

## **AWS Migration 2021 Customer Communications**

Objective: target customers that.....

### **Email 1**

Send date: Monday, July 12

Subject line: ATTN: 3 Days left to Update Your DealerFire DNS

As part of our initiative to improve stability for your website, all are being migrated to AWS (Amazon Web Services). This migration requires you to update your DNS. Failure to do so will result in your website **going offline** and customer may be affected when trying to reach your online dealership.

How to update your DNS: <https://www.dealerfire.com/aws-migration>

**You must complete these updates by July 15<sup>th</sup>. You have 3 days left to complete this transition.**

Reach out to our Support team at: (888) 556-2447 or [websitesupport@dealersocket.com](mailto:websitesupport@dealersocket.com) for questions.

### **Email 2**

Send date: Tuesday, July 13

Subject line: Action Required: 2 Days Until Your Website Goes Offline

We've been trying to reach you in regards to your DealerFire Website. You must update your DNS by July 15<sup>th</sup>, otherwise your website **will go offline**. This may result in your website no longer being accessible to your customers.

How to update your DNS: <https://www.dealerfire.com/aws-migration>

**You must complete these updates by July 15<sup>th</sup>. You have 2 days left to complete this transition.**

Reach out to our Support team at: (888) 556-2447 or [websitesupport@dealersocket.com](mailto:websitesupport@dealersocket.com) for questions.

*\*If you have already completed these changes, please disregard.*

### **Email 3**

Send date: Wednesday, July 14

Subject line: URGENT: 1 Day left to Migrate DealerFire to AWS

**You must update the DNS for your website** by July 15<sup>th</sup>. This is important as your website **will go offline** and customers may be affected. The process is quick and easy.

How to update your DNS: <https://www.dealerfire.com/aws-migration>

**You have 1 days left to complete this transition by July 15<sup>th</sup>.**

Reach out to our Support team at: (888) 556-2447 or [websitesupport@dealersocket.com](mailto:websitesupport@dealersocket.com) for questions.

*\*If you have already completed these changes, please disregard.*

#### **Email 4**

Send date: Thursday, July 15

Subject line: FINAL NOTICE to Keep your Website Active

Insert copy (can be same as one of emails above)

This is our final attempt to reach you in regards to migrating your DealerFire to AWS (Amazon Web Services). **Today (July 15<sup>th</sup>) is the final day to update your DNS before your website goes offline.**

Instructions can be found here: <https://www.dealerfire.com/aws-migration>

Reach out to our Support team at: (888) 556-2447 or [websitesupport@dealersocket.com](mailto:websitesupport@dealersocket.com) for questions.

*\*If you have already completed these changes, please disregard.*

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#### **Email 5**

Send date: Friday, July 16

Subject line: Your DealerFire DNS Needs Updating

Your DNS is past due for updating. This was due July 15<sup>th</sup>. It is required to migrate your website to AWS (Amazon Web Services). It takes very little time to update and we do the rest of the work!

Instructions can be found here: <https://www.dealerfire.com/aws-migration>

Reach out to our Support team at: (888) 556-2447 or [websitesupport@dealersocket.com](mailto:websitesupport@dealersocket.com) for questions.

*\*If you have already completed these changes, please disregard.*

#### **Email 6**

Send date: Saturday, July 17

Subject line: Past Due Updating DealerFire DNS

In order to keep your website active, you must update your DNS. We have sent multiple reminder emails to let you know this was due July 15<sup>th</sup>. Failure to do so may affect customers trying to reach your website.

Instructions can be found here: <https://www.dealerfire.com/aws-migration>

Reach out to our Support team at: (888) 556-2447 or [websitesupport@dealersocket.com](mailto:websitesupport@dealersocket.com) for questions.

*\*If you have already completed these changes, please disregard.*

#### **Email 7**

Send date: Sunday, July 18

Subject line: Action Required: DealerFire DNS Change

Your DNS was due to be updated by July 15<sup>th</sup>. Please do so immediately, as this may affect customers trying to reach your website.

Instructions can be found here: <https://www.dealerfire.com/aws-migration>

Reach out to our Support team at: (888) 556-2447 or [websitesupport@dealersocket.com](mailto:websitesupport@dealersocket.com) for questions.

*\*If you have already completed these changes, please disregard.*

### **Email 8**

Send date: Monday, July 19

Subject line: Final Courtesy Email for Updating Your DealerFire DNS

We have been trying to reach you regarding updating your DNS. This was due July 15<sup>th</sup>, and this is the final email. In order to keep your website active, you must update your DNS. The process is quick and easy and then leave the rest up to us.

Instructions can be found here: <https://www.dealerfire.com/aws-migration>

Reach out to our Support team at: (888) 556-2447 or [websitesupport@dealersocket.com](mailto:websitesupport@dealersocket.com) for questions.

*\*If you have already completed these changes, please disregard.*