



SERVICE CATALOG

Choose Our Agency *LOVE THE RESULTS!*

WHO IS CF SEARCH MARKETING?

We're Conversion Focused

- Established in 2008
- Stellantis Certified Digital Provider since 2013
- One-Stop Shop Digital & Traditional Marketing
(Partnered with Carrera Advertising)
- Automotive Experts with Over 40 Brands Nationwide
- Tier 2, Tier 2.5 & Tier 3 Campaigns
- Success-Driven Proprietary Technologies
- "Conversion Focused" Top Performer at Generating Quality Traffic & Conversions
- In-store Visits and 24 / 7 / 365 Live Support



DELIVERING BEST IN CLASS RESULTS

SEO

Our automotive SEO experts know what Google is looking for to get your site to the top of search results **and keep you there.**



OF ONLINE EXPERIENCES START WITH A SEARCH ENGINE



OF MARKETERS SAY THAT SEO IS THEIR TOP-QUALITY SOURCE OF LEADS



OF WEBSITE TRAFFIC COMES FROM ORGANIC SEARCH

LOCAL SEO:

- GBP Optimizations
- Yext Certified Partner Listing
- Community Outreach Page
- Cars For Sale On GBP

TECHNICAL SEO:

- META Title/Description, HP Text Optimization
- Navigation UX Optimization
- Broken Links Auditing
- Schema Markup

CONTENT SEO:

- Monthly Custom Content
- Dynamic Lease/Buy Offers on Model Pages
- Keyword Research & Rank Tracking
- GEO & Info Pages

CONVERSATIONAL SEO:

- Show Up For Voice Search

THE ONLY CONVERSION FOCUSED RESOLUTION

PPC

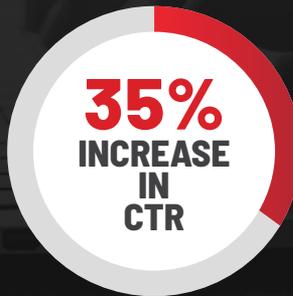
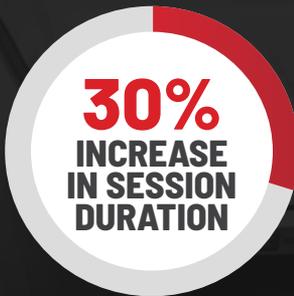
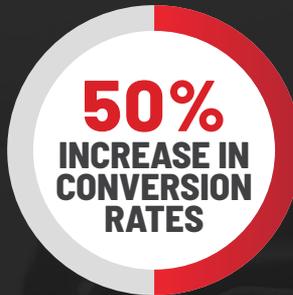
Powered by 

DYNAMIC LANDING PAGES

Get the best PPC suite of tools at your service, and with that, receive Dynamic Landing Pages to **match your ad offers** and encourage shoppers to take action.

- Lower Cost Per Clicks
- Lower Cost Per Acquisition
- 100% Transparency
- Use of ALL Ad Extensions
- Smart Bidding
- Google Certified Experts
- Google Analytics Integration
- Bid Optimizer
(proven to reduce CPCs by up to 20%)

BENEFITS:



