



Partnering with the Best











...and your dealership

About Us

TurnKey Marketing is the automotive industry leader for premium digital marketing and direct mail services. We combine leading edge technology and our award winning hands on account management, to deliver measurable ROI that helps you sell more and positively impact your dealership. Our integrated approach ensures that your Search, Social, Display, Video and even Traditional marketing work harmoniously together for greater success. Our sought after capabilities such as Dynamic Auto Ads, Google Dynamic Ads, MarketShare Optimizer, Facebook Marketplace integration and enhanced data targeting allow us to place your products in front of people that are in the market to purchase. This is just the tip of the iceberg, learn more by contacting us today at (866) 476-7748. We look forward to connecting with you!

CASE STUDIES





GOOGLE CASE STUDY

TurnKey Marketing embraces Google Al to drive clients' conversions 152%

A case study on TKMKT's successful Google Ads campaign resulting in a 152% conversion increase through strategies like ad targeting optimization, ad copy refinement, and automated bidding.growth.



TIKTOK CASE STUDY

TurnKey Marketing is helping various automotive clients with advertising on TikTok

TurnKey Marketing is a Southern California based advertising agency focused on helping clients reach their marketing objectives. For this TikTok campaign, they wanted to drive quality traffic to the Steve White Chrysler Dodge Jeep Ram website.



AMAZON CASE STUDY

Streaming TV (STV) ads can help drive sales and lower ad spend per vehicle sold

This case study by TKMKT demonstrating successful outcomes achieved through Amazon advertising, inventory management, and product optimization, leading to improved rankings, increased sales, and enhanced brand visibility.

(877) 534-1152 tkmkt.com/stellantis









thrOTTle Digital Video

Fully Integrated Connected TV Solution

HOW IT WORKS

Connected TV uses an internet connection to stream content to a television. Content is available through applications, which are accessed by Smart TVs or over-the-top (OTT) devices, like Apple TV and Roku.



Viewers stream content live and on-demand



Ad spots are purchased when viewers match your desired audience



Ads appear on actual TVs in full-screen, 100% viewable environments



Performance and Analytics are captured in real-time

WHY thrOTTle?

A Platform for Video Advertising

OTT (over-the-top) or CTV (connected TV) outperforms television and online video ads; It's often non-skippable, played less frequently than traditional ads and user-initiated, which leads to more genuine views.





TARGETING CAPABILITIES

Leverage geofenced powered conquesting to target competitive dealership visitors— the most effective and cost-efficient way to get in front high-intent consumers.

DETERMINISTIC ATTRIBUTION

Access detailed reports on dealership arrivals to gain a complete understanding of who is visiting and when, including insights into the channels and ads that are driving these visits.



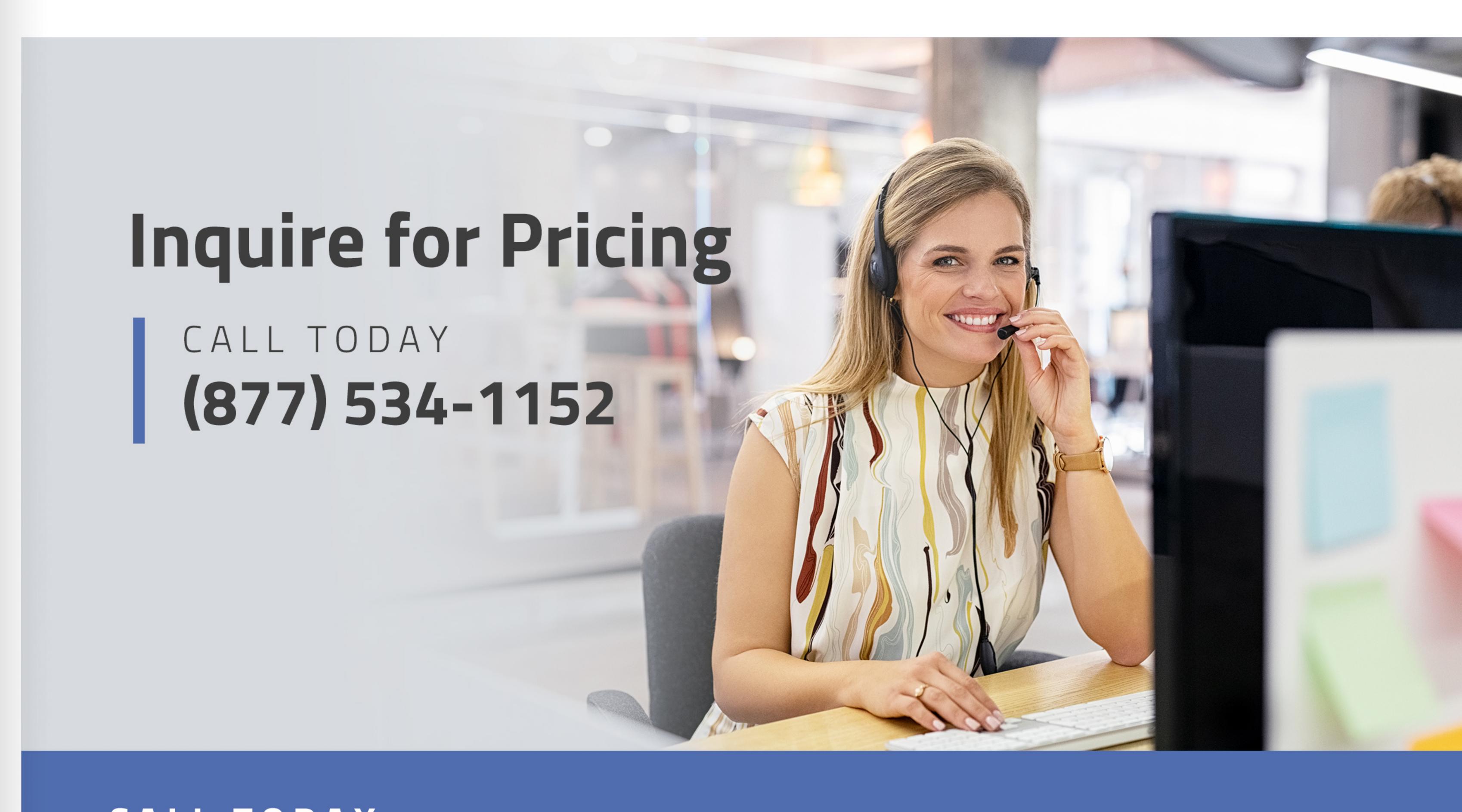




















Search & Display

Get in front of your prospects when they are prime to make a purchase decision. Our integrated digital advertising approach helps drive awareness, impact demand and capture more opportunities for your dealership.



