

MARKETING

# Skyrush Marketing DIGITAL SERVICES

# We like to consider ourselves BRAND AMBASSADORS

Skyrush Marketing is a full-service advertising and marketing agency, specializing in the automotive vertical, with offices in New York and Florida. With over 40 years of experience in consumer retail, Skyrush is a seasoned legacy media partner with an emphasis on the evolving digital, search, social, display and video platforms.



CORE SERVICES	
SEARCH MARKETING Effective Paid Search	PAGE 2
DISPLAY MARKETING Remarketing and AI	PAGE 3
SOCIAL MARKETING Paid and Content Campaigns on the Leading Social Networks	PAGE 4
VIDEO MARKETING Custom Video Development and Marketing Campaigns	PAGE 5













# **Rev Up Conversions!**

Skyrush Marketing's effective paid search strategy ensures that you dominate your PMA for searches that lead to conversions. High Quality Scores + Real-Time Click Fraud Protection Makes Your Campaign up to 25% More Efficient!

# **CORE STRATEGIES**

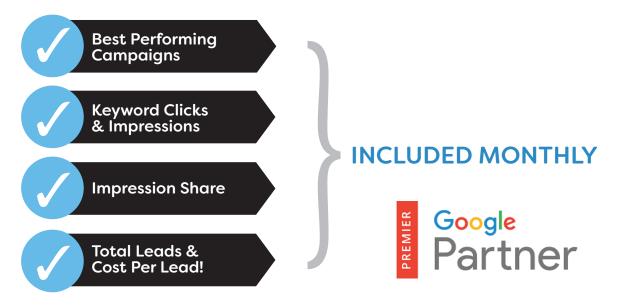
- Focus on low-funnel model searches that customers use when ready to buy!
- Focus on dealer searches to make sure you are #1 in your PMA
- Focus on local searches including all cities within your PMA

#### SERVICES TO ENSURE AN EFFICIENT BUY

- Advanced Features include Dynamic Search Ads and Search Retargeting
- Click Cease Real-Time Bot Fraud Protection Connected to Your Account
- Daily Management by Our Google Certified Experts
- Robust Negative Keyword List to Eliminate Waste
- High Ad Position on Mobile and Desktop
- High Impression Share for Core Models

#### Campaigns can include but are not limited to the following:

• Make/Model Searches, Dynamic Search Ads, Local Dealership Search, Conquest, Commercial, Finance, Parts & Service









# Cover the Road!

Skyrush Marketing's display marketing campaigns use the latest technology to build awareness of your dealership to car shoppers in your target geography.

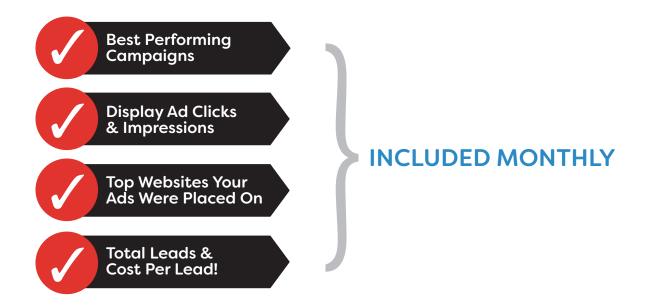
# **CORE STRATEGIES**

- Aggressive Remarketing Display Campaigns to Capture and Follow Likely Customers Throughout the Buying Cycle
- A.I. Learning Display Campaigns to Maximize Leads
- Cross-Device Targeting to Ensure Maximum Coverage

Skyrush Marketing's A.I. Display Campaigns Continually Learn to Increase Leads & Lower Cost Per Acquisition!

# SERVICES THAT MAKE YOUR CAMPAIGN SUCCESSFUL

- Custom Display Ad Creative Produced Monthly
- Focus on Top-of-Page Ad Placement on Premium Websites
- Dynamic Inventory Display Campaigns
- Daily Hands-on Management by Skyrush Marketing's Digital Team







# Turbo-Charge Customer Engagement!

Skyrush Marketing's social media management gives you the perfect combination of compelling content and lead-driven ads to grow engagement and sales for your dealership.

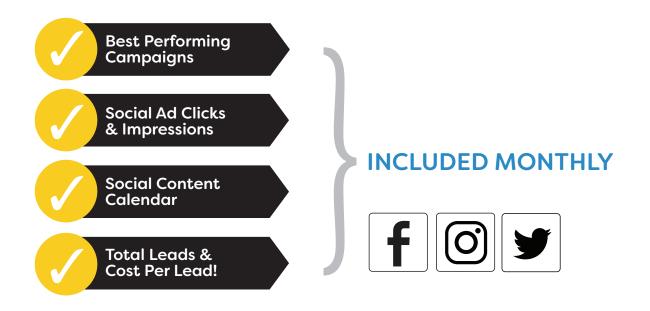
#### **CORE STRATEGIES**

- Geographically Focused Facebook, Instagram and Twitter Ad Campaigns
- Social Remarketing Campaigns
- Leveraging Your Data to increase Customer Retention

Our Facebook & Instagram Campaigns Have Increased Client Social Engagement by up to 800%

#### SERVICES THAT MAKE YOUR CAMPAIGN SUCCESSFUL

- Custom Graphic & Written Content Added Regularly to your Social Channels
- Advanced Campaigns Including Lead Form and Messenger Ads
- Daily Hands-on Management by Skyrush Marketing's Digital Team



# VIDEO PRODUCTION & CAMPAIGNS





# Accelerate Your Dealership!

Skyrush Marketing's in-house video team can shoot, edit and produce digital videos for use on your website, social channels and YouTube.

# **CORE STRATEGIES**

- Development of Impactful 15 and 30 second videos
- Distribution on your website and social channels
- Video Remarketing Campaigns

#### SERVICES THAT MAKE YOUR CAMPAIGN SUCCESSFUL

- Custom videos that aid social and organic growth
- Powerful vehicle spotlight videos with compelling offers
- Daily Hands-on Video Campaign Management by Cameron's Digital Team

#### Our Video Campaigns Deliver **6x more social** engagement vs static graphic ads