INTELLIGENCE MEETS TECHNOLOGY



Powered by **CF Search Marketing**



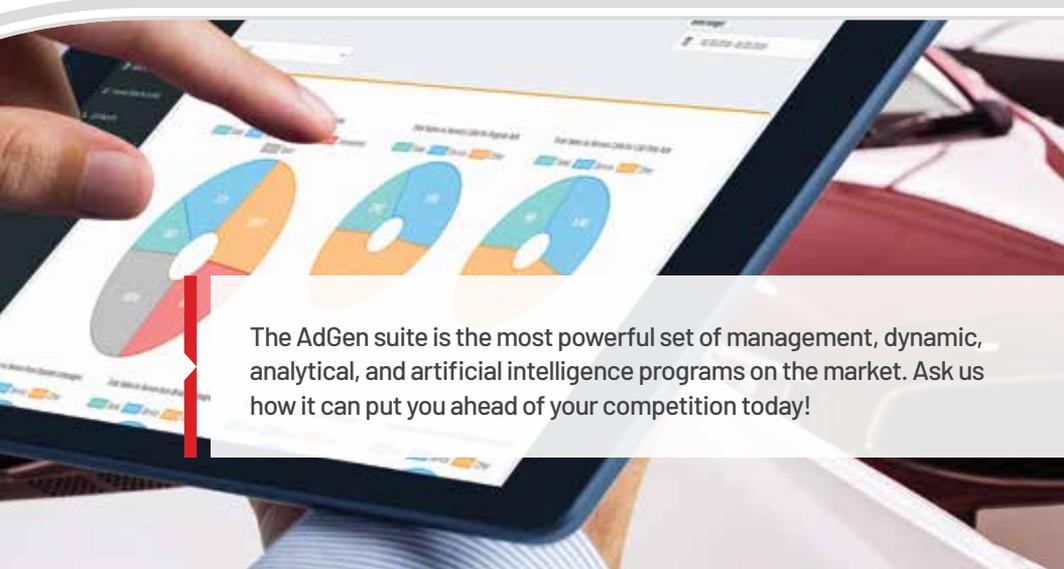
Our proprietary in-house PPC Management tool developed specifically for dealerships paid search campaigns.



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 artificial intelligence programs on the market. Ask us how it can put you ahead of your competition today!

CUSTOM DISPLAY STRATEGIES WITH A HIGH ROI

DISPLAY

CF Search Marketing develops a **custom display strategy** for our car dealers. We have the ability to reach users on multiple touch-points and provide a seamless experience across devices.

TYPE OF ADS

- Static
- Dynamic Inventory
- Animated
- Interactive

TYPE OF TARGETING

- Retargeting
- Behavioral
- Contextual
- Database
- CRM Targeting
- 3rd Party data

BOONE
CHRYSLER • DODGE • JEEP • RAM

2024 JEEP
GRAND CHEROKEE
2 & 3 ROW (EXCL. LAREDO)

10% OFF MSRP

Grand Cherokee is the Most Awarded SUV Ever.

PRESIDENT'S DAY SALES EVENT

SEE DEALER FOR DETAILS. EXP. 02/29/2024. [VIEW INVENTORY](#)

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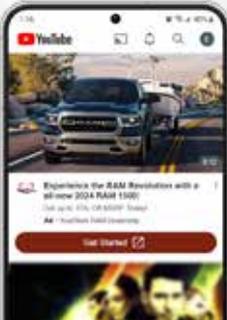
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GOOGLE PERFORMANCE MAX

Performance Max is a goal-based campaign type that uses machine learning to serve audiences a relevant ad with an optimal bid to maximize campaign performance. Performance Max drives 18% incremental conversions at a similar CPA to Search.

See your ads on these Google properties:

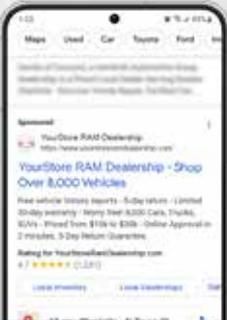
YouTube



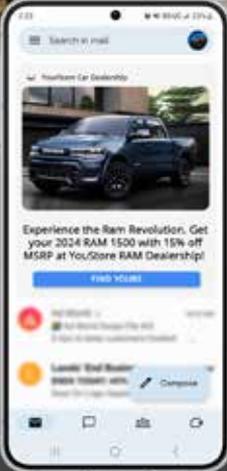
Display



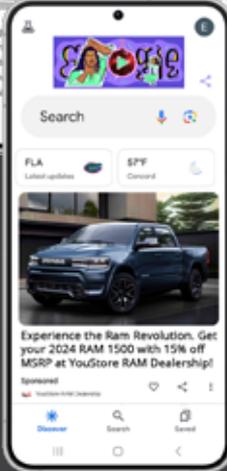
Search



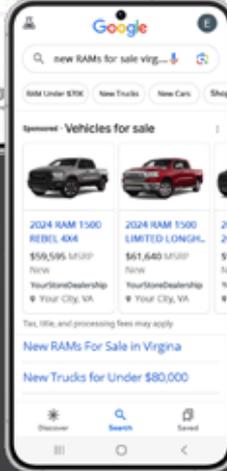
Maps



Gmail



Discover



Shopping

SHOPPER*id*

Collect. Engage. Convert. Activate.

