



GET IN TOUCH
1-800-217-0762
cfsearchmarketing.com
sales@cfsearchmarketing.com

SERVICES CATALOG

WHY CF SEARCH MARKETING?

Professional. Reliable. Trusted.

- Success-Driven Technology
- Top Performer at Generating Quality Traffic and Conversions
- Highly Certified Team
- Automotive Seasoned Experts
- In Store Visits
- 1-2-3 Tier Synergy
- 24 / 7 / 365 Live Support
- One-Stop Solution for Digital & Traditional (when partnered with Carrera Advertising, our sister company)

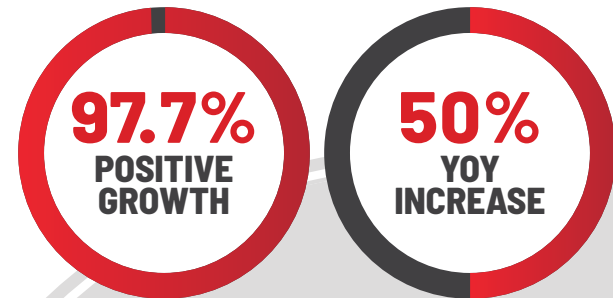


DELIVERING BEST IN CLASS RESULTS

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.** The results? More leads and more sales.

RESULTS IN ORGANIC TRAFFIC



LOCAL SEO:

- GBP Optimizations
- Yext Certified Partner Listing
- Community Outreach Page

TECHNICAL SEO:

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

CONTENT SEO:

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

CONVERSATIONAL SEO:


- Content that is conversational

DEFENSIVE SEO:

- Backlink Audits & Link Disavow
- Link Building Strategy

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:

20%
REDUCTION
IN CPC

50%
INCREASE IN
CONVERSION
RATES

30%
INCREASE
IN SESSION
DURATION

35%
INCREASE
IN
CTR

INTELLIGENCE MEETS TECHNOLOGY



Powered by **CF Search Marketing**



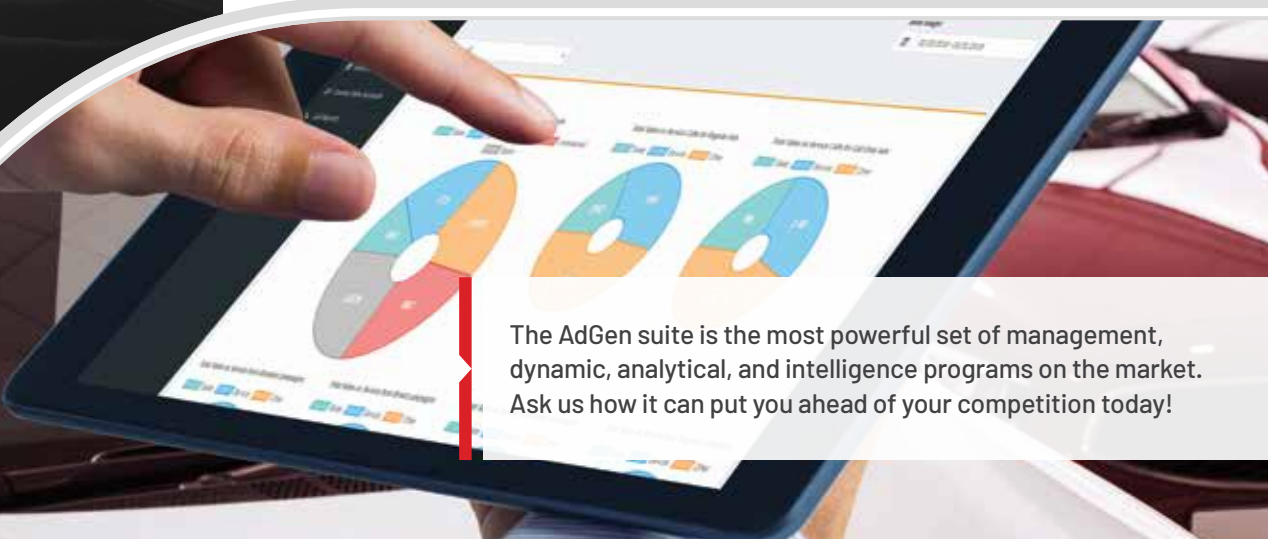
Our proprietary in-house PPC Management tool developed specifically for dealerships paid search campaigns.



