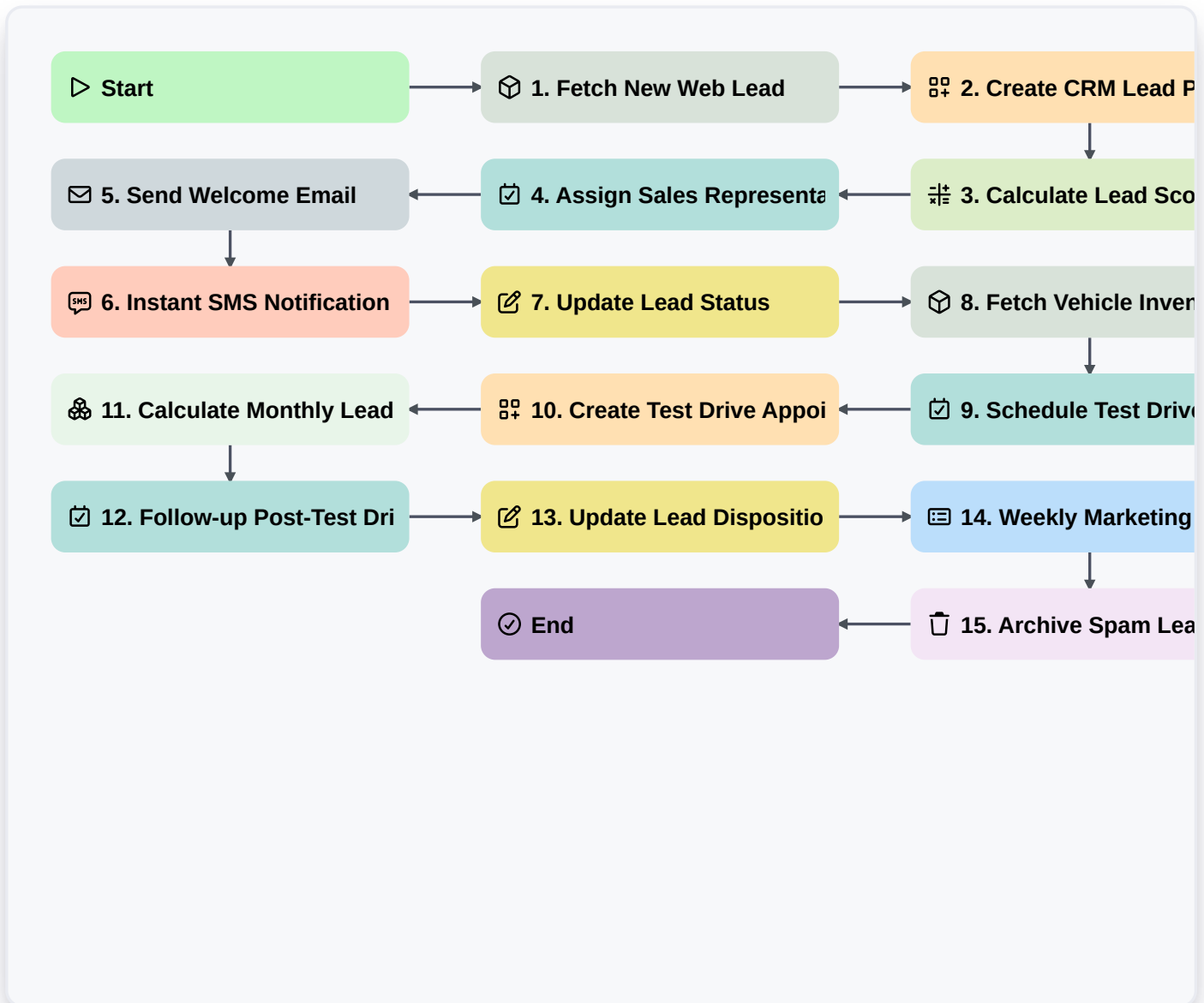


Automotive Digital Marketing Lead Workflow



▷ Start

Start of the Workflow/Process.

📦 1. Fetch New Web Lead

Retrieve new lead entries from the Lead Data Model submitted via website forms.

🗃️ 2. Create CRM Lead Profile

Create a new entry in the CRM Data Model to track the lead's journey.

🔢 3. Calculate Lead Score

Execute a formula based on lead attributes (e.g., model interest, budget, and urgency) to assign a priority score.

✅ 4. Assign Sales Representative

Create a task for the Sales Team Lead to assign the lead to a specific agent.

✉️ 5. Send Welcome Email

Send an automated personalized email to the lead confirming receipt of their inquiry.

📱 6. Instant SMS Notification

Send an SMS alert to the assigned Sales Rep to notify them of a high-priority lead.



7. Update Lead Status

Update the lead entry status to 'In Progress' once a salesperson is assigned.

8. Fetch Vehicle Inventory

Retrieve details from the Vehicle Inventory Data Model to match lead preferences.

9. Schedule Test Drive

Create a task for the Sales Agent to contact the lead and coordinate a vehicle viewing.

10. Create Test Drive Appointment

Create a new entry in the Appointment Data Model once a date is confirmed.

11. Calculate Monthly Lead Volume

Aggregate all lead entries for the current month to calculate total lead count and conversion rate.

12. Follow-up Post-Test Drive

Create a task for the agent to follow up with the customer 24 hours after the appointment.

13. Update Lead Disposition

Update the Lead entry with the outcome of the test drive (e.g., 'Interested', 'Not Interested').

14. Weekly Marketing ROI Report

Generate a report summarizing lead sources, costs, and conversion success for the marketing manager.

15. Archive Spam Leads

Delete or move entries to an archive model that have been flagged as fraudulent or spam.

End

End of the Workflow/Process.