



## TAKE ADVANTAGE OF THE AFTERSALES MARKETING PROGRAM

Once a customer leaves your dealership, do they have incentives to return? Now is the time to begin planning your 2020 AGCO Parts ads and promos. At AGCO Direct, we provide you with a simple tool to do just that: the Aftersales Marketing Program (AMP). With three plan options — Starter, Standard and Pro — you can find an AGCO Parts marketing campaign that fits your dealership's budget. We do the rest.

### STARTER

**\$5,000\***

(before co-op, per enrolled location)

- 2 nurture campaigns
- 4 quarterly campaigns
- 1 AgVantage mailer
- 1 commercial program

### STANDARD

**\$7,500\***

(before co-op, per enrolled location)

- 3 nurture campaigns
- 6 quarterly campaigns
- 2 AgVantage mailers
- 2 commercial programs

### PRO

**\$10,000\***

(before co-op, per enrolled location)

- 4 nurture campaigns
- 8 quarterly campaigns
- 2 AgVantage mailers
- 3 commercial programs

Say a customer purchased a tractor and it's due for service. We'll send out messages to that customer tailored to his or her equipment's specific maintenance schedule and seasonal farming needs.

Our program comprises a series of seasonal campaigns that include direct mailings, text messages and social media posts. Whether your customers need tillage or hay parts, AGCO Direct will take care of everything. Simply sign up to define your 2020 marketing budget ahead of time, and save about 25% when you choose from one of our campaign bundles.



### READY TO ORDER?

Call AGCO Direct at 866-256-0025 or email [ads@agcodirect.com](mailto:ads@agcodirect.com) for more details.



## MARKETING VALUE DEALER PROGRAM

### AGCO DIRECT UNVEILS NEW DEALER CAMPAIGNS

Coming in 2020, AGCO wants to help your dealership make its overall marketing even easier with a turn-key, opt-in solution: the Marketing Value Program, or MVP. Dealers choose from one of three options — Starter, Standard or Pro — and AGCO Direct provides a base marketing plan that focuses on both products and sales tactics. You can customize each plan to your dealership based on current needs.

With a mix of digital and traditional tactics, this “plan in a box” offers campaign tracks for all key product categories, from CUE to Commercial Hay. AGCO Direct does all the managing and executing of the campaign; all you have to do is sign up! We’ll take care of everything from direct mail and social media to paid searches and text messaging.

**No matter your budget, get on track for 2020 by signing up for the Marketing Value Program.**  
Contact your AGCO Direct rep at 866-256-0025 or [ads@agcodirect.com](mailto:ads@agcodirect.com) to get started.

## CUE FINANCING OFFERS FOR MASSEY FERGUSON

### END-OF-YEAR VOLUME GOALS ON COMPACT EQUIPMENT

As the year draws to a close, AGCO offers its dealers plenty of attractive financing options and cash-back incentives for customers that will help your dealership meet its end-of-the-year sales goals.

U.S. CUE dealers can offer financing as low as 0% for up to 84 months, along with cash bonuses up to \$1,500, on qualifying Massey Ferguson® tractors. That means payments as low as \$89 per month, and customers also receive a \$300 rebate on Woods Implements with the purchase of a Massey Ferguson tractor. The year-end offerings won’t get any better!



### WANT TO RUN A CAMPAIGN?

Contact your AGCO Direct rep at 866-256-0025 or [ads@agcodirect.com](mailto:ads@agcodirect.com) to get started.

## AGCO DIRECT TEAM MEMBER SPOTLIGHT

### AARON SIMMONS

Meet Aaron! As a content producer for the AGCO Direct team, Aaron travels around the country, shooting photos and taking video footage of the people and products at AGCO dealerships.

In the ever-changing landscape of social media and marketing, meaningful content remains more important than ever, something of which Aaron is mindful when capturing images or shooting footage. "Being able to visit dealers on their own turf and capture everything they need for their specific marketing efforts can ensure their content is above their competitors," he says.

Aaron's favorite part of the job is broadening his horizons. "I love being able to travel across the country to places I never thought I would go, meet extraordinary people I never thought I would meet and help them fulfill their areas of need when it comes to content," he says.

When he isn't behind the lens of a camera, Aaron focuses on other instruments — his voice and his guitar. As a country singer-songwriter, he travels across Minnesota, North Dakota and Wisconsin playing weekend shows.



## SAVE BIG ON YEAR-END TAXES

Is your dealership taking advantage of the Section 179 tax benefit? This government incentive allows your business to write off the entire purchase price of a qualifying piece of equipment, like a Massey Ferguson tractor — up to \$1 million.

Your business qualifies for Section 179 if you purchase, lease or finance new or used equipment before the end of this year. This incentive for 2019 ends Dec. 31, so if you have purchase plans in mind, now is the time to save big and lower your operating costs!

**Talk with your tax professional about how purchasing a Massey Ferguson piece of equipment can save you money this year.**



### « CONTACT US »

Please contact AGCO Direct at **866-256-0025**  
or email at **ads@agcodirect.com**.