1

COLLECT

Identify & build audiences from **all** your website shoppers for New, Used, Service down to the model level.

2

ENGAGE

Engage unconverted shoppers with personalized offers, mobile optimized tools and dynamic email.

3

CONVERT

Qualified leads into your CRM from anonymous traffic with verified cell numbers.

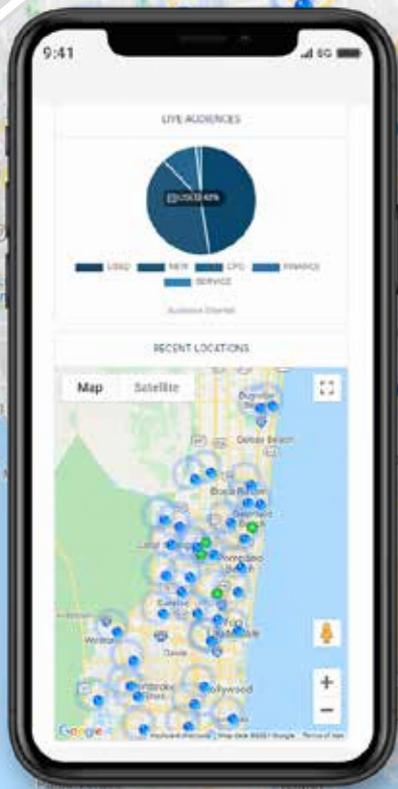
4

ACTIVATE

Unconverted website traffic into first party audience strategies.



40%
RE-ENGAGEMENT
RATES



COMMERCIAL LOCATION

Name Jim Smith

Address 1012 Main St

Phone 5612356789

Email jimmail@gmail.com

Currently Shopping



Audiences

TRADE NEW JEEP COMPASS NEW

Recent Pages

- Search New Jeep Inventory



NEW WAYS TO CAPTURE LEADS

INVENTORY INSIGHTS



- Track & monitor your competitors' inventory vs. your own
 - Estimated turn rate by new, used and body style
 - Inventory by model and body style
 - Inventory by price
 - Historical inventory
 - And more...
- Make smarter marketing decisions
- No contracts, month-to-month

HIGH IMPACT MARKETING THAT WORKS

VIRTUAL EVENT

A two to four week online digital event spanning across multiple channels and tactics designed to **generate leads quickly!**



INCLUDES:

Custom Landing Page

- Customized Seasonal or Holiday based landing page
- Lightning fast load times
- Receive CRM leads and email notifications
- Truly mobile first and friendly & more

Social Media

- Facebook & Instagram Cover Photos
- Custom Social Media Ads & more...

Email Marketing

- Conquest Email
- Database Email

Display Ads

- In-Market Audiences
- High Reach Campaigns
- Eye Catching Ads
- CRM Targeting



DRIVING TRAFFIC

EMAIL MARKETING

Acquire. Reactivate. Retain

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

PROACTIVE - NOT REACTIVE!

WEB CARE

Busy selling cars? Let CF Search Marketing handle the heavy lifting on your Dealer's Website. With our full service Web Care Packages, we'll **boost your website appearance** and make it stand out with fresh custom branded creative and up-to-date special offers.

- 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
- GBP Offers Posting
- Mystery Shops



USED WORK TRUCKS SPECIALS FINANCE SERVICE
-390-5734 Service 810-390-5444 Parts 810-390-5444
EVERY DAY AT LAFONTAINE LEARN MORE

INVENTORY SEARCH
VEHICLES AVAILABLE

Search By Stock Basic Search Advanced Search
New Stock Number SEARCH

Specials
Pre-Owned

3 TIRES
GET THE
FOR \$1*

12:07 4
Sell Down Event at Your Car Dealership...
YOUR DEALERSHIP

SECTION 179 TAX INCENTIVES AVAILABLE FOR VAN QUALIFY TO DEPEND UP TO \$10K
View Inventory

HUGE SELECTION OF RAM COMMERCIAL TRUCKS & VANS IN STOCK AND READY FOR IMMEDIATE DELIVERY!
View Inventory

THE LAFONTAINE FAMILY DEAL IS AVAILABLE FOR ALL COMMERCIAL PURCHASES!

