN NAME, DEALERSHIP NAME AND FEATURED DEALS</p>
		<p>INCLUDE PHOTO</p>

*Images are for reference only. Social media creative will be updated for each Retail Campaign.

FACEBOOK CONTINUED**f UPLOADING A CAROUSEL AD TO FACEBOOK**

The carousel format lets you show two or more images and/or videos in a single ad, each with its own headline, description, link and call to action. To scroll through a carousel, people swipe on their mobile device or click the arrows on their computer screen. You can use carousel ads to:

- + **Feature multiple products that link to different landing pages:** Give customers more options and help raise your clickthrough rate.
- + **Highlight multiple features of a single product:** Show different product angles or details to better educate customers.
- + **Tell a story:** Use images and/or videos in succession to illustrate a compelling narrative.
- + **Explain a process:** Walk people through how your business works step by step.
- + **Create a larger canvas:** Present one large image with all your cards for an immersive ad experience.
- + **Sell the benefits:** Use images and/or videos to show the benefits of your products and services to new customers.

You can create carousel ads from [Meta Ads Manager](#) or from your [Facebook Page](#). Carousel ads appear in [multiple placements](#) across Facebook, Messenger, Instagram and Meta Audience Network. The placements available for a carousel ad change depending on the [campaign objective](#) you select.

Carousel ads that appear on Instagram may have custom positioning automatically applied to their media. Custom positioning on carousel ads start the carousel on a card based on people's preferences, while card order and creative remains the same.

After your ad begins to run, you can analyze your results with [metrics for carousel ads](#).

f CREATE A CAROUSEL AD FROM YOUR PAGE

You can create a carousel ad from your Facebook Page or in [Meta Ads Manager](#).

1. Click Promote on your Page.
2. Click Get more website visitors.
3. Enter an optional description for your ad into the Description box.
4. Click Select media.
5. In the Browse media page, upload your images or videos or select existing ones. Add them in the order you want them to appear in your carousel, then click Select. Note: You can add up to 5 images or videos.
6. Enter optional text into each Headline box. To scroll through your carousel cards, click the arrows.
7. Click the Button label dropdown and choose a phrase for your button.
8. In the Website URL box, enter the URL you want people to go to [when they click your ad](#). Note: If you want each carousel card to send people to a different URL, create your ad in [Ads Manager](#).
9. Click the Special Ad Category toggle, if applicable, then make your selections for Audience, Duration and Daily budget.
10. To choose the places where your ad shows, click the Placements dropdown. Check the box next to a placement to select it.
11. If you have [created and installed a Meta Pixel](#) and want to turn on event tracking, click the Pixel toggle.
12. To verify your payment information, click the Payment method dropdown.
13. To preview your ad, scroll up and click the See all previews button.
14. When you're done, click Promote now to publish your ad.

For more information, visit www.facebook.com/business/help/504476536989757?id=563305920700338.

YOUTUBE

UPLOADING TO YOUTUBE

1. Go to [YouTube.com](https://www.youtube.com) and sign into your existing account.

Don't have an account? [Click here](#) to learn how to create an account.

2. Click on **Upload** at the top of the page.
3. Before you start uploading the video, you can choose the video privacy settings (set as public).
4. Select the video you'd like to upload from your computer.
5. As the video is uploading, you can edit both the basic information and the advanced settings of the video and decide if you want to notify subscribers (if you uncheck this option, no communication will be shared with your subscribers). You can have a title up to 100 characters and a description up to 5,000 characters.
6. Click **Publish** to finish uploading a public video to YouTube.
7. If you haven't clicked **Publish**, your video won't be viewable by other people. You can always publish your video at a later time in your Video Manager.

INSTAGRAM

UPLOADING TO INSTAGRAM

1. Open your Instagram app or log in to your existing account at [Instagram.com](https://www.instagram.com).

Don't have an account? Download the Instagram app to get started or visit business.instagram.com to create a business account.

2. Follow the prompts to sign up for an Instagram account. If you want to connect your Instagram business account to your Facebook Page, make sure to use an admin email address when signing up or tap Log in with Facebook when prompted.
3. Once you're ready to post, tap the + icon at the top of your page. Choose a photo or video from your library and upload it. Add a caption. Then, post!
4. Things to consider when posting to Instagram include: editing your image by cropping it or picking a filter, using a hashtag for post optimization, adding your location to your post, and including emojis.

