



SUPERCHARGE

YOUR **MARKETING**

- SEO
- PPC
- Dynamic Landing Pages
- Display
- Video Advertising
- Social Advertising
- Email Marketing
- Web Care
- Social Media Management
- OTT, TV, Radio & Direct Mail

CONVERSION FOCUSED ONE MARKETING SOLUTION

Social Advertising

PPC

SEO

Video Advertising

Display

Social Media Management

Web Care

Print

OTT / TV

Mystery Shop

eBlasts

Direct Mail

Radio Streaming



WE HAVE BEEN A STELLANTIS DIGITAL CERTIFIED PROVIDER SINCE 2013

DELIVERING BEST IN CLASS RESULTS

SEO

RESULTS IN ORGANIC TRAFFIC



- Yext Partnership + Google Analytics & Search Console Monitoring
- Keyword Research & Rank Tracking
- Competitive Website Analysis
- Homepage Text Optimization
- META Title/Description Optimization
- Monthly Content
- Dynamic Lease/Buy Offers on Model Pages
- Local SEO
- Yext Certified Partner Listing
- Local Listing Duplicate Suppression
- GMB Optimization
- GMB Tracking Code
- Bi-Monthly GMB Audit

- Content Pages Posted to GMB
- Technical/Defensive SEO
- Navigation UX Optimization
- Backlink Audits & Link Disavow
- Link Building Strategy
- Year-End Content Relevancy Update
- Inventory Feeds on Content Pages
- Community Outreach Page
- GMB Department Listings
- Broken Internal Link Audits
- Address Crawl/Index Errors & Submit Sitemap
- Professional GA, Search Console & Tag Manager Setup

CUSTOM DISPLAY STRATEGIES WITH A HIGH ROI

DISPLAY

Type of Ads:

- Static
- Dynamic Inventory
- Animated
- Interactive

Type of Targeting:

- Retargeting
- Behavioral
- Contextual
- Database
- 1st & 3rd Party Data



THE ONLY CONVERSION FOCUSED SOLUTION

PPC

Powered By **AdGen**

- Low CPCs
- Low CPAs
- 100% Transparency
- Use of All Ad Extensions
- Smart Bidding
- GA Certified AEs
- GA Integration
- Bid Optimizer shown to reduce CPCs up to 20%

DYNAMIC LANDING PAGES

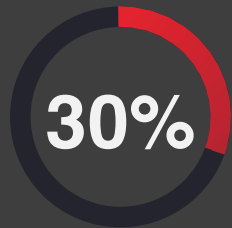
BENEFITS



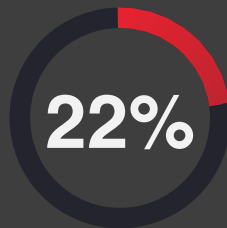
REDUCTION IN CPC



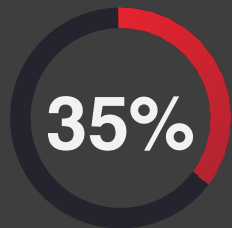
INCREASE IN CONVERSION RATES



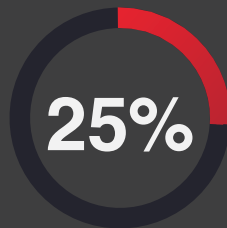
INCREASE IN SESSION DURATION



INCREASE IN PAGES / SESSION



INCREASE IN CTR



DECREASE IN BOUNCE RATE



Powered By: **CF Search Marketing**



Our proprietary in-house PPC Management tool developed specifically for dealerships paid search campaigns.



A relevant landing page is a key part of our strategy for automotive PPC. It provides a boost to your quality score, which lowers your cost-per-click (CPC).



Competitive Intelligence is crucial to stay ahead of your competition. AdGen CI gathers your competitors keywords, ad copy, extensions and feeds it back into the AdGen Core PPC system.



The AdGen suite is the most powerful set of management, dynamic, analytical, and intelligence programs on the market. Ask us how it can put you ahead of your competition today!

DEMAND ATTENTION

VIDEO ADVERTISING

Video Platforms: YouTube, Facebook, Instagram

Video Advertising Capabilities:

- Campaign setup & management
- Create skippable and non-skippable messages
- Cross-channel advertising
- In-stream video advertising
- Real-time bidding (RTB) and all video types
- Custom video production available