Search is the #1 place people go to research a vehicle



Of car buyers use search engines



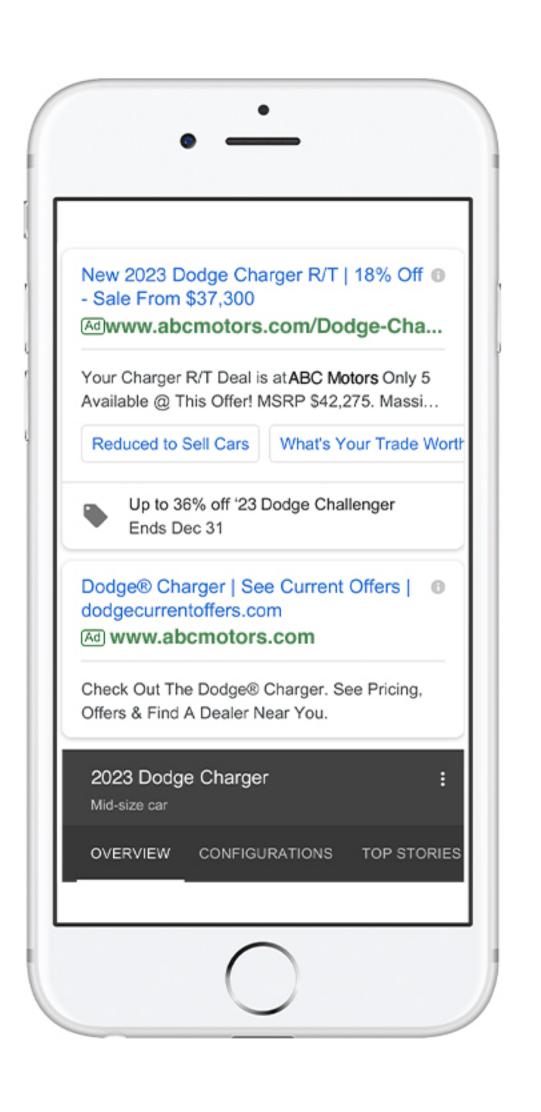
Search is the #1 place where buyers choose their dealer



Transaction based marketing

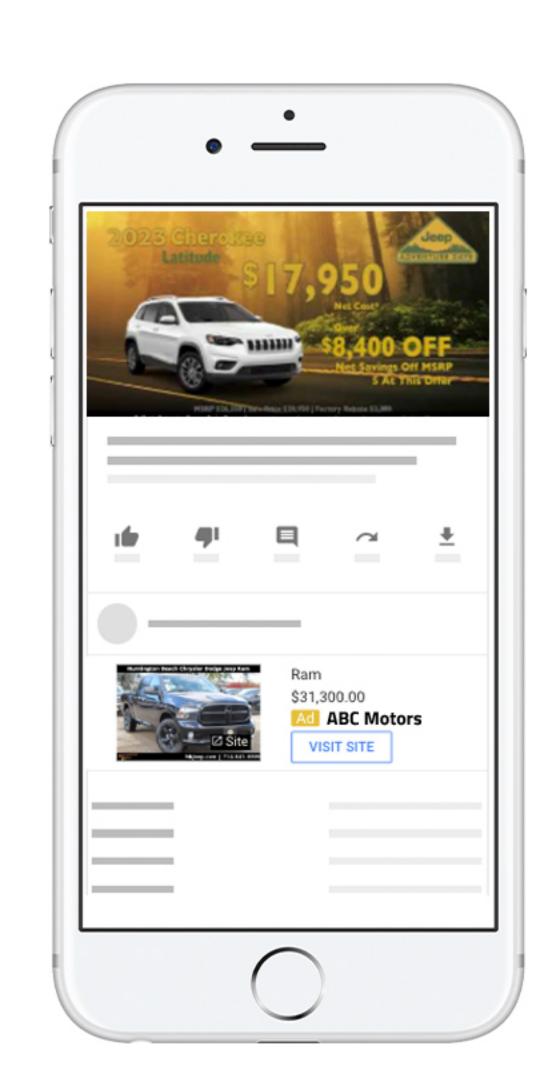
Search Ads

Capture Intent based searches



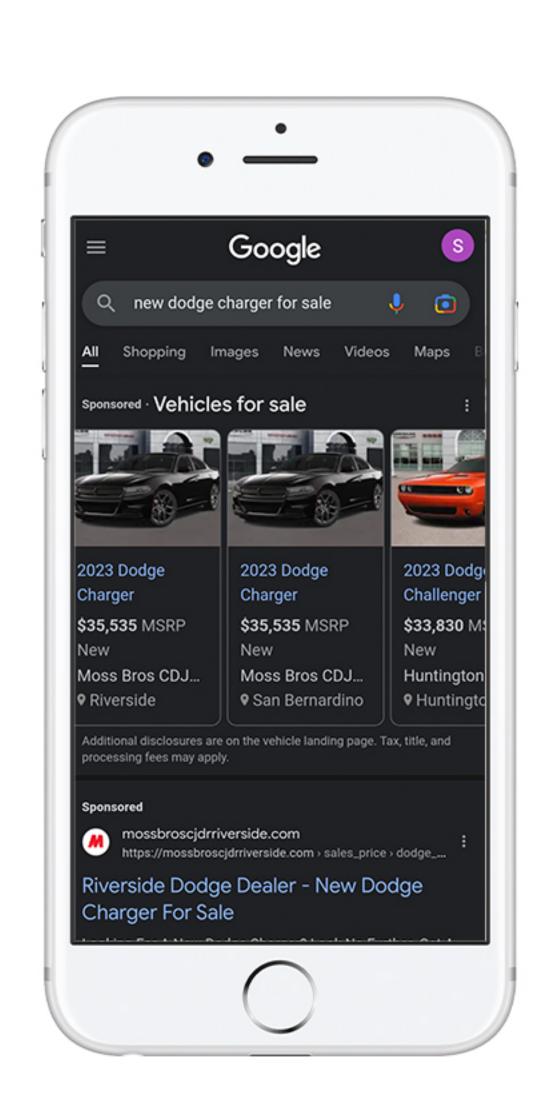
Display & Video

Captivate shoppers with rich media experiences



Google Vehicle Ads

Drive both offline and online conversions



STORE VISITS, LEAD ADS AND MORE...



PACKAGE OPTIONS — CALL FOR PRICING



ESSENITIAL

FOR MONTHLY BUDGETS OF \$5,000-\$7,499



ENHANCED

FOR MONTHLY BUDGETS OF \$7,500-\$9,999



PREMIUM

FOR MONTHLY BUDGETS OF \$10,000+

(877) 534-1152 tkmkt.com/stellantis









Social Advertising

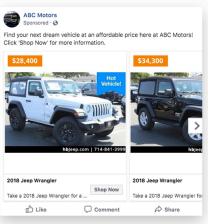
Reach more people and generate more opportunities with our integrated Facebook Advertising Program. Includes complete campaign management, ad design, targeting, list management, integrated Google Analytics tracking and performance tracking.



Dynamic Inventory Retargeting

Reach fresh prospects and retarget website visitors on Facebook and Instagram.

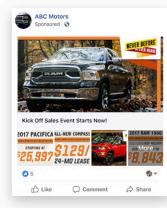




Immersive Experience Ads

Accelerate the acquisition of fresh prospects and retarget website visitors on Facebook and Instagram.





Fixed Ops Ads

Set more service appointments.







