



SPECIAL OFFERS

Website Platform

SPECIAL OFFERS

The Special Offers tool gives you the power to build Lease or Finance offers, Stock specific offers, and Inventory offers. With these options, shoppers can visit your Specials pages to view your current deals as well as view the special payment offer while they're browsing your inventory.

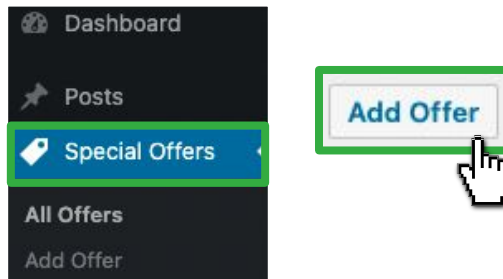
As you begin to build a Special Offer, you can choose among 3 types of Offers:

- A. General** - creates a card that applies to a specific make and model and appears on the specials page.
- B. Inventory** - displays your discounts on all matching model and trim vehicles and appears on VRP and VDPs.
- C. Stock** - allows you to create a stock-specific special offer card. When that unit is sold, the offer will be removed from the site.

Note: Special Offers are not currently compatible on on Lightning VRP or VDPs.

HOW TO CREATE SPECIAL OFFERS

For any offer type click **Special Offers** and then click **Add Offer** at the top of the screen within the Special Offers plugin.



Next, enter a title into the **Vehicle Special Offers Title** field.

Note: This will not appear on the Special Offer card, but will help you identify it within the All Offers list. In our example we put “New 2022 Chevrolet Trailbrazer ACTIV FWD SUV”.

Then, fill out a title into the **Offer Title** field. This will be displayed on the actual offer on the end of the site and what is seen by the customer.





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Select **General, Inventory, or Stock** as your Offer type.

Offer Applies To

This determines the behavior of your special on the site:

- General** - lets your special appear on any page where a shortcode using this special's "Offer Type" attribute (set in the right column) is posted
- Inventory** - shows your price discounts on all matching model and trim vehicles on the site (VRPs and VDPs)
- Stock (one unit)** - allows you to create a stock-specific special offer and use the *Pricing Replacement* to substitute purchase and lease pricing on this vehicle across the site while this special offer is active, without changing the price in inventory management

Whether you selected General, Inventory, or Stock, your next steps will be the same! We'll point out where your features are different.

1. Check the corresponding box to show if this Offer is for vehicles that are **New, Used, or Certified Pre-Owned**
2. Enter the vehicle information in the **Year, Make, Model, Trim, and Body Type** fields

Note: Year, Make, and Model are required for the form to submit successfully.

Vehicle Info		Offer	Advanced Options		
Vehicle Type Default (none checked) is "New".					
<input type="checkbox"/> New <input type="checkbox"/> Used <input type="checkbox"/> Certified Pre-Owned					
Note that Advanced Options only appears if you have selected Inventory or Stock, not General.					
Vehicle Year (optional)		Vehicle Make (optional)		Vehicle Model (optional)	
Vehicle Trim (optional)		Vehicle Body Type (optional)			

To autofill the Year, Make, Model, Trim and Body Type fields, enter the **Stock Number** in the **Populate by Stock** field. Select Vehicle Type again, as this feature will remove your selection.





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If you do not use the **Populate by Stock** option, you will need to select an image from your Media Library or upload from your device.

Click **Add Image** to add an image from your Media Library or upload a new image

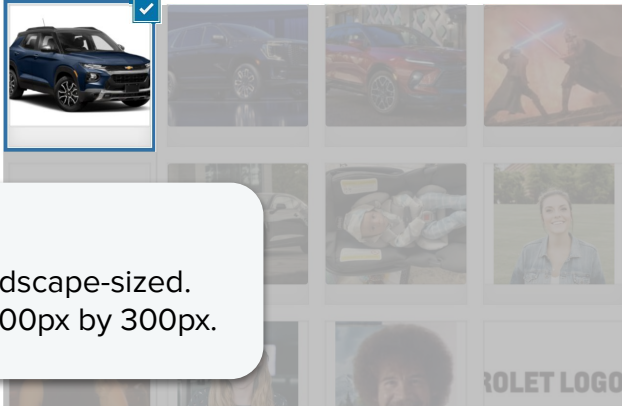
Vehicle Image

No image selected Add Image


Select Image

Upload Files | Media Library

All images | All dates | Search media items...



ATTACHMENT DETAILS

 Trailblazer.png
June 14, 2022
259 KB
640 x 480
Edit Image
Delete Permanently

URL:

Title:

Caption:

Alt Text:

Description:

Select

Best Practice

Images should be landscape-sized.
Approximate size is 400px by 300px.

In the Offer Tab, add a URL for the corresponding inventory page in the **Primary Button Link** field.

Vehicle Info | **Offer** | Advanced Options

Primary Button Link *

Typically an inventory link, but could be a VDP link if the special is for a stock-specific vehicle.

Primary Link Label

The default for this will be "View Inventory". This field will trump the default and any 'cta1_label' attributes you have set in your page's shortcode.

New Window?

Yes

Best Practice

Change your Primary Link to a VRP page (if it's for a specific model) or to a VDP page (if it's for a specific Stock Number).





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The “View Inventory” button will route the shopper to the specified page inputted in the **Primary Button Link** field.

There are other fields that are option within the Offers tab. For more information on how to utilize all of these features, check out our in-depth Website Platform Guide, and find Special Offers.

[Website Guide](#)

Now, let’s take a look at the Advanced Options tab, which is available for Inventory and Stock offer types.



**2020
CHEVROLET
COLORADO
WORK TRUCK**

Lease for as low as \$399/mo!
for 36 months

Included 1 year complimentary basic maintenance
[View Disclaimer](#)

[VIEW INVENTORY](#)

[SCHEDULE TEST DRIVE](#)

**Special Offer
Customer View**

Inventory Offers - Advanced Options

In the Advanced Options tab for Inventory Offers, you can fill out:

Discount Value - This field will display the value in bolded text. This should be the savings or incentive.

Discount Label - This field will display in regular text and give additional details about the offer. You can also choose to leave this field blank. Add specific verbiage if it is a general offer by adding brackets []. For example: “Available on [Model]” or “Off all [Trim]!”

Stock Offers - Advanced Options

In the Advanced Options tab for Stock Offers, you have the option to include the Sale Price, to provide Lease or Finance payment options, and set the Lease or Finance price.





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Now it's time to publish your Offer!

Click **Publish** to publish the Offer on your live site

Remember that you can click **Save Draft** to save your work to return and finish it later.

Or you can click **Edit** next to Publish Immediately, input a Date, click **OK**, and then click **Schedule** to publish the Offer on your selected future date.

Publish

Save Draft

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

Publish immediately [Edit](#)

Publish

Publish

Save Draft Preview

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

Publish **immediately**

07-Jul 25, 2022 @ 13:05

OK Cancel

Copy to a new draft
Move to Trash

Schedule

If the Offer doesn't appear on the front end right away, click **Reload Cache** in your top menu, then refresh the page.



More of a visual learner? Watch our **3 Types of Special Offers** video below:

Watch

Have questions? Reach out to your PFM,
support@dealerinspire.com, or trainers@dealerinspire.com