DELIVERING SALES

SOCIAL ADS

Increase VDPs/SRPs & Leads!

Facebook & Instagram Ad Products*:

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

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

TikTok, LinkedIn, Snapchat, and more ...



CUSTOMER ENGAGEMENT

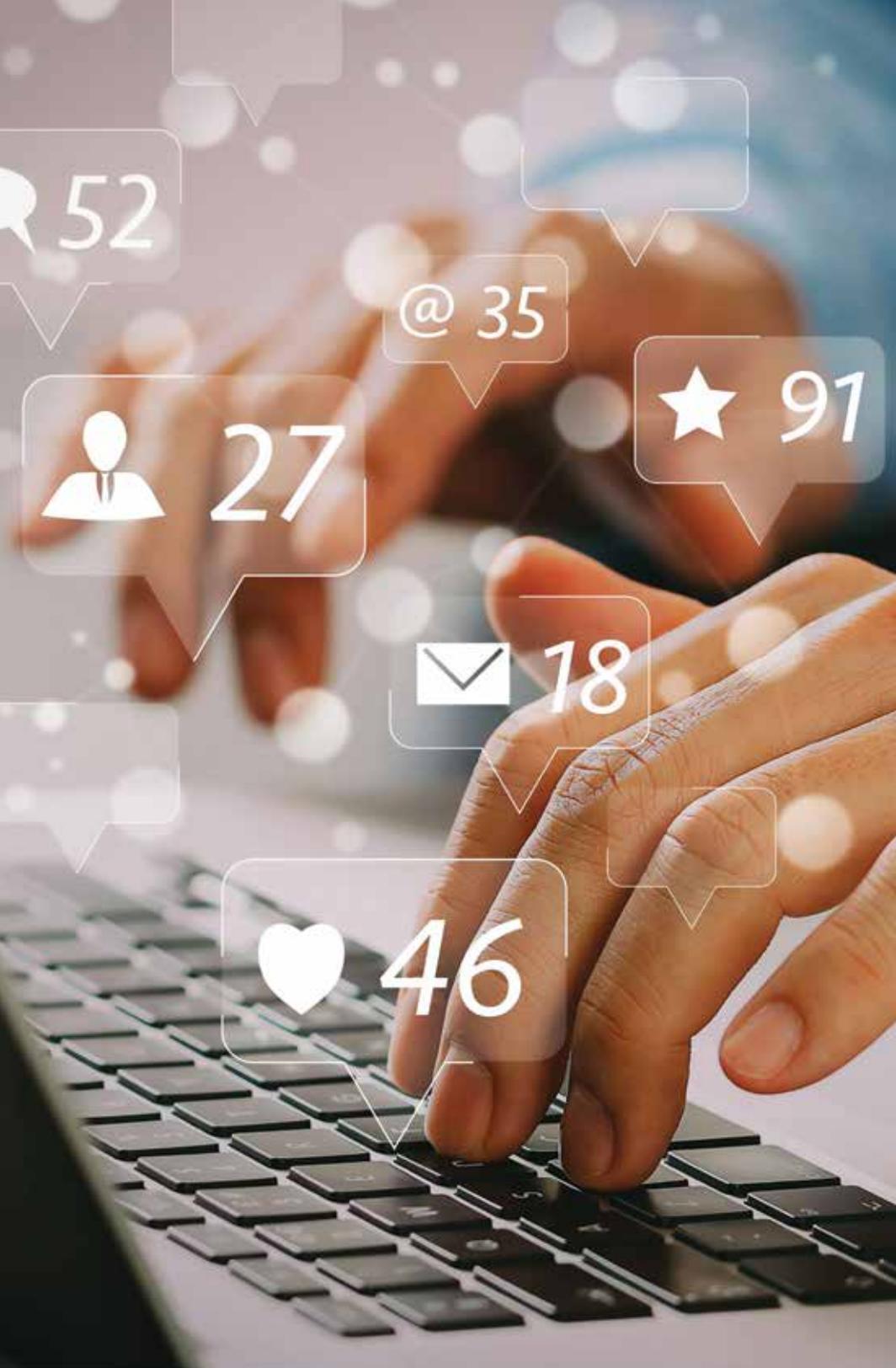
SOCIAL MEDIA MANAGEMENT

Amplify. Reach. Engage. Grow

 **Birdeye FULL SERVICE**

REPUTATION MANAGEMENT

- Monitoring and alerts on 15+ Sites
- Review Stream
- Mobile App for Manual Review Solicitation
- Custom Report Set up & Action Plan
- Top Review Sites Positive & Negative Review Responses
- All Responses to Google Q&A