PROCESS A REBATE

CNH offers rebates that can be submitted via ACB, the Dealer Portal, email and more. Follow the steps below to easily manage rebates and promotional offers.



THE POWER OF PROMOTIONS

Effectively using rebates and promotions can unlock opportunities for customers to buy more products and services from you, driving profitability for your dealership.

Upselling Opportunities

+ Identify customers close to qualifying for a promo and encourage additional purchases to meet minimum requirements.

Maximize Service And Repairs

+ Leverage promotions to encourage customers to complete all relevant repairs, not just urgent fixes.

SUBMISSION OPTIONS

THERE ARE THREE WAYS TO SUBMIT REBATES:

1. ACB Rebates

+ Register with ACB to submit reimbursement requests. (See detailed instructions on next page.)

2. Manual Rebates

+ Some offers must be submitted through specific email channels. Download and fill out the submission form, include any additional requirements, and send the form to appropriate address. You can find submission email addresses and requirements on the Dealer Portal.

3. Productivity PlusSM Rebates

+ Promos without additives:

- Look up a promotion in your business system at the point of sale.
- Apply the promotion before closing the invoice.

+ Promos with additives:

- Opt into the promotion through the Gateway system.
- Look up a promotion in your business system at the point of sale.
- Apply the promotion before closing the invoice.

+ Point of sale:

- Productivity Plus promotions can be applied via Promo Lookup at the point of sale

NOTE: Refer to the Dealer Portal for the latest submission requirements and guidelines.

ACB REGISTRATION

Your dealership must be registered with ACB in order to submit reimbursement requests. If you are not already registered, complete the registration steps below.



REGISTER

acbincentives.com/caserebates/login.asp

Click **Register** in the upper right hand corner to begin. When registering with ACB, the dealer/location wholegoods number you choose in step 3, determines where the credit is sent back to in CSPS.

CASE
CONSTRUCTION

Register

Home Register Contact Us Login

Please log in

Email Address

Password

Login

If you are registering for the first time, please click the Register button above.

If you have forgotten your password, [click here](#) to have it e-mailed to you.

STEP 1

Click **Dealer**.

The screenshot shows the top navigation bar with the CASE CONSTRUCTION logo on the left and a 'Register' button on the right. Below the navigation bar, there are links for 'Home', 'Register', 'Contact Us', and 'Login'. The main content area contains the text 'Choose your participation type:' followed by three buttons: 'Dealer' (highlighted with a yellow border), 'Customer', and 'Cancel'.

STEP 2

Enter your individual email address—please do not use a generic email address. This is used for personal messages for you in regards to your instant rebate submission status. Click **Next**.

- + A unique email address is needed for each location within a complex
- + This registration is tied to the location that will be selected in step 3
- + Reimbursement then occurs to that location

The screenshot shows the top navigation bar with the CASE CONSTRUCTION logo on the left and a 'Register' button on the right. Below the navigation bar, there are links for 'Home', 'Register', 'Contact Us', and 'Login'. The main content area contains the text 'Enter your email address to get started:' followed by an empty text input field. Below the input field are two buttons: 'Cancel' and 'Next' (highlighted with a yellow border).

STEP 3

The dealer/location wholegoods number you choose in step 3, determines where the credit is sent back to in CSPS. Enter your dealer number (zero, then your 5-digit wholegoods dealer number), then hit tab on your keyboard. Your dealer address info will appear. Hit select for your location. Hit **Next**.

The screenshot shows the top navigation bar with the CASE CONSTRUCTION logo on the left and a 'Register' button on the right. Below the navigation bar, there are links for 'Home', 'Register', 'Contact Us', and 'Login'. The main content area contains the text 'Please enter your dealer code then press Tab:' followed by an empty text input field. Below the input field are two buttons: 'Cancel' and 'Next' (highlighted with a yellow border).

STEP 4

Complete your personal information and enter your preferred password. Your email address will carry over. Please confirm before clicking **Next**.

CASE CONSTRUCTION Register

Home Register Contact Us Login

The purpose of data collected on this website is to validate program guidelines, communicate with you about your request, facilitate any payment awarded and assess for potential duplicate and/or fraudulent submissions. As a service provider, we do not sell your information but we do share information with program owners and financial institutions.

Please complete the fields below and click Next button to continue.