PACKAGE OPTIONS CALL FOR PRICING



ESSENTIAL

FOR MONTHLY BUDGETS OF \$3,000-\$4,999



ENHANCED

FOR MONTHLY BUDGETS OF \$5,000-\$6,999



PREMIUM

FOR MONTHLY BUDGETS OF \$7,000+

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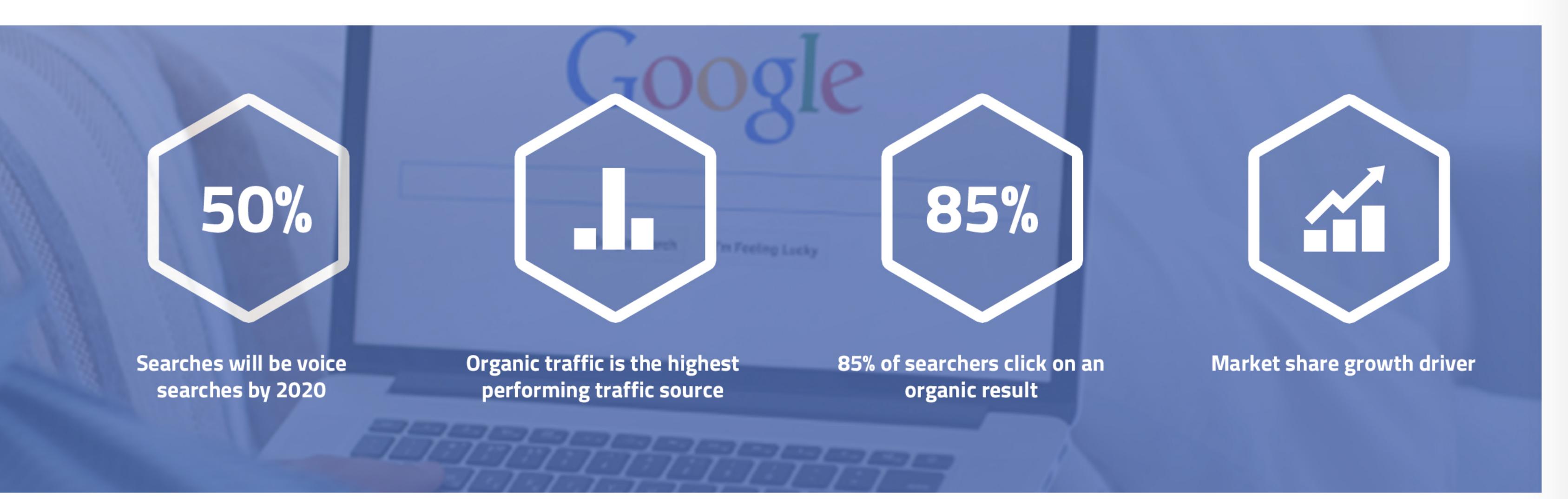






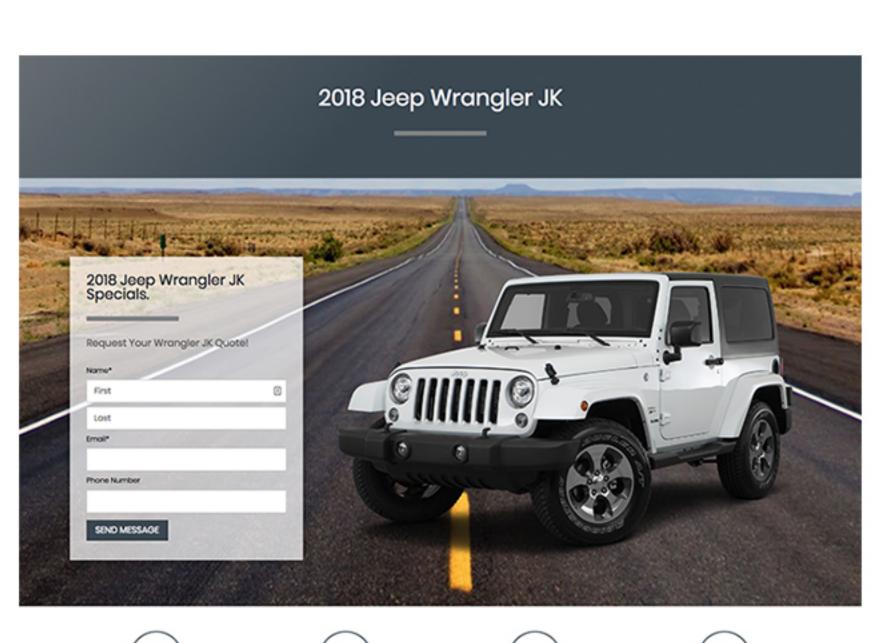
Search Engine Optimization

We specialize in Automotive SEO and help make sure that our client's site is ranking as high as it can in relation to their competitors, 3rd party sites and even the 1st and 2nd tier sites.

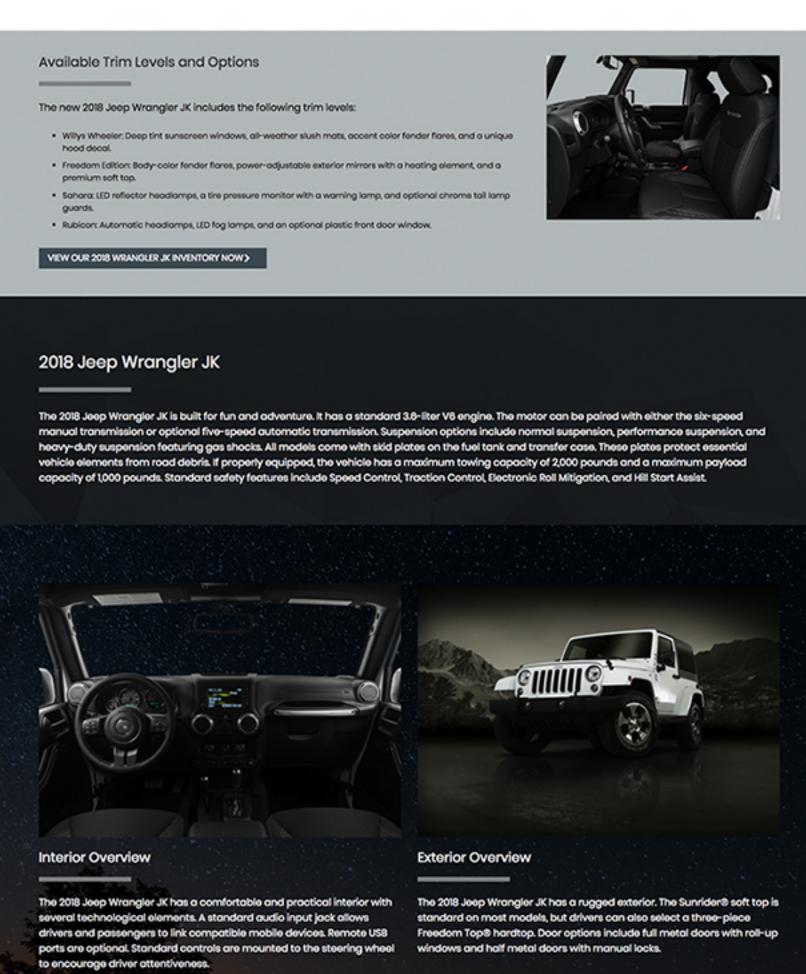


VIP Pages

Individual vehicle model details



Search New Jeep Vehicles in Our Discover Potential New Specials for Use Our Finance Application to Get Get an Estimate on Your Vehicle's

