

# FCA

FIAT CHRYSLER AUTOMOBILES



## 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**



**AdvertisingAge**



## PAID SEARCH ADVERTISING

### 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



INCLUDED MONTHLY





## 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

- ✓ Best Performing Campaigns
- ✓ Display Ad Clicks & Impressions
- ✓ Top Websites Your Ads Were Placed On
- ✓ Total Leads & Cost Per Lead!

**INCLUDED MONTHLY**



## 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

- ✓ Best Performing Campaigns
- ✓ Social Ad Clicks & Impressions
- ✓ Social Content Calendar
- ✓ Total Leads & Cost Per Lead!



**INCLUDED MONTHLY**





## 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.

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

### 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

- ✓ Best Performing Campaigns
- ✓ Video Ad Views, Clicks & Impressions
- ✓ Total Leads & Cost Per Lead!

**INCLUDED MONTHLY**

