

DIGITAL ADVERTISING (PPC)

Having a great site is essential. But, if you really want to get noticed by customers and search engines alike, you're going to want to pair your site with top-notch marketing services. Each piece of content and every PPC campaign is controlled by a human being to make sure that it is unique and makes sense for your specific dealership. Of course, we employ the latest industry tools to ensure that you get the most out of each product. You know, #technologyandstuff.

| | CAMPFIRE \$1,000-\$4,999 | BONFIRE \$5,000-\$9,999 | WILDFIRE \$10K+ |
|---|---|--|----------------------------------|
| AdWords-certified account manager | ✓ | ✓ | ✓ |
| Comprehensive keyword research | ✓ | ✓ | ✓ |
| Top 3 position targeting | ✓ | ✓ | ✓ |
| Competitor keyword research | ✓ | ✓ | ✓ |
| Split testing with search ads | ✓ | ✓ | ✓ |
| Mobile and desktop ads | ✓ | ✓ | ✓ |
| Geo-Targeting | ✓ | ✓ | ✓ |
| Google Analytics linking and conversion tracking | ✓ | ✓ | ✓ |
| All ad extensions | ✓ | ✓ | ✓ |
| Quality score monitoring | ✓ | ✓ | ✓ |
| Advanced remarketing and two sets of graphics | ✓ | ✓ | ✓ |
| Bing search ads | ✓ | ✓ | ✓ |
| Facebook advertising | ✓ | ✓ | ✓ |
| Dynamic inventory SEM (custom ads for every vehicle) | ✓ | ✓ | ✓ |
| In-stream and in-display video ads (YouTube, Pre-Roll, etc) | ✓ | ✓ | ✓ |
| Monthly analysis and recommendations | ✓ | ✓ | ✓ |
| Dynamic remarketing | | ✓ | ✓ |
| HTML 5 ads | | | ✓ |

ADWORDS-CERTIFIED ACCOUNT MANAGER

The DealerFire SEM team is fully certified in Google AdWords and Google Analytics, making it the most qualified team to manage your account. The team works in conjunction with your Shift Digital VDC and DealerFire Account Manager to implement your monthly marketing goals. You would be hard pressed to find any other vendor that provides more multiple layers of account assistance than DealerFire.

COMPREHENSIVE KEYWORD RESEARCH

We take great pride in our market analysis. By using tools such as Google Trends, AdWords Keyword Planner, THINKwithGOOGLE, and SEMRush, our team can devise and execute a monthly strategy that contends with your closest competitors.

TOP 3 POSITION TARGETING

There is a direct correlation between your brand visibility and conversions. Let's take advantage of this opportunity and target your brand placement within the top three results of Google's search network.

COMPETITOR KEYWORD RESEARCH

We help monitor and analyze what your competitors are doing with PPC and SEM so you can stay ahead of the game and in front of your potential customers.

SPLIT TESTING WITH SEARCH ADS

To help maximize ROI, we split test at least two ads with every ad group running in the account.

MOBILE AND DESKTOP ADS

Mobile visitors now make up the majority of web traffic across the internet. On average, mobile traffic makes up at least 50% of your overall visitor base, which means that you have to optimize your ads for mobile. Not only do we incorporate functions like click-to-call, but we also give you the best responsive website platform in the industry; we have the 5 AWA Pinnacle Awards to prove it, too.

GEO TARGETING

We wouldn't be doing our jobs if we didn't take your PMAs into consideration. Not only will we target your primary market, but we'll use our strategy to break into markets that you might not even know about yet.

GOOGLE ANALYTICS LINKING & CONVERSION TRACKING

All ad accounts are linked with Google Analytics, which allows us to pull in Google Analytics metrics like goals, visit duration, time on site, etc. This allows us to tailor and optimize accounts based on KPIs within Google Analytics.

ALL AD EXTENSIONS

Ad extensions help enhance and extend your normal text ads. When necessary and applicable, we apply all available ad extensions including sitelink, call, call out, location, and review extensions.

QUALITY SCORE MONITORING

Google can have some pretty strict guidelines on using competitor names and negative keywords. It's our job to stay current on those rules and deliver the most optimized campaign possible.

ADVANCED REMARKETING AND TWO CUSTOMIZED SETS OF GRAPHICS

We use the latest advancements in remarketing, along with bid strategies and targets to help you re-target consumers who already have been to your website. Plus, we'll throw in two customized sets of graphics!

BING SEARCH ADS

Expand your paid search to more car buyers on Bing! Our tools can easily clone and create campaigns on the Bing search network. Just like AdWords, campaigns, keywords, bids, and creative is updated and optimized to not only get you in front of relevant car buyers, but get you the best ROI.