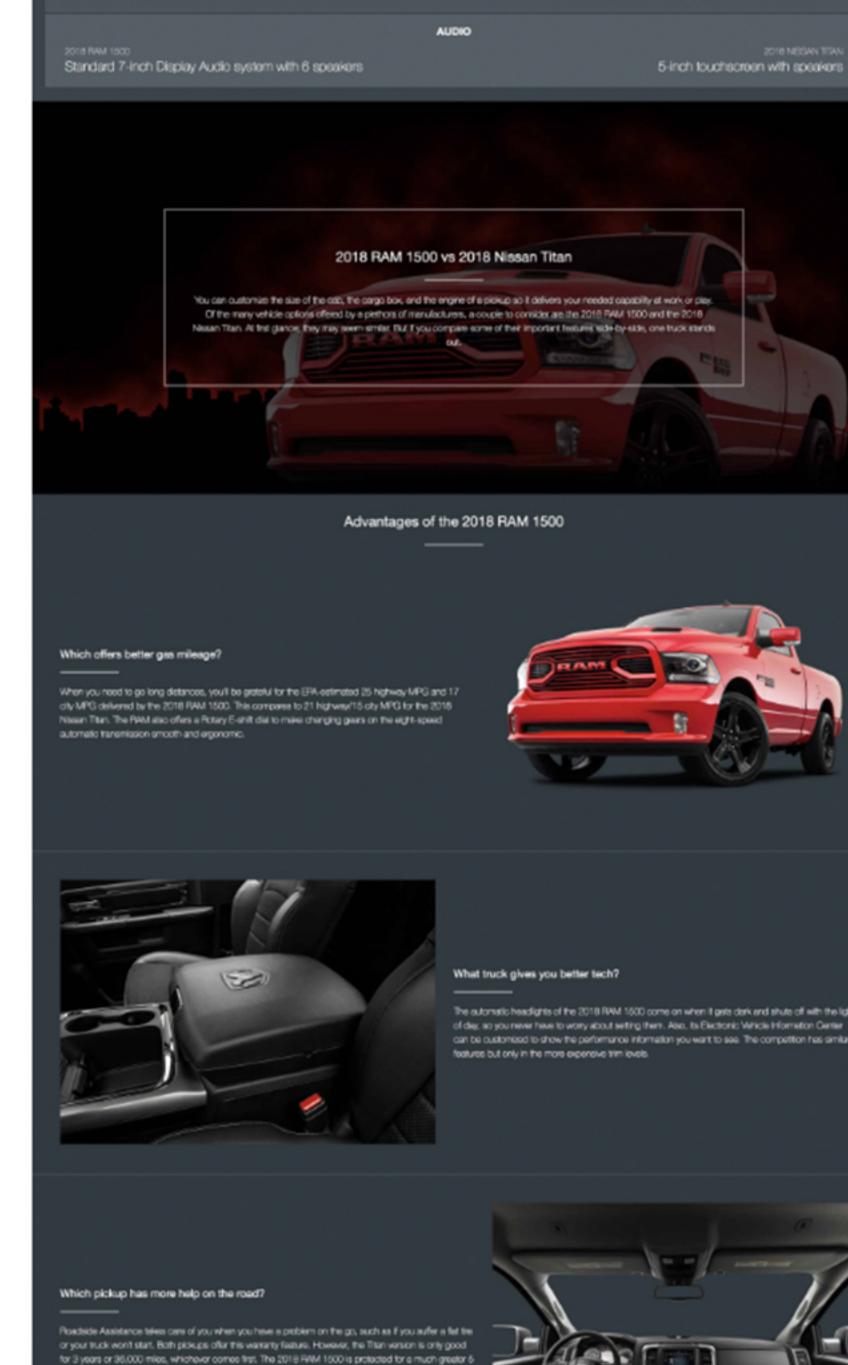


Comparison Pages

Compares two vehicle models on key features



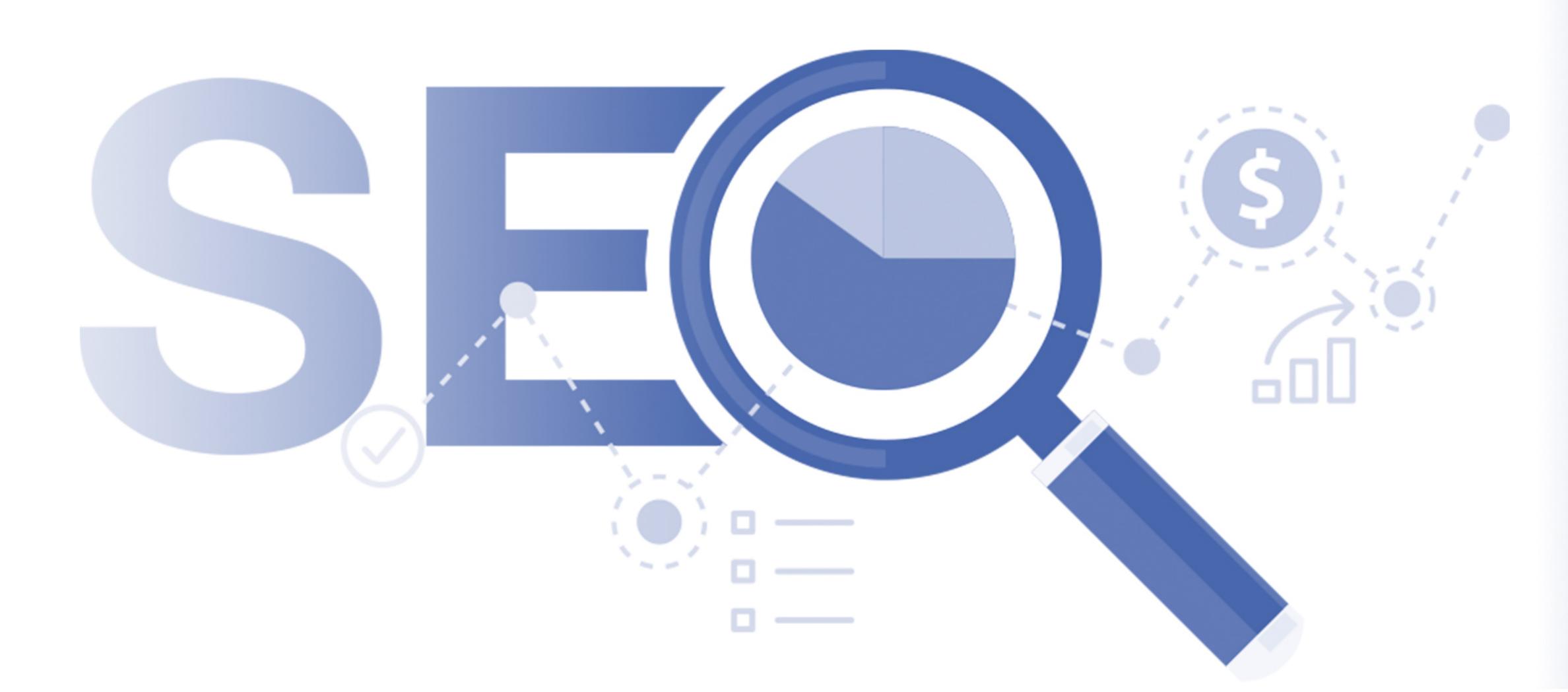
ENGINE OPTIONS



Directory Management

Manage and update over 70+ major directories





PACKAGE OPTIONS CALL FOR PRICING



ESSENITAL

