



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

**SERVICES CATALOG**

# WHY CF SEARCH MARKETING

Professional. Reliable. Trusted.

- Success-Driven Technology
- Premium Ad Placements
- Precision Targeting
- 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)

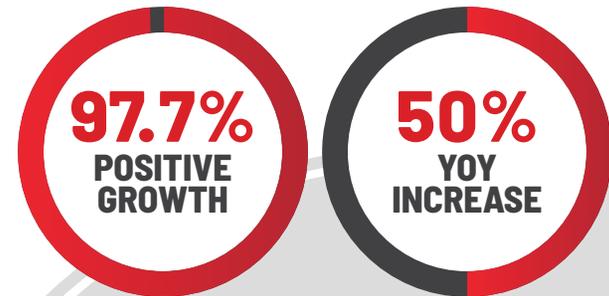


**DELIVERING BEST IN CLASS RESULTS**

## 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**



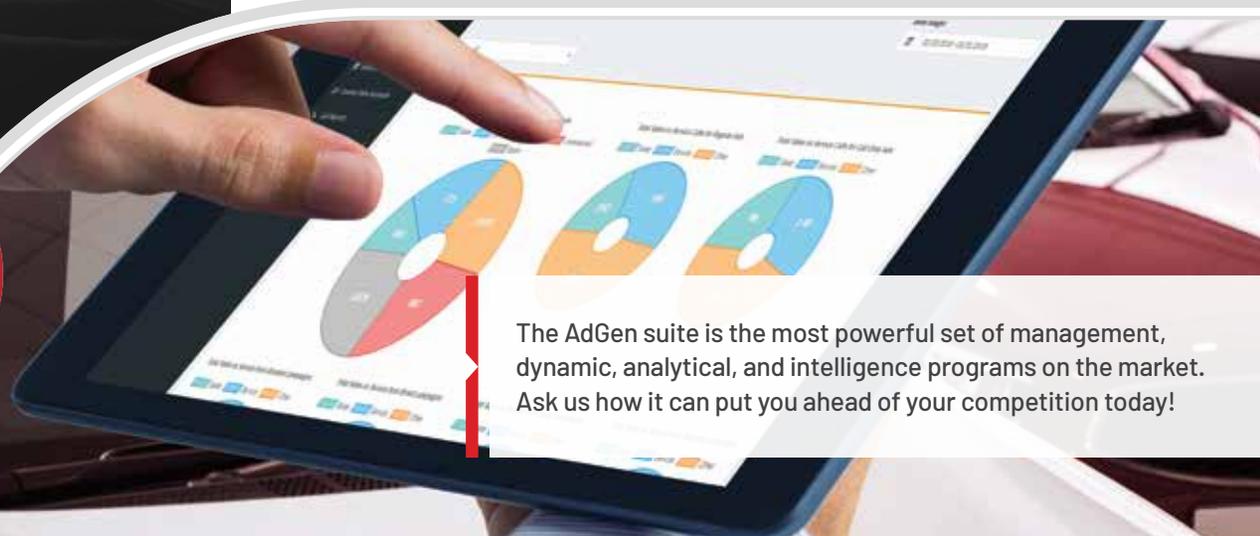
Our proprietary in-house PPC Management tool developed specifically for dealerships paid search campaigns.