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 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

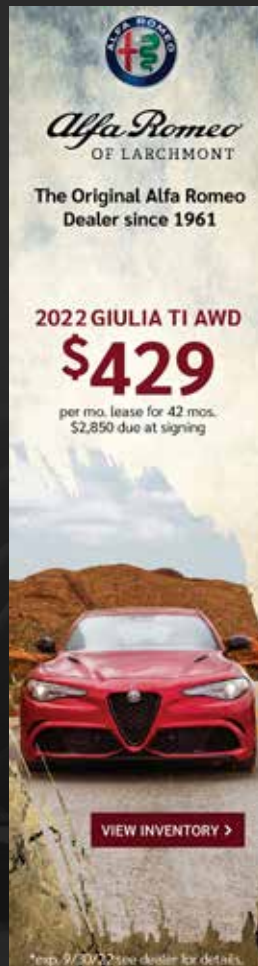
- Static
- Dynamic Inventory
- Animated
- Interactive

TYPE OF TARGETING

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



*exp. 9/30/22 see dealer for details.

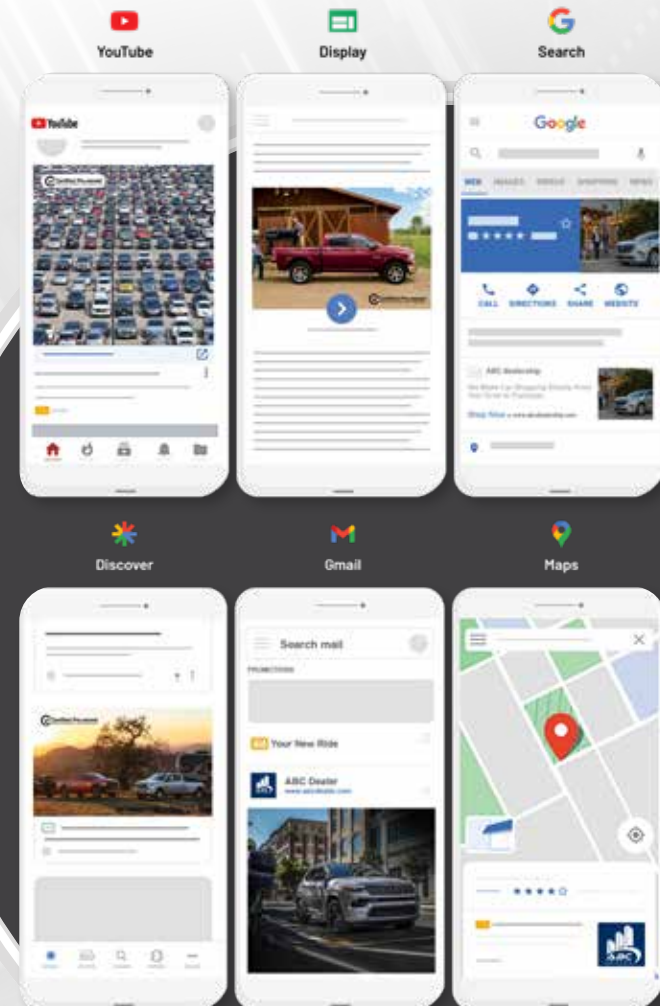


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GOOGLE PERFORMANCE MAX

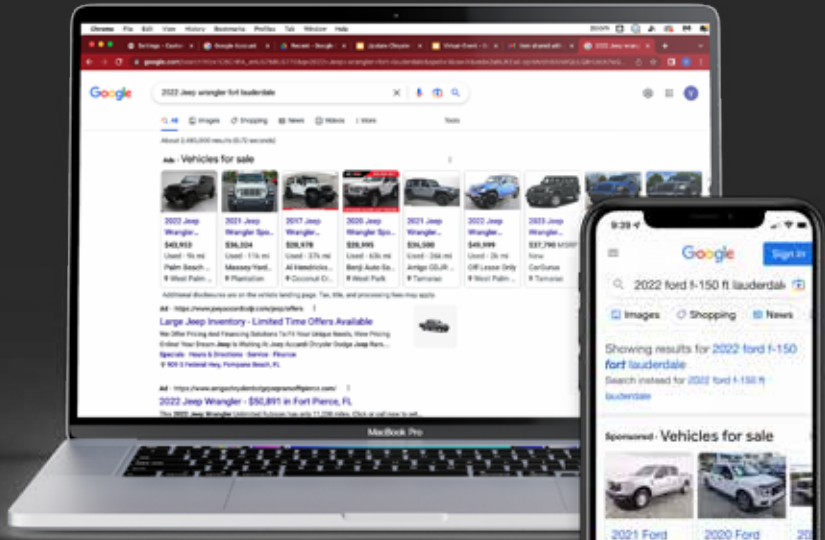
Local Campaigns have been replaced by **Google Performance Max!** A goal-based campaign type that uses machine learning to serve audiences a relevant ad with an optimal bid to maximize campaign performance.