Dealer Rep Name:
(This is not the customer name)

First Name

Middle Initial

Last Name

Select a password:

Password

Re-enter your password

Dealer Rep Name:
(This is not the customer name)

test@tester.com

Cancel Next

STEP 5

Review your information. Click **Submit**.

CASE CONSTRUCTION Register

Home Register Contact Us Login

Please confirm the information below. Click on the Submit button to complete the enrollment process, or click on the Change button to make a changes additions or deletions to the data that you have entered.

Dealer Name: Test CASE Dealer
Name: Test Customer
Email Address: test@tester.com

Change Submit

STEP 6

Confirmation of registration.

CASE CONSTRUCTION Register

Home Register Contact Us Login

Thank you for Registering.
Your enrollment confirmation number is 1B788CAF-564

To begin submitting claims, please [click here](#) to return to the login page.

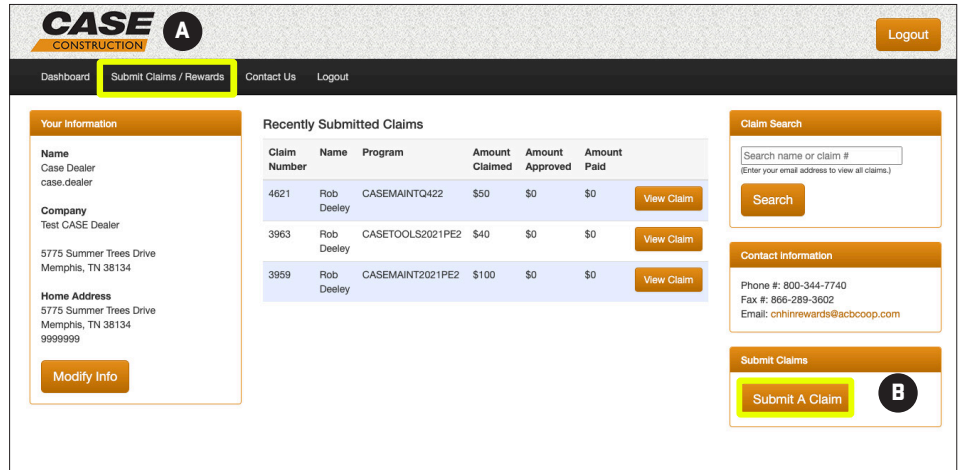
ACB REIMBURSEMENT

Rebates are given as a line item discount on the customer invoice at point of sale. Reimbursement requests need to be submitted through the ACB site at: acbincentives.com/caserebates/login.asp.

Screenshot examples listed below. **Note:** Program name and steps are for example purposes only.

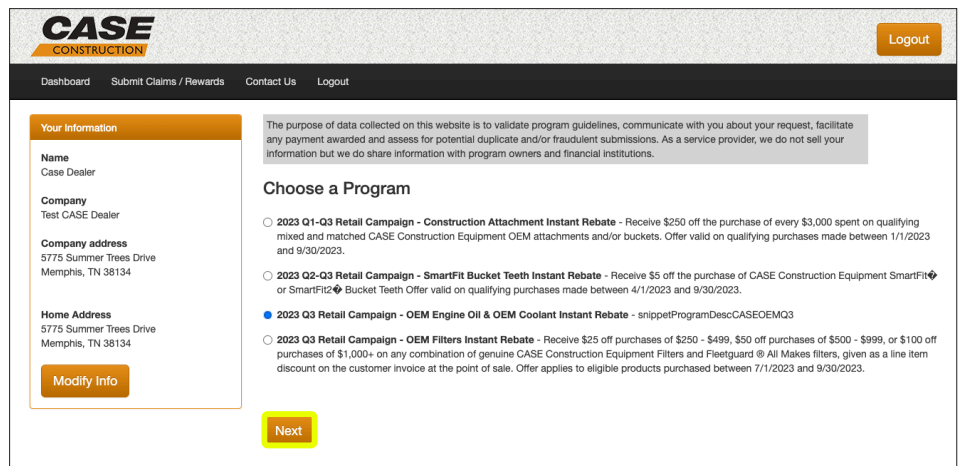
STEP 1

Via the homepage of the ACB site, select **Submit Claims/Rewards (A)** in the top navigation menu or the **Submit Claims (B)** function on the right-hand side of the page.