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



# GOOGLE PERFORMANCE MAX

- Search
- Maps
- Display
- YouTube
- Gmail
- Discover



# 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.

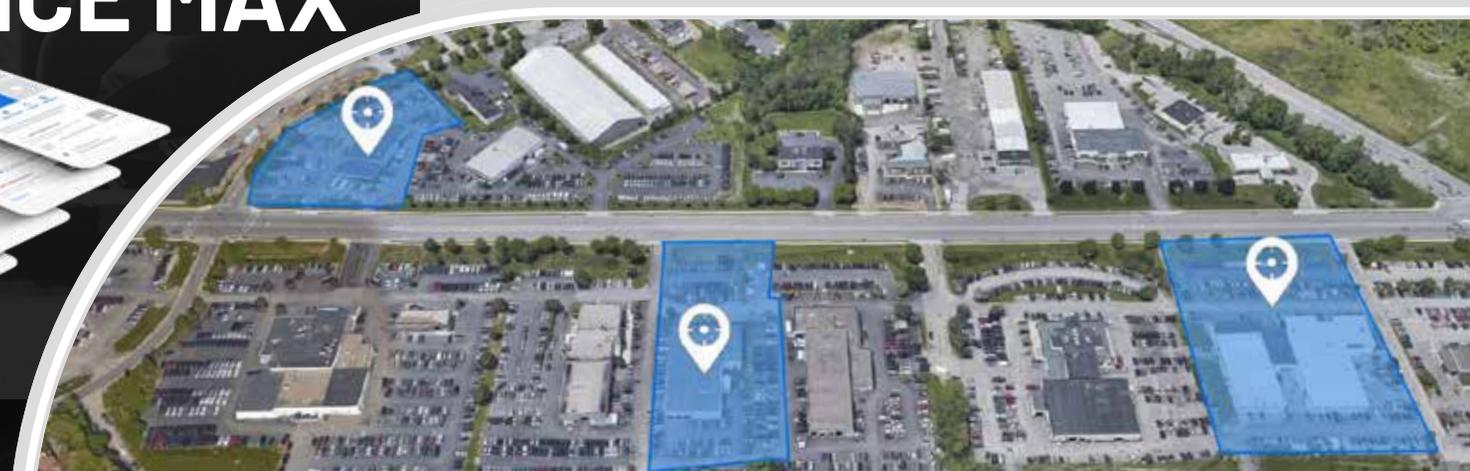
03

### 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.

## GeoLock

Steal traffic from competitors showroom floor!