See your ads on these Google properties:



NEW WAYS TO CAPTURE LEADS

GOOGLE SHOPPING ADS



- Ads with real-time availability and pricing
- Automated Inventory updates with feed
- Promote dealer's New & Used inventory
- Ads link to VDP's
- More qualified leads thanks to increased exposure and automated targeting

SHOPPER*id*

Identify. Engage. Convert.

01

IDENTIFY ANONYMOUS WEB VISITORS

98% of your website visitors are anonymous; **not anymore!** We help you unlock their names, emails, physical addresses, phone numbers & which pages (and how often) they are visiting your website.

02

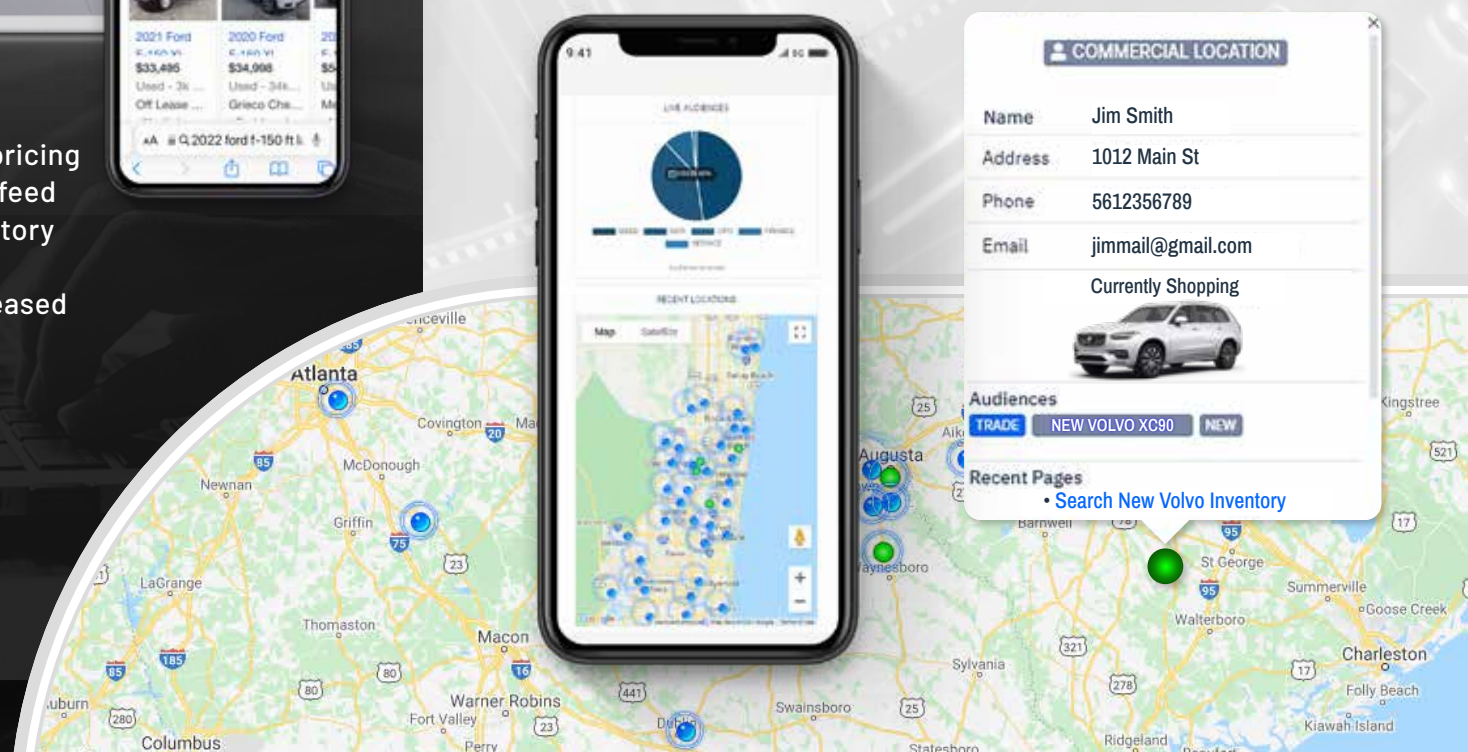
ENGAGE YOUR VISITORS

With our advanced data matching and AI technology, you can stop wasting money marketing to the wrong people, our automated marketing system can help hyper-target prospects. Up to **40% re-engagement** rate.