STEP 2

Select the appropriate program from the menu of options and click the **Next** button.



STEP 3

Complete this step with the information from the customer invoice—must be the customer information (**not dealer**). Click **Next**.

+ Rebate must be shown as a line item discount on the customer invoice at point-of-sale

Note: Image in the Dealer Strategy Guide may appear different than what is shown online.

STEP 4

Enter the product number, quantity and sales price, then click the **Next** button to move to the final step of the submission process.

Part Number	Quantity	Price Per Unit	Total Amount	
73344258	4	\$37.00	\$148.00	Clear Row
73344259	5	\$40.00	\$200.00	Clear Row
				Clear Row
				Clear Row
				Clear Row

STEP 5

Verify claim information has been entered correctly. Click the **Next** button to submit your claim or click the **Back** button to make changes to the information entered.

CASE CONSTRUCTION

Dashboard Submit Claims / Rewards Contact Us Logout

Your submission is not yet complete

- Please confirm the claim information below
- To make changes to the information entered please click on the Back button
- Once you have confirmed all entered information please click the **Next** button to submit your claim.
- Customer Service Number 800-344-7740

Invoice Information
 Invoice Date: 08/08/2023
 Invoice Number: 12345

Sold To Information:
 First Name: Test Address: 5775 Summer Trees
 Dealer Address 2:
 Phone Number: 2625550121 City: Memphis
 Email Address: test@dealer.com State/Province: TN
 Company Name: CASE Zip/Postal Code: 38134

Part #	Quantity	Price Per Unit	Invoice Amount
73344258	4	\$37.00	\$148.00
73344259	5	\$40.00	\$200.00
Reimbursement Amount			\$0.00

I certify that the information entered above is true and correct. I understand that all entries are subject to audit and supporting documentation is required.

Back **Next**

STEP 6

In order for your request to be processed, you will need to submit the dated invoice with the qualifying product(s) circled or marked with an asterisk.

- + If you choose to fax your documentation, click the **Print & Fax button (A)** to complete the process.
- + Fax must be received within 30 days of the submission deadline. If not received, claim will be closed and declined.
- + If you choose to upload directly through the ACB site, follow the directions listed and select the **Upload Documents button (B)** to complete the process.

CASE CONSTRUCTION Logout

Dashboard Submit Claims / Rewards Contact Us Logout

Print & Fax Documents

- In order for your request to be processed, you will need to submit the dated invoice with the qualified product (s) circled or marked with an asterisk.
- Please select the **[Print & Fax]** button below, if you are going to fax your documents.

Print & Fax **A**

Upload Documents

- In order for your request to be processed, you will need to submit the dated invoice with the qualified product (s) circled or marked with an asterisk.
- Select the **Document Type**.
- Use the **Browse (choose file)** button to locate file. Accepted file extensions: .TIF, .XLS, .PDF, .DOC, .DOCX, .JPG, .GIF
- Click the **Upload Documents** button to upload your documentation.
- If you have multiple documents to upload, you will need to upload them one at a time following the instructions. Once completed, click on the Finished Uploading button.

Document Type:
 Sales Invoice ▾

File to Upload:
 Browse...

Upload Documents **B**

SIMPLY FOLLOW THE STEPS BELOW TO EASILY CHECK THE STATUS OF CLAIMS.

Via the homepage of the ACB site, select **Dashboard** in the top navigation menu and recently submitted claims will appear **(A)**.

+ If you are looking for additional claims, use the **Claim Search (B)** function on the right-hand side of the page and follow the directions listed.

The screenshot shows the ACB website dashboard for CASE CONSTRUCTION. The navigation menu includes 'Dashboard' (highlighted), 'Submit Claims / Rewards', 'Contact Us', and 'Logout'. The main content area is divided into three sections:

- Your Information:** Displays user details for John Dealer, including company name (ACB Dealership), address (123 Main Street, Townville, WI 12345), and home address. A 'Modify Info' button is at the bottom.
- Recently Submitted Claims:** A table with columns: Claim Number, Name, Program, Amount Claimed, Amount Approved, and Amount Paid. Two claims are listed:

Claim Number	Name	Program	Amount Claimed	Amount Approved	Amount Paid	
3134	Test Customer	CASELANDSCAPE19	\$250	\$0	\$0	View Claim
3130	TEST CUSTOMER	CASELANDSCAPE19	\$250	\$0	\$0	View Claim
- Claim Search:** A search box with the text 'Search name or claim #' and a 'Search' button.
- Contact Information:** Lists phone (800-344-7740), fax (866-289-3602), and email (cnhinrewards@acbcoop.com).
- Submit Claims:** A 'Submit A Claim' button.