FOR MARKET SIZE SMALL



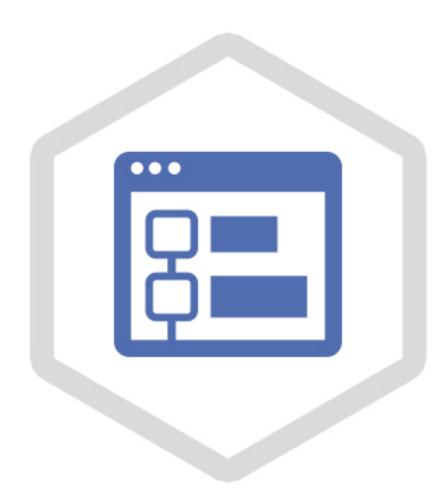
MARKET SIZE MEDIUM



MARKET SIZE







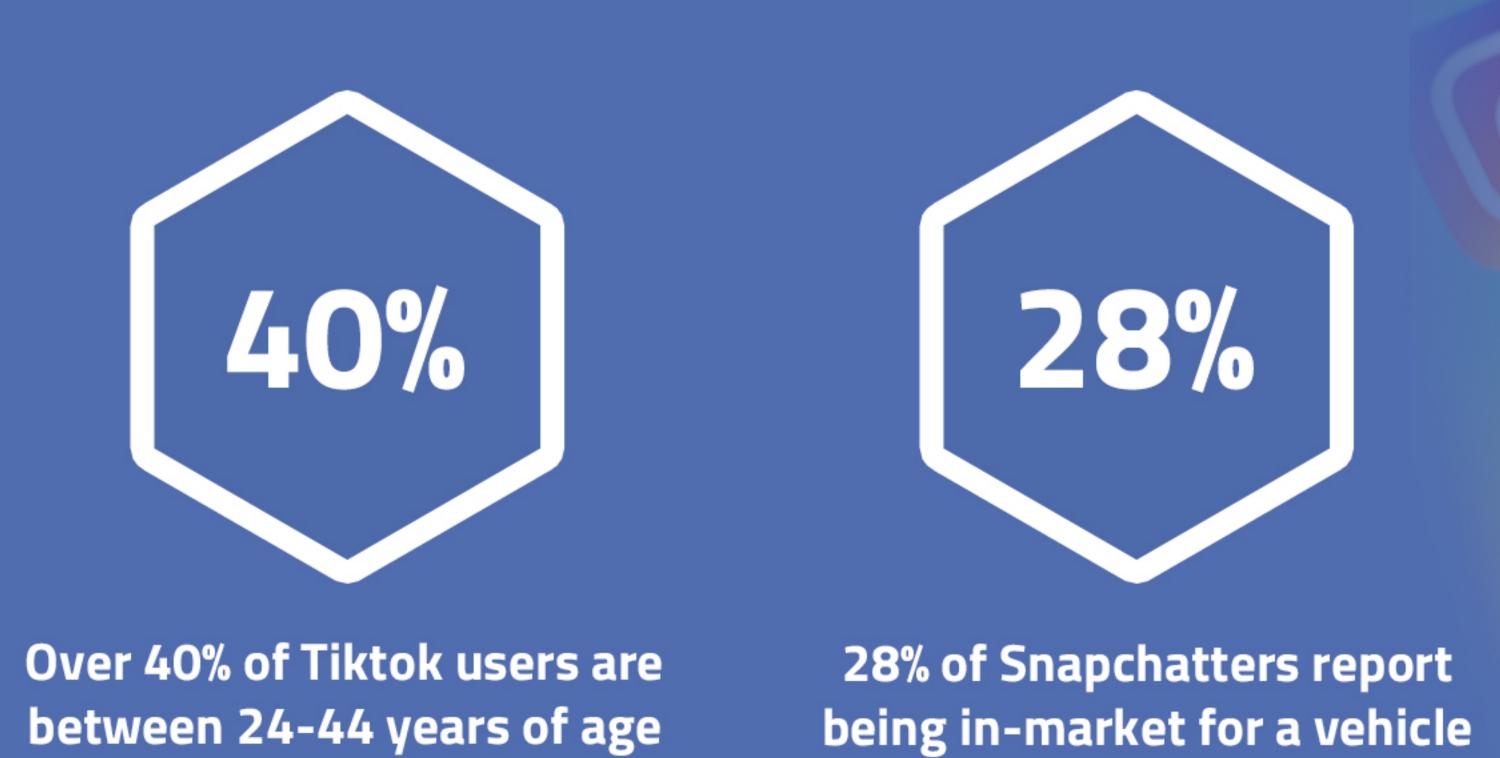


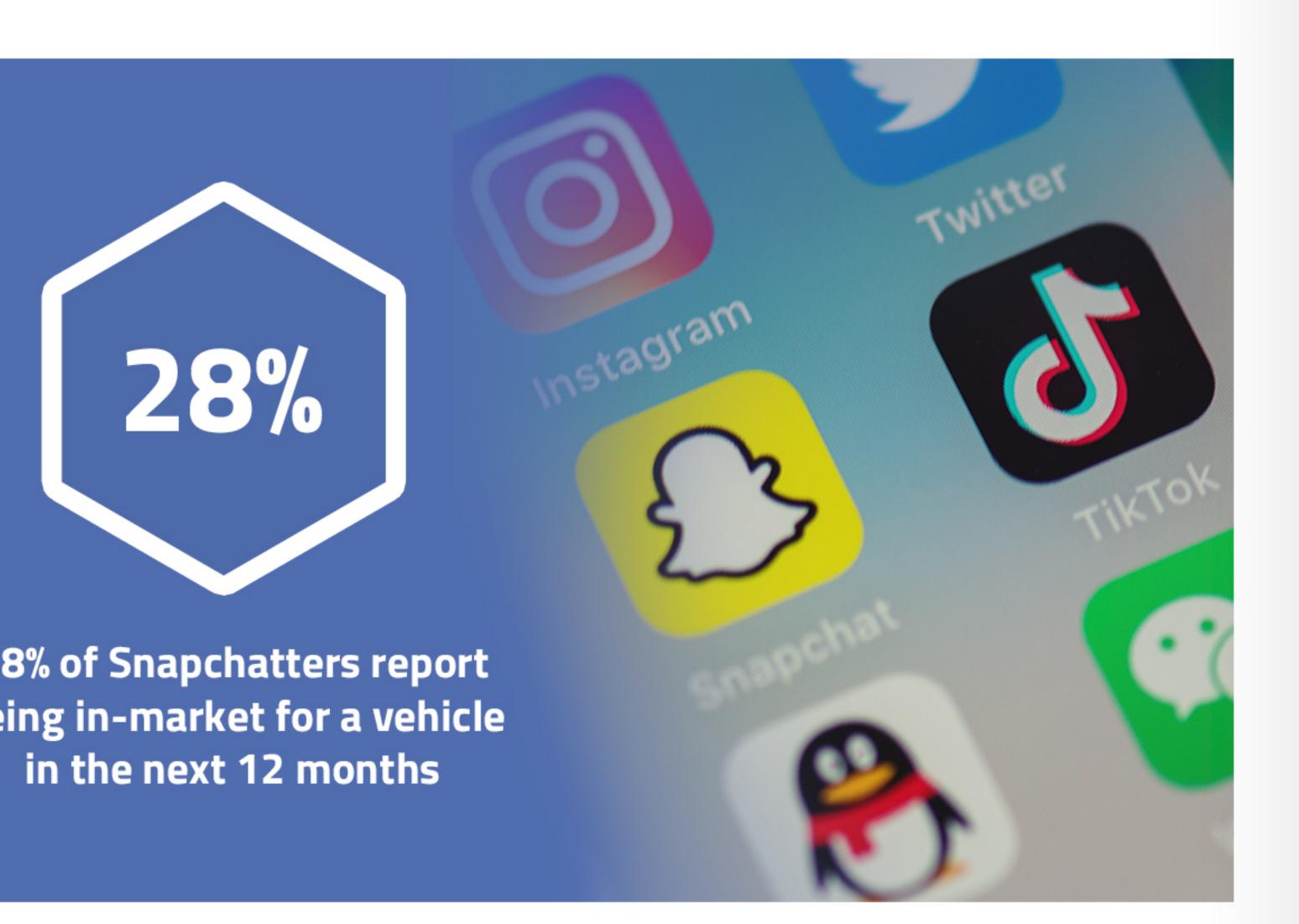
Snapchat & TikTok

Great reach to target key markets.









Snapchat reaches 75% of Gen Z and Millennials in the U.S.