03

CONVERT LEADS INTO SALES

Rich data you can actually act on. Take conversions to the next level! Talk about supercharging your marketing and conversion rate.



NEW WAYS TO CAPTURE LEADS

INVENTORY INSIGHTS



- Track & monitor your competitors' inventory
- Easy access to inventory information
- Compare your inventory and your competitors at a glance
- Make smarter advertising decisions

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

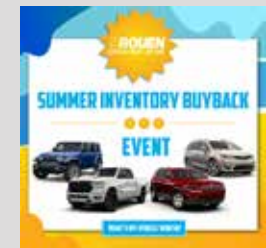
- Facebook Cover Photo
- Instagram Cover Photo & more

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, 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 creatives 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



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, Waze, and more ...

CUSTOMER ENGAGEMENT

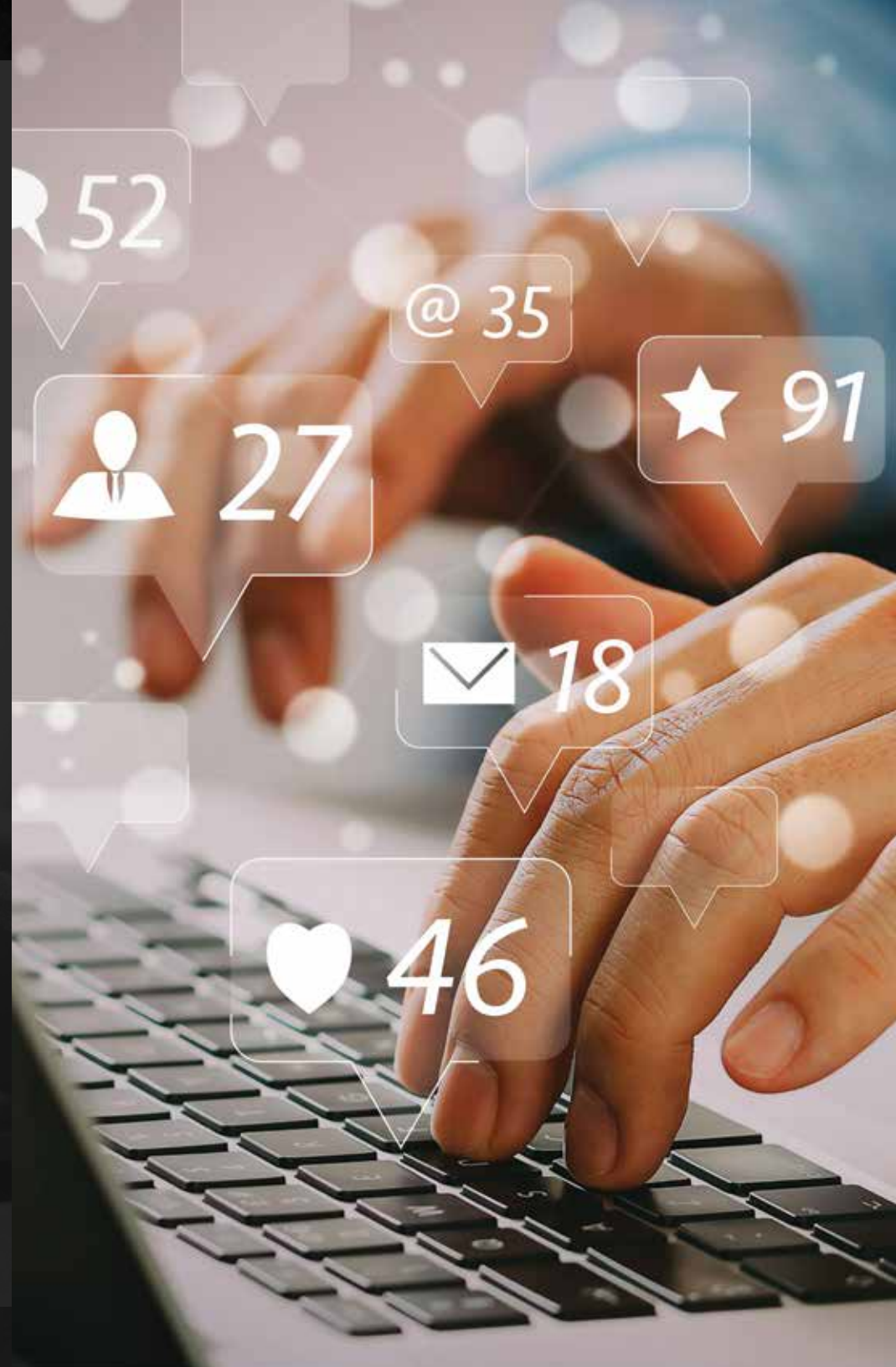
SOCIAL MEDIA MANAGEMENT

Amplify. Reach. Engage. Grow

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



DEMAND ATTENTION

VIDEO ADVERTISING

YouTube. Facebook. Instagram. TikTok

Video Advertising Capabilities:

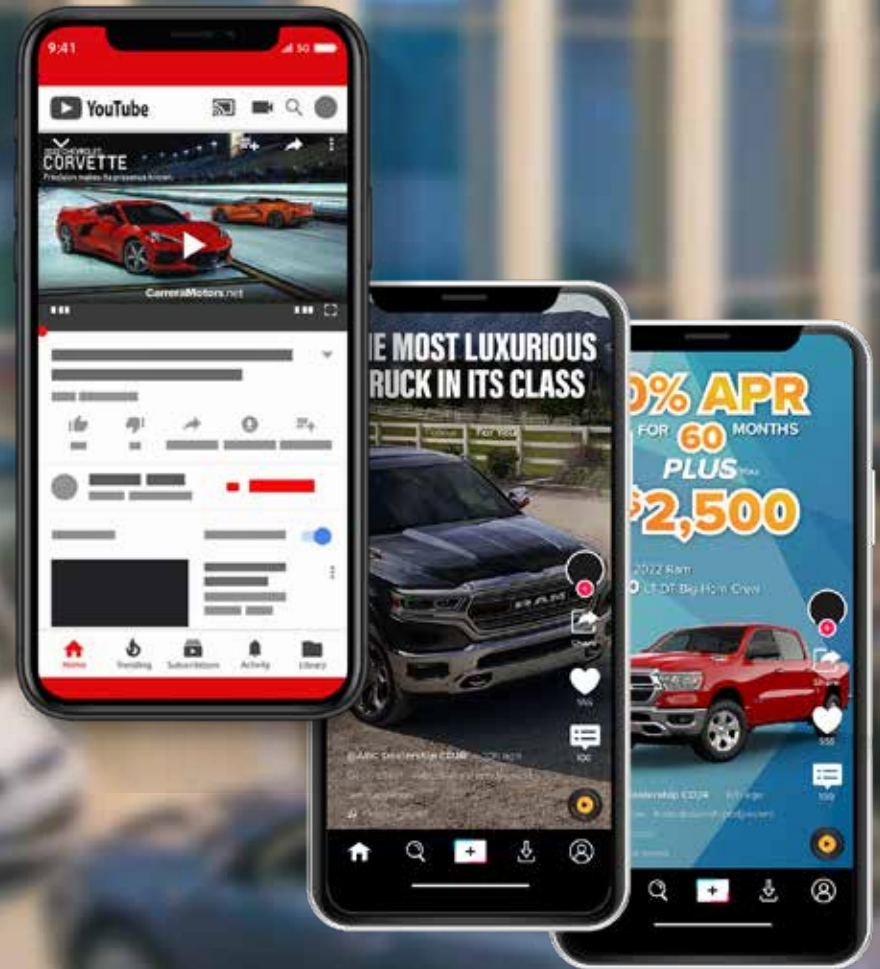
- Campaign setup & management
- Create skippable and non-skippable messages
- Cross-channel advertising
- In-stream video advertising
- Real-time bidding (RTB) and all video types
- Custom video production available

BRING OLV & OTT TOGETHER

STREAMING MEDIA

OTT. TV. Radio

- We place inventory ourselves using our own DSP, working directly with ESPN, Hulu and Cable providers, enabling us to get 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

ROKU



CNN

sling
TELEVISION