DELIVERING SALES

SOCIAL ADVERTISING

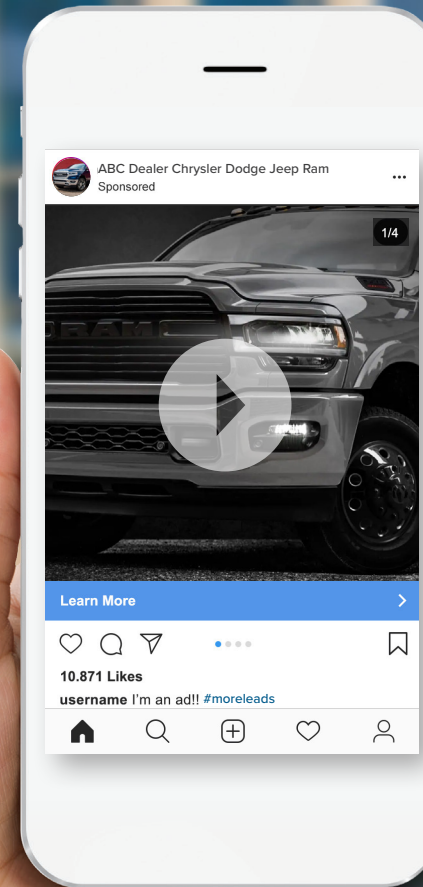
Increase Your VDP/SRP Views & Leads!

Facebook & Instagram Ad Products*:

- Dynamic Retargeting
- Dynamic Prospecting
- Lead Gen
- Website Traffic
- Video Collections

*Auto Inventory Ads (AIA) Supported (Using Feed As Creative)

Take your online video to the next level with CF Search's Award Winning Video Production prominently displayed on YouTube and Facebook. Receive views, engagement, and in-depth analytics reporting going beyond what traditional media can offer.



We offer a fully custom Facebook advertising solution. Leveraging Facebook's integrated Polk data, you can get your message to a specific audience better than any other media source. Facebook can also generate leads which are sent directly to your CRM. **You WILL sell cars on Facebook.**



Too busy selling cars? Let CF Search handle the heavy lifting on your Dealer Website. With our full service Web Care Packages, you and your employees are left to handle what you do best, **SELL CARS!**

DRIVING TRAFFIC

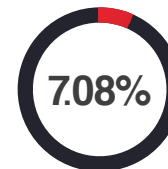
EMAIL MARKETING

- Audience Choice by Zip Code: In-market Shoppers; Lease Expiration, Purchase History, Garage Predictor (Vehicle Type & Age), Commercial/Fleet, Prime or Subprime Credit, RV Owners & Enthusiasts
- Targeted List by Geo
- UTM Codes for Click Tracking
- Emails Link Directly to the VDPs/SRPs
- Custom Creative
- PTO - Push To Open (a second email to those who opened the first one)

AVG CLICK TO OPEN RATE

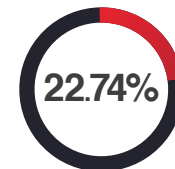


CF SEARCH
MARKETING



AUTOMOTIVE
INDUSTRY

AVG OPEN RATE



CF SEARCH
MARKETING



AUTOMOTIVE
INDUSTRY

PROACTIVE - NOT REACTIVE!

WEB CARE

- Create Custom Home Page Banners
- Manage New and Used Car Specials Page
- Update Parts and Service Specials Page
- Optimize for Conversion and Navigation
- Content Flow Check
- Link Checking and Repairs
- Widget Performance
- Exceptional Landing Pages
- Personalized Web Audit
- GMB Offers Posting

CUSTOMER ENGAGEMENT

SOCIAL MEDIA MANAGEMENT

AMPLIFY

- Fan base and build brand loyalty
- Pioneering application integration

GROW

- Real, local, in-market & brand-specific audiences
- Inventory views
- New sales funnel

FULL SERVICE

REPUTATION MANAGEMENT

BUILD

Customized portal, emails, and texting software to solicit reviews along with point-of-sale texting options for accelerated review solicitation

MONITOR

24-7 live review monitoring and notification

CORRECT

Custom, daily review response, copyrighting and posting available

REINFORCE

Best practices to solicit reviews

In today's market, engaging with the public is a must to build **your brand**. Social Media Marketing increases sales, improves customer retention and improves visibility in search engines.



Studies have shown up to 90% of consumers say their buying decisions are influenced by online reviews. Additionally 79% trust online reviews as much as personal recommendations and the fact that Google displays your reviews in search and map results, you cannot afford to ignore your online reputation.

CUSTOMER SATISFACTION

OEM SERVICES

Leads That Convert To Sales

- Dealer Mystery Shop Tool, which compares dealers' response time & messaging in one convenient dashboard & report
- National & Regional Website Audits with over 50 best practices & touchpoints
- National & Regional Landing Pages (Microsites) - Find a Dealer, Maps, Dealer Inventory Integration
- T2 and T2.5 Digital Campaigns
- OTT, TV, Radio, Eblasts & Direct Mail



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ONE MARKETING SOLUTION



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