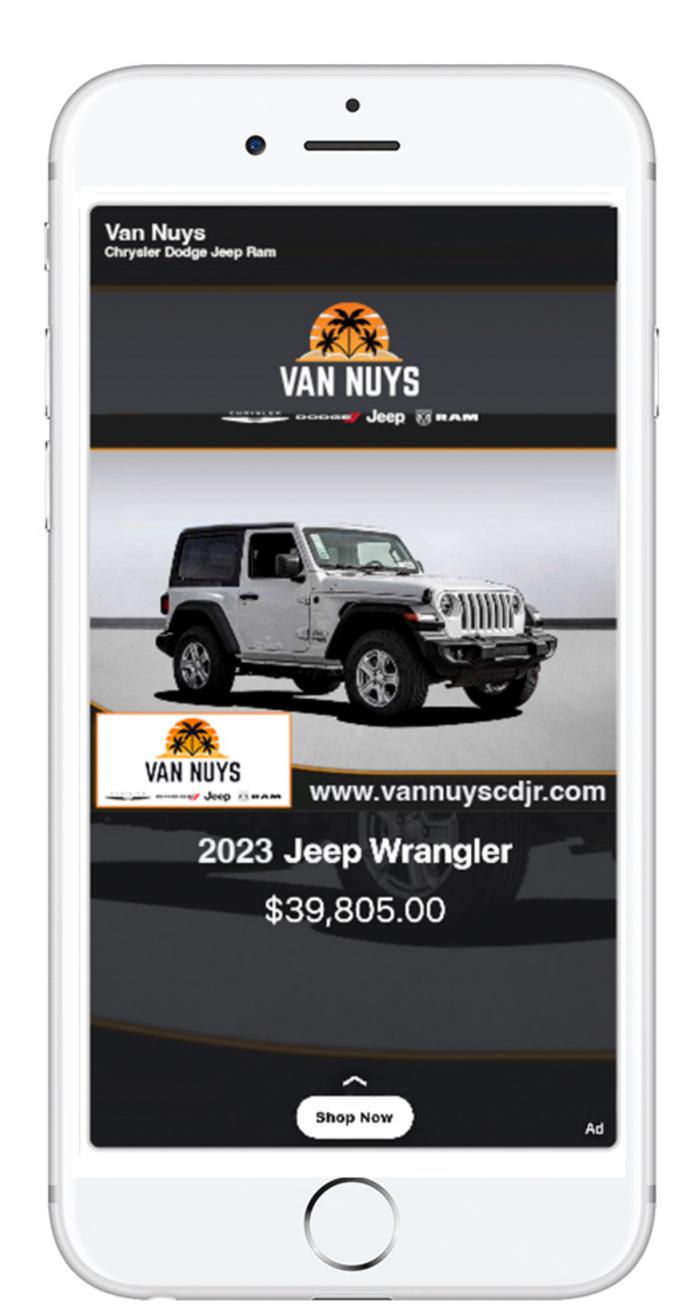
SnapChat Overview

Retargeting capability on swipe action



Reach the 33% of social media users that are not on Facebook & Instagram

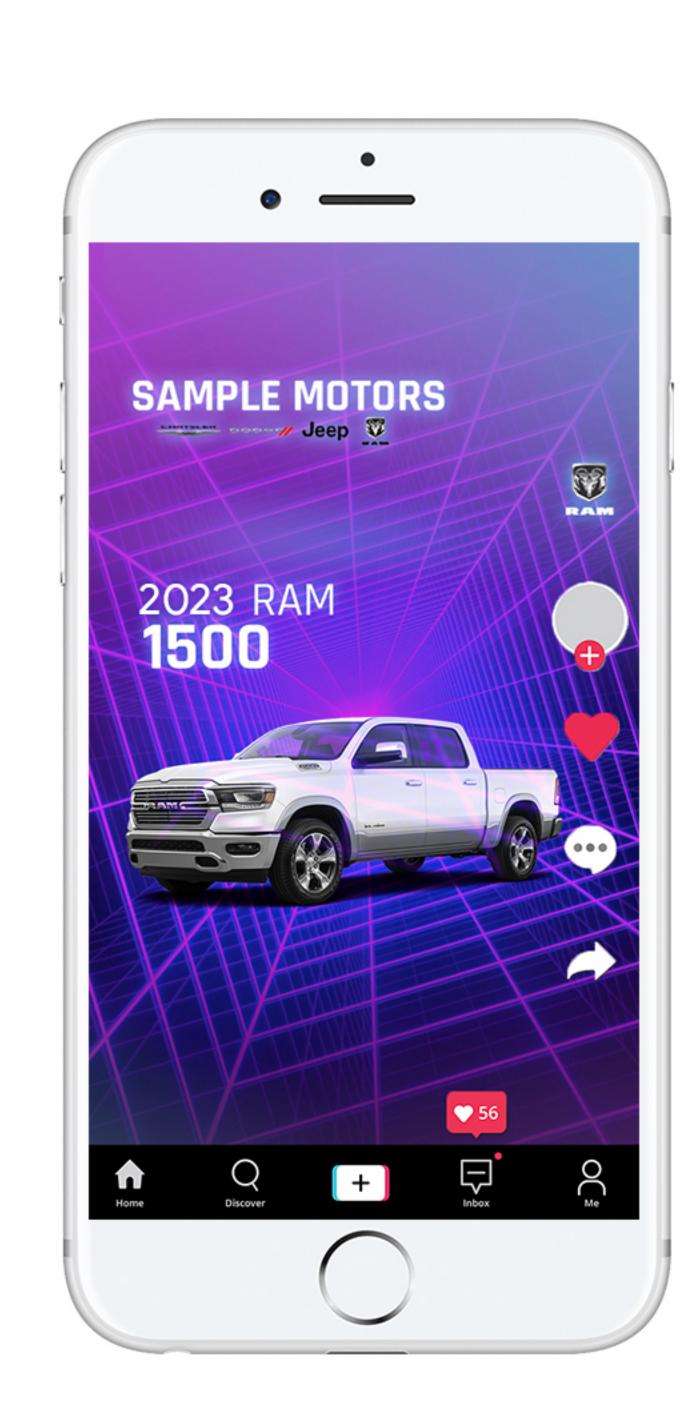
in-market targeting capability powered by Oracle