52

@ 35

★ 91

👤 27

✉ 18

♥ 46

DEMAND ATTENTION



VIDEO ADVERTISING

YouTube. Facebook. Instagram. TikTok.

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

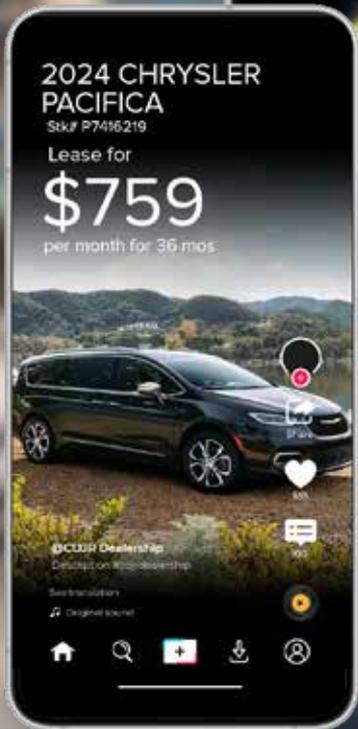
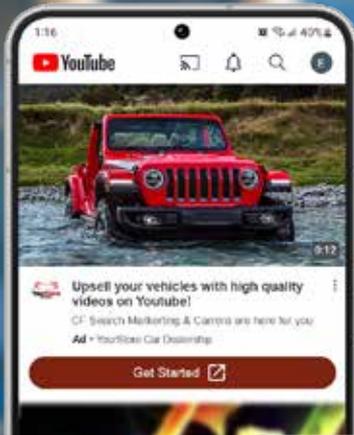
BRING OLV & OTT TOGETHER

STREAMING MEDIA

OTT. TV. Radio.

- 100% Control - We place inventory ourselves using our own DSP, working directly with ESPN, Hulu and Cable providers, enabling us to get premium inventory
- Premium Inventory
- Access to over 144 million users on over 250 platforms
- Customized targeting
- Filter capabilities such as capping and competitive ad separation





hulu

ESPN

peacock



CNN

sling

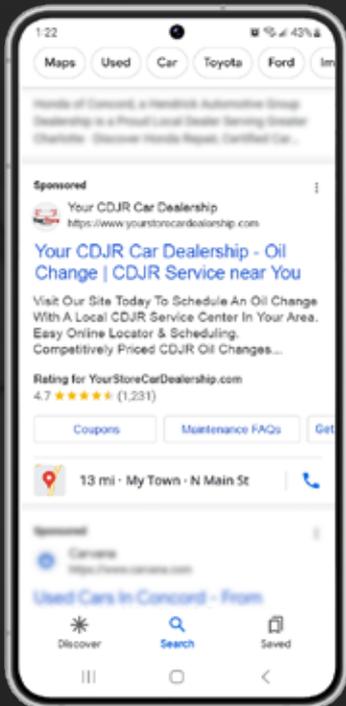


INCREASE YOUR RO'S

FIXED OP'S

“Hey Siri, where can I get an oil change?”

- Social Ads
- Same Day Appointments
- Monthly Specials
- PPC
- SEO: Service Content Pages
- Email Marketing
- Service Coupons
- Video Advertising: Offers / Seasonal
- Web Care: Service / Parts Specials





- ShopperID
- AdGen
- SEO
- Paid Search
- Display
- Demand Gen & Performance Max
- Google Business Profile
- Reputation Management
- Social Media Advertising
- Social Media Management
- Web Care & Site Audits
- Dynamic Landing Pages
- Email Marketing
- Traditional Media
- Video Advertising & Production
- And So Much More...



GET IN TOUCH
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sales@cfsearchmarketing.com