ACB Claim Number: Number assigned at time of complete submission

Name: Customer name

Program: Name of program claim submitted

Amount Claimed: Amount of claim submitted

Amount Approved: Once audit is complete, amount appears

Amount Paid: File sent to CNH for processing

QUESTIONS?
CONTACT ACB DIRECTLY IF YOU HAVE A QUESTION ABOUT PROCESSING INSTANT REBATES

P: +1 (800) 344-7740 | **F:** +1 (866) 289-3602 | **E:** cnhinrewards@acbcoop.com
 Or visit: acbincentives.com/caserebates/login.asp

NEED HELP?

If you have any questions about the Parts & Service Retail Campaign or the GROW Project, please reach out to your CNH Parts & Service Business Aftermarket Manager (BAM) or your Inside Sales Representative (ISR).

HAVE A QUESTION ABOUT PROCESSING AN INSTANT REBATE?

Contact ACB Directly:

Phone: +1 (800) 344-7740

Fax: +1 (866) 289-3602

Email: cnhinrewards@acbcoop.com

acbincentives.com/caserebates/login.asp

HOW TO ACCESS CAMPAIGN SUPPORT & MARKETING MATERIALS

To find all campaign materials, visit the [Parts Marketing Resources](#) on the **Dealer Portal: Discover / Additional Topics / Parts & Service Retail Campaign**. Use Google Chrome for the best performance and fastest load time. Here you will find a number of marketing resources, including the Retail Campaign Marketing Guidelines, Digital Asset Manager (DAM), Dealership Merchandising Services, Marketing Resource Central (MRC), Co-op Claim Center, Dealer Communications (DC) and more.

MARKETING RESOURCE CENTRAL (MRC) AND PRINTED MATERIALS SUPPORT

The McCarthy Group

+1 (888) 544-4MRC [4672]

support@marketingresourcecentral.com

DEALERSHIP MERCHANDISING SERVICES

Visit the **Dealer Portal: Discover / Tools and Applications / Dealership Merchandising – CASE**.

Julie Crawford, Special Programs Manager

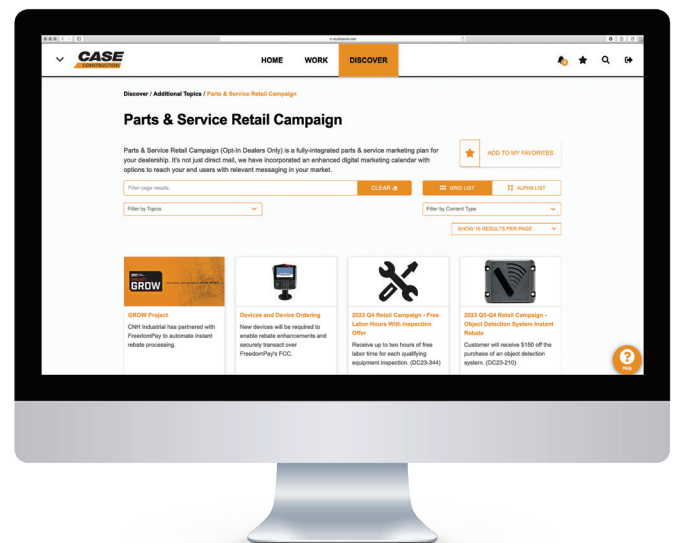
julie.crawford@cnh.com

DEALER ECOMMERCE SUPPORT

Email eCommerce Support at eCommerceSupport@cnh.com

FIND ALL CAMPAIGN INFORMATION IN ONE PLACE ON THE CASE DEALER PORTAL

To find all campaign materials, visit the [Parts Marketing Resources](#) on the **Dealer Portal: Discover / Additional Topics / Parts & Service Retail Campaign**. Use Google Chrome for the best performance and fastest load time. Here you will find a number of marketing resources, including the Parts & Service Digital Asset Manager (DAM), Marketing Resource Central (MRC) and more.



CNH PARTS & SERVICE

NO ONE WILL OUTWORK US.™

CASE
CONSTRUCTION