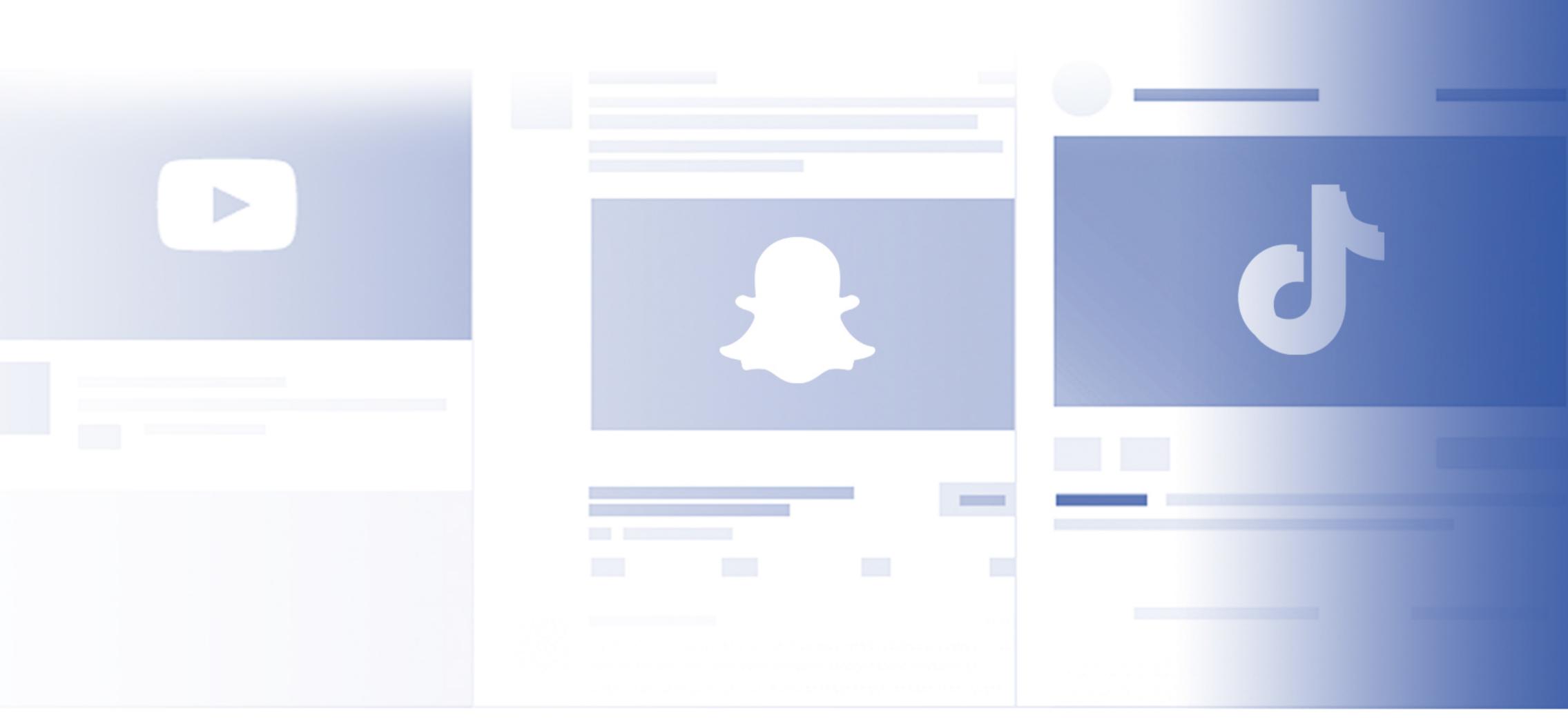
Dynamic Advertising Available

TikTok Overview

Fastest growing platform



3X more impressions than any other social platform.



