

# Mercedes-Benz



## DIGITAL ADVERTISING (PPC)

Having a great website is essential. However, if you really want to get noticed by customers and search engines alike, you need to pair your website with top-notch marketing services. Each piece of content and every PPC campaign is controlled by an individual to make sure that it is unique and makes sense for your specific dealership. We employ the latest industry tools to ensure that you get the most out of each product. You know, #technologyandstuff.

**PREMIUM**  
**UP TO \$4,999**      **ELITE**  
**\$5,000+**

	<b>PREMIUM</b> <b>UP TO \$4,999</b>	<b>ELITE</b> <b>\$5,000+</b>
AdWords certified account manager	✓	✓
Comprehensive keyword research	✓	✓
Top three position targeting	✓	✓
Competitor keyword research	✓	✓
Split testing with search ads	✓	✓
Mobile and desktop ads	✓	✓
Geotargeting	✓	✓
Google analytics linking and conversion tracking	✓	✓
All ad extensions	✓	✓
Quality score monitoring	✓	✓
Bing search ads	✓	✓
Facebook advertising	✓	✓
In-stream and in-display video ads (YouTube, Pre-Roll, etc.)	✓	✓
Monthly analysis and recommendations	✓	✓
Dynamic inventory SEM (Custom Ads for Every Vehicle)	✓	✓
Advanced remarketing and two sets of graphics	✓	
Advanced remarketing and five sets of graphics		✓
Dynamic remarketing		✓

## **ADWORDS-CERTIFIED ACCOUNT MANAGER**

The DealerFire SEM team is fully certified in Google AdWords and Google Analytics, making them the most qualified team to manage your account. Our team coordinates with your Shift Digital VDC and DealerFire account manager to implement your monthly marketing goals. You'd be hard pressed to find another vendor that provides as many layers of account assistance as DealerFire.

## **COMPREHENSIVE KEYWORD RESEARCH**

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

## **TOP THREE 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 in the top three Google search results.

## **COMPETITOR KEYWORD RESEARCH**

We monitor and analyze your competitor's PPC and SEM to keep you in front of your potential customers.

## **SPLIT TESTING WITH SEARCH ADS**

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

## **MOBILE AND DESKTOP ADS**

Mobile visitors make up the majority of web traffic across the internet. On average, mobile traffic accounts for at least fifty percent of your overall visitor base. Your ads need to be optimized for mobile. Not only do we incorporate functions such as click-to-call, but we also provide the best responsive website platform in the industry; we are a five-time Automotive Website Awards (AWA) Pinnacle Platform Award winner.

## **GEO-TARGETING**

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

## **GOOGLE ANALYTICS LINKING AND CONVERSION TRACKING**

All ad accounts are linked with Google Analytics, which allows us to pull in Google Analytics metrics such as goals, visit duration, time on site, etc. We can 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 sitelinks, call, call-outs, location, and review.

## **QUALITY SCORE MONITORING**

Google has some strict guidelines for 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 throw in two customized sets of graphics.

## **BING SEARCH ADS**

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

## **FACEBOOK ADVERTISING**

Search and display are not the only networks on which you should concentrate. Leverage Facebook's robust targeting tools such as email, phone, and Polk data list creation— to engage customers through interest and research intent.

## **DYNAMIC INVENTORY SEM**

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

## **IN-STREAM AND IN-DISPLAY VIDEO ADS**

YouTube videos with in-stream and/or in-display ads 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 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**

Activate your inventory on the display network. Use real-time inventory to re-target users that have previously visited your VDPs.

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## CONTENT MARKETING

If you really want to get noticed by customers and search engines alike, you need 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 devices and screen sizes	✓
Geo-targeting PMAs	✓
Google analytics and conversion tracking	✓
Monthly analysis and recommendations	✓
SEO	✓
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 to keep your dealer voice consistent.

### DEDICATED ACCOUNT MANAGER

While your content developer builds your website content, your account manager handles all strategy related to your marketing initiatives. They will also provide your monthly reports.

## **UNIQUE CONTENT**

DealerFire's content is ALWAYS 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 greatest strengths. Using specific tools, we can estimate what your competitors are developing and tailor your strategy to capitalize on any weaknesses.

## **OPTIMIZED FOR ALL DEVICES AND SCREEN SIZES**

All content that DealerFire develops is hosted on our proprietary responsive engine: every piece of content is optimized for all devices and screen sizes.

## **GEO-TARGETING PMAs**

You may dominate your PMA, but what about secondary cities in which you haven't capitalized yet? We can create a strategy to pull customers from nearby markets.

## **GOOGLE ANALYTICS AND CONVERSION TRACKING**

When it comes to reporting on marketing activity, we believe in 100 percent transparency. Each month, you'll receive a custom report with traffic and conversion tracking from every piece of your content.

## **MONTHLY ANALYSIS AND RECOMMENDATIONS**

In addition to your monthly reports, your account manager coordinates with you on marketing strategy. We make recommendations based on the previous month's results and your future marketing strategy.

## **SEO**

We have one of the most advanced SEO engines in the industry. Your content developer is also well-versed in specific pieces of content with keywords, anchor text, headings, and alt. image tags.

## **CUSTOM LANDING PAGES**

These are pages created directly on your website and written in your dealer brand's voice to acquire and retain consumers who have conducted unique vehicle model research. 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**

These posts tell 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**

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