## DRIVING TRAFFIC

# EMAIL MARKETING

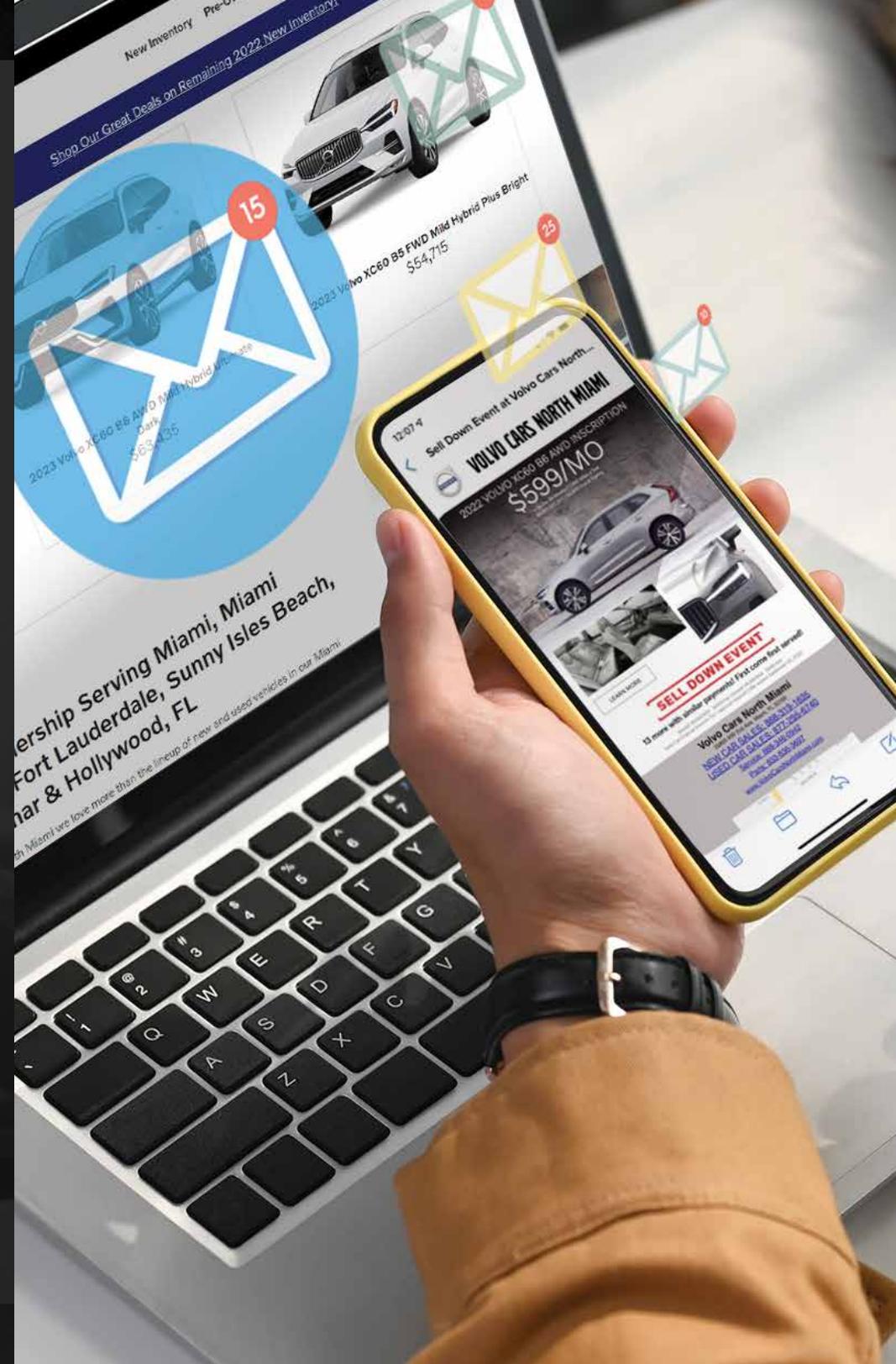
- Audience Choice by Zip Code: In-market Shoppers; Lease Expiration, Purchase History, Garage Predictor (Vehicle Type & Age), Commercial/Fleet, Prime or Subprime Credit, RV Owners & Enthusiasts
- Targeted List by Geo
- UTM Codes for Click Tracking
- Emails Link Directly to the VDPs/SRPs
- Dealer Branded 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

### Video Advertising Capabilities:

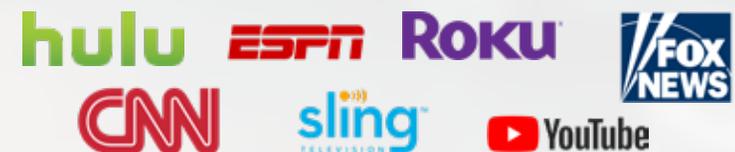
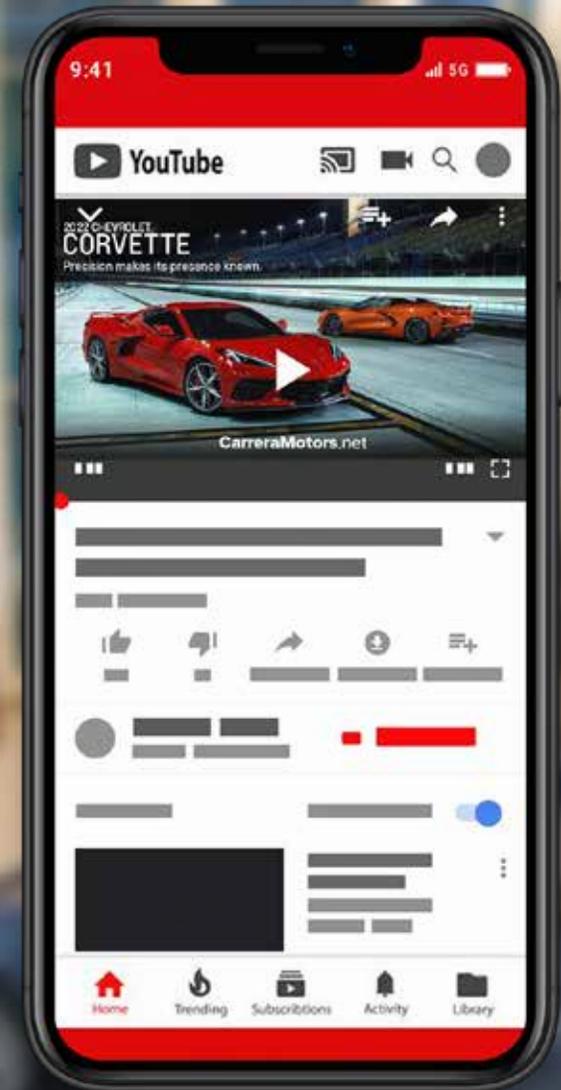
- Campaign setup & management
- Create skippable and non-skippable messages
- Cross-channel advertising
- In-stream video advertising
- Real-time bidding (RTB) and all video types
- Custom video production available

