Digital Advertising Recommendations

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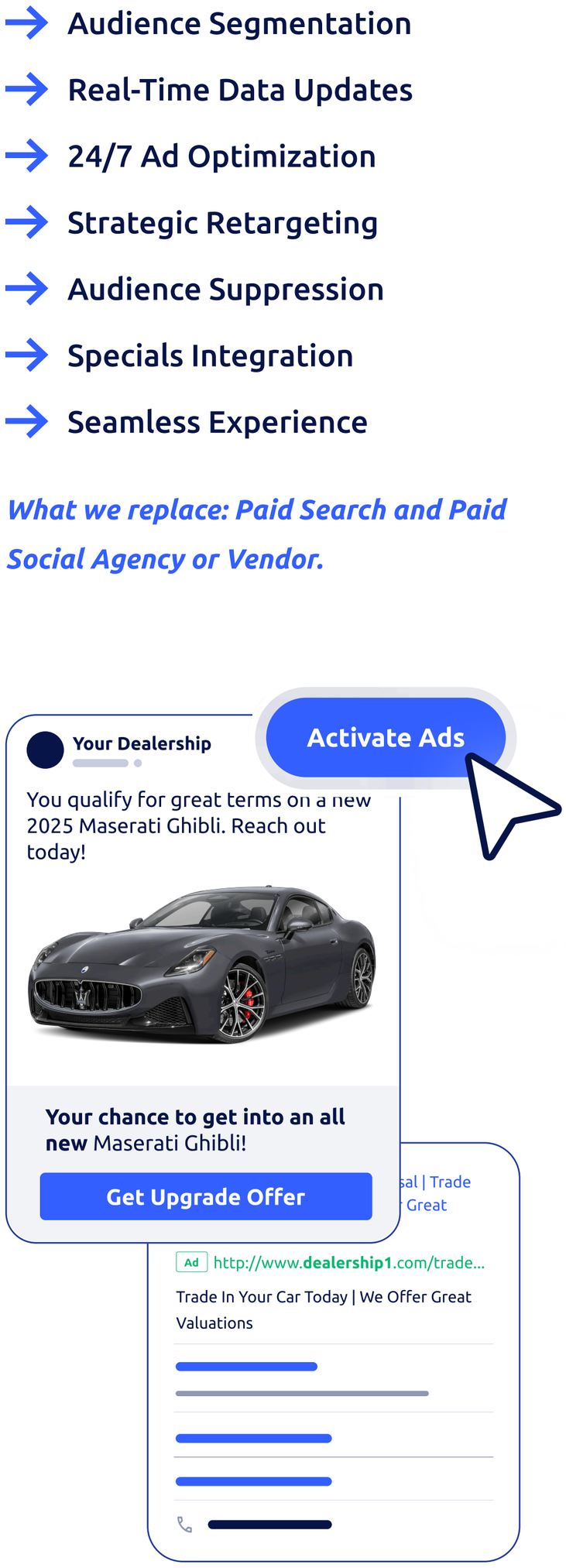
Key Features

- Automated Ad Generation
- Audience Segmentation
- Real-Time Data Updates
- 24/7 Ad Optimization
- Strategic Retargeting
- Audience Suppression
- Specials Integration
- Seamless Experience

What we replace: Paid Search and Paid Social Agency or Vendor.



Marketing and Advertising Strategy

Paid Search

- Objective: Capture high-intent shoppers actively searching for vehicles online.
- Approach: Implement AI-driven campaigns that focus on localized keywords, tailored to the specific needs of your market. Optimize bidding strategies to ensure your ads appear at the top of search results, maximizing visibility for potential buyers in your area.

Paid Social

- Objective: Engage with potential customers who are in the research phase or need more information before making a purchase.
- Approach: Use targeted ads on platforms like Facebook and Instagram to reach your local audience. Highlight unique offers, promotions, and customer testimonials to build brand awareness and drive traffic to your dealership.

CRM, DMS, Website Data Mining for Audiences to be Activated:

- Objective: Re-engage with existing customers and past leads, turning them into repeat buyers or first-time customers.
- Approach: Leverage your first-party data to create personalized ad campaigns that target customers based on their previous interactions, purchase history, and current vehicle ownership.

Expected Benefits:

- **Increased Local Visibility:** By focusing on local market targeting, you can improve your dealership's presence and attract more potential buyers from within the designated target-mile radius.
- **Higher Conversion Rates:** A combination of paid search and paid social ensures you're capturing both high-intent shoppers and those in the early stages of their buying journey.
- **Improved Customer Retention:** First party data mining allows you to stay connected with your existing customers, offering them value and reasons to return to your dealership.

This approach will help you address the current decline in market share and set the foundation for sustained growth in your local market.

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Recommended Strategy Breakdown:

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Store	Maserati
Budget	**$3,500**
Budget Allocations	New/OEM Inventory | Search- $700 Used Inventory | Search $600 Brand | Search- $400 Dealer Near Me | Search- $500 New Inventory | Pmax VLAs - $500 Trade In | Search, Social- $300 New, Used, Brand | Social- $500

Good	Better	Best
$2,000	$3,500	**$4,500**

***Note**

These tiers are based on factors such as the number of vehicles available on their lot and their location. The budget calculator offers a flexibility of 50% +/- around each recommendation tier, allowing for some adjustment within the "good," "better," and "best" ranges.

Budget Allocation Reasoning

- The “Good”, “Better”, Best” budget recommendation is based off of an example inventory of 20 New vehicles, and 10 used vehicles.
- Example location is Urban, budget can vary according to location. (Rural, Urban, Metro).
- Capping Brand at 7-10% ensures that we are implementing a full funnel approach to advertising.