FACEBOOK ADVERTISING

Search and display are not the only networks to concentrate on. We can leverage Facebook's robust targeting tools like email, phone, and Polk Data list creation to engage customers through interest and research intent.

DYNAMIC INVENTORY SEM

Campaigns, ads, and creative are produced and updated on the fly based on current inventory levels. Creative is updated to include unique selling points like current prices and stock levels. This applies for both new, used, and certified pre-owned.

IN-STREAM AND IN-DISPLAY VIDEO ADS

YouTube video ads with in-stream and in-display help build brand awareness and drive relevant clicks back to your website! With tons of targeting options from retargeting to in-market segments and keyword targeting, we help tailor campaigns to target your customers when it matters the most.

MONTHLY ANALYSIS AND RECOMMENDATIONS

We optimize and analyze on a daily basis but also give you a breakdown, along with recommendations at the end of every month!

DYNAMIC REMARKETING

Show previous visitors ads that contain vehicles and products they viewed on your site. With creative and compelling messages tailored to your audience, dynamic remarketing not only drives people back to your site, it also helps build engagement, leads, and sales.

HTML 5 ADS

Custom graphics comprise fully responsive, animated ads that appear on Google's display network and drive traffic to your specific programs and promotions.



CONTENT MARKETING

If you really want to get noticed by customers and search engines alike, you’re going to want to pair your website with top-notch marketing services. Each piece of content is developed by a human being, unique to your dealership and optimized for maximum organic reach.

INCLUDED

| | |
|--|---|
| Dedicated Content Developer | ✓ |
| Dedicated Account Manager | ✓ |
| Unique Content | ✓ |
| Competitor Keyword Research | ✓ |
| Optimized for All Screen Sizes/Devices | ✓ |
| Geo-targeting PMAs | ✓ |
| Google Analytics & Conversion Tracking | ✓ |
| Monthly Analysis and Recommendations | ✓ |
| Search Engine Optimization | ✓ |
| Custom Landing Pages | ✓ |
| Blogs | ✓ |
| Press Releases | ✓ |

DEDICATED CONTENT DEVELOPER

All DealerFire content developers are college-educated journalists. Each developer is given dedicated accounts to work on a monthly basis so that we can keep your dealer voice consistent.

DEDICATED ACCOUNT MANAGER

While your content developer will be building your site content, your account manager will handle all strategy related to your marketing initiatives. They will also provide your monthly reports.

UNIQUE CONTENT

One thing you can bank on: DealerFire's content will ALWAYS be unique to your brand. We never borrow from other sources, and we never duplicate to our other clients.

COMPETITOR KEYWORD RESEARCH

Knowing your market is one of our best value statements. By using specific tools, we can estimate what your competitors are developing for content and tailor our strategy to capitalize on any weaknesses.

OPTIMIZED FOR ALL SCREEN SIZES/DEVICES

All content that DealerFire develops is hosted on our proprietary responsive engine. This means that every single piece of content will be optimized for all device and screen sizes.

GEO-TARGETING PMA's

You may dominate your primary market area (PMA), but what about secondary cities that have not been capitalized on yet? We can create a strategy to pull customers from nearby markets.

GOOGLE ANALYTICS AND CONVERSION TRACKING

100% transparency: that's our belief when it comes to reporting on marketing activity. Each month, you'll receive a custom report with traffic and conversion tracking from every one of your pieces of content.

MONTHLY ANALYSIS AND RECOMMENDATIONS

In addition to your monthly reports, your account manager will coordinate with you on marketing strategy. It's up to us to make recommendations based on the previous month's results and your future marketing strategy.

SEARCH ENGINE OPTIMIZATION

We have one of the most advanced Search Engine Optimization optimization engines in the industry. Beyond that, your content developer is well versed in specific pieces optimized of content with keywords, anchor text, headings, and alt. image tags.

CUSTOM LANDING PAGES — \$250

These are pages created directly on your website to acquire and retain consumers with unique vehicle model research written in your dealer brand's voice. We can create pages based on model releases, competitor comparison, promotions, and even fixed ops. All pages are fully search engine optimized and responsive.

BLOGS — \$50

These posts are really the story of your dealership. Written on our integrated, fully responsive WordPress platform, each post has the ability to tell a story from your dealership or community. We leverage these posts via social media to create buzz and extend your digital reach.

PRESS RELEASES — \$250

Press releases are designed to be newsworthy. If you have a specific event or award to announce, you can use one of our custom-written releases via PRNewsWire to spread your news to the world.