## 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

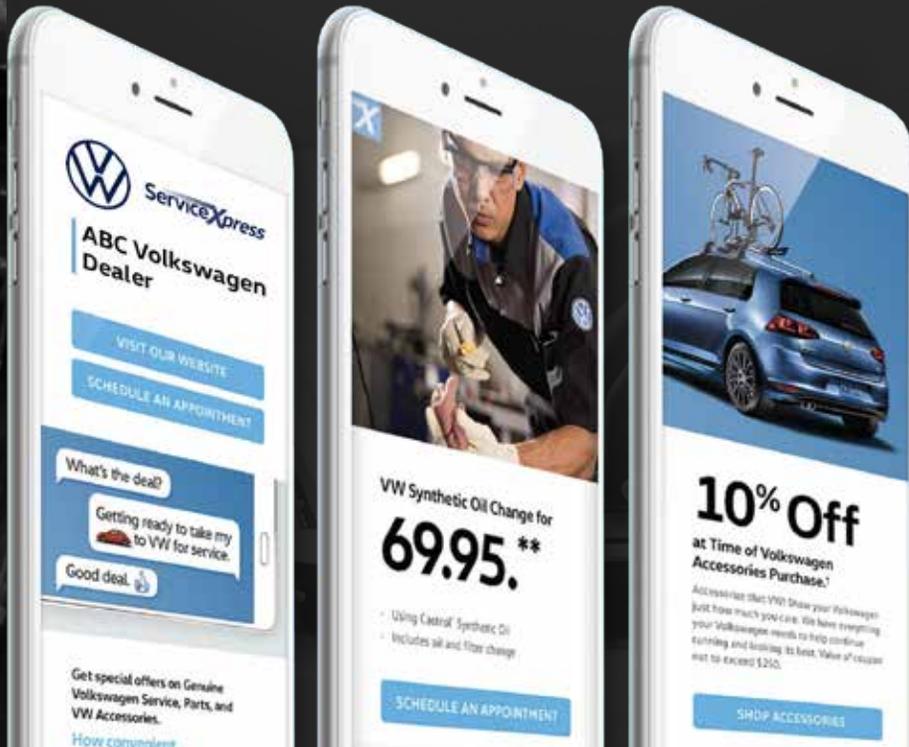


INCREASE YOUR RO'S

# FIXED OPS

"Hey Siri, where can I get an oil change?"

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



- Paid Search (PPC) with AdGen® & DLP
- Display & Retargeting Ads
- Discovery Ads
- Google Performance Max
- Search Engine Optimization (SEO)
- Cars for Sale on GBP
- Web Care
- ShopperID®
- Inventory Insights
- Social Advertising
- Video Advertising (OLV)
- TV, Streaming TV, Over The Top (OTT), & Streaming Radio
- Email Marketing
- Social Media Management
- Reputation Management
- Fixed Ops
- Dealer Mystery Shop
- Print, Direct Mail
- Tier 2, Tier 2.5 & Tier 3 Digital Campaigns

CF SEARCH MARKETING

Carerra Advertising