PACKAGE OPTIONS CALL FOR PRICING



ESSENITIAL

FOR MONTHLY BUDGETS OF \$3,000-\$4,999



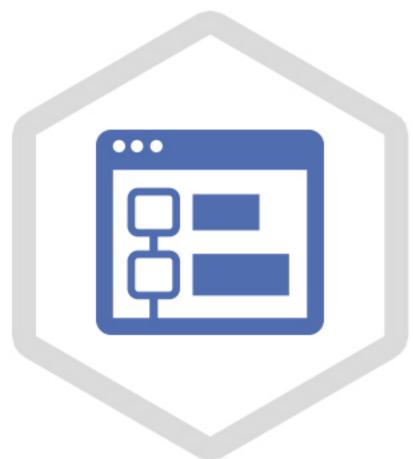
FOR MONTHLY BUDGETS OF \$5,000-\$6,999



FOR MONTHLY BUDGETS OF \$7,000+





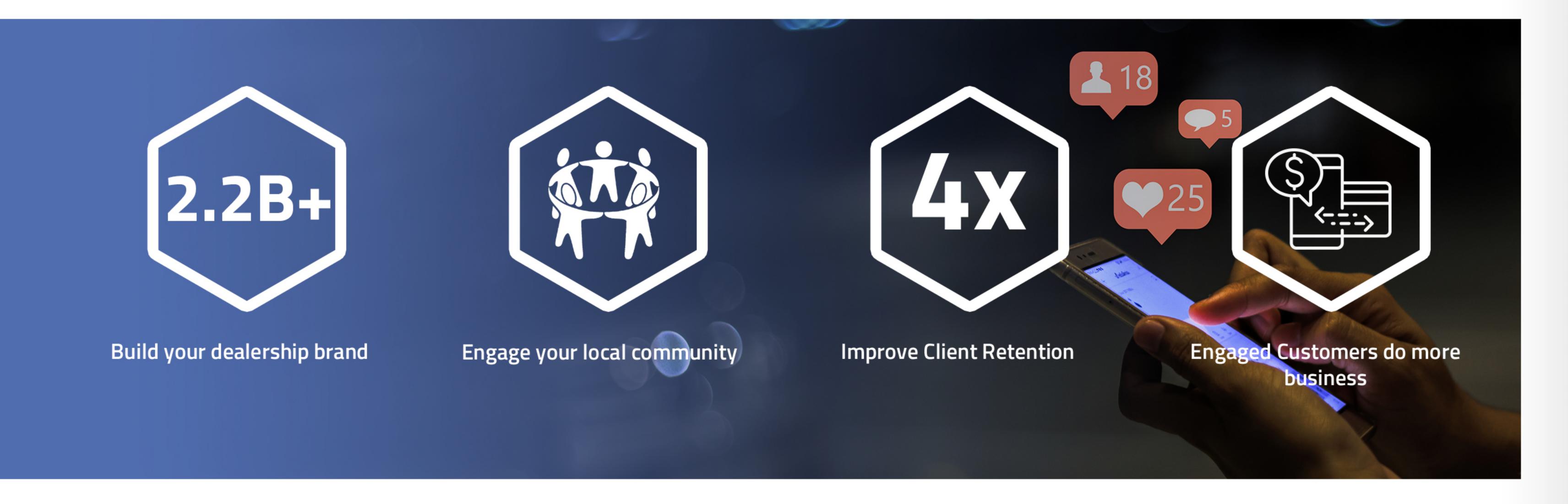


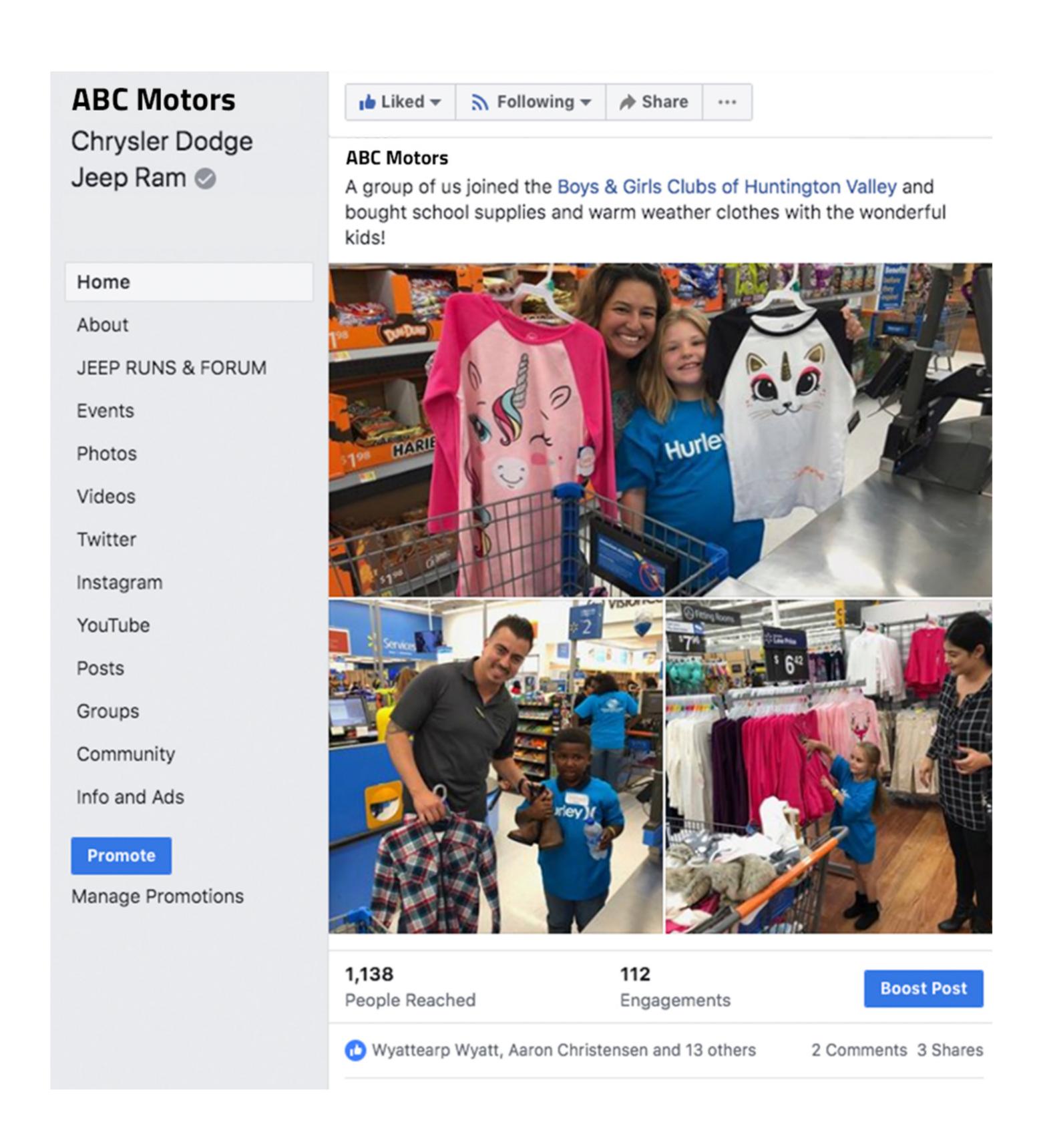




Social Management

Increase engagement, reach fresh prospects and grow awareness.









Social Management

CALL FOR PRICING

KEY FEATURES

Execute an engagement-based content strategy	
Cover photo and profile image/video optimization	
Social pages audit and clean up	
Consistent posting based on data and dealership objectives	
Respond to post comments, questions and social reviews	
Enhanced targeting	
Communicate with prospects via English and Spanish	
Competitor and fan growth analysis	
Integrated with dealership CRM	
Custom album creation and management	
Transparent reporting and metrics	
Dedicated Performance Manager	







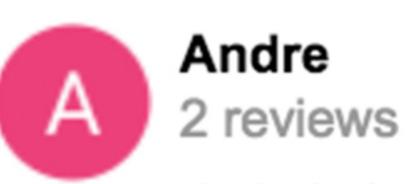




Online Reputation Management

Generate more reviews on the review sites that matter most to your dealership.







Very good service. Rocco was very professional. He told me of some maintenance issues that I need to have done but did not put the high pressure sales on like some dealers do. When leaving, he told me that the quoted prices would be still ... More



Response from the owner a month ago

Thank you for the awesome review, Andre! we always appreciate hearing customer feedback! We're very pleased to know that Rocco was able to make your experience with us a great one. Thank you again, have an amazing day!

11/22/2018

Joshua Bradley was very patient with us and took the time to show us many cars. We purchase two cars with him and got a great deal thanks Josh

December 11, 2018



"Go see Mark Jr." - Nickycianci

I went into this dealership after several bad experiences at other dealerships and I gotta say this had to be the best dealership I've ever visited. Mark Jr helped me through out my time here and he answered all of my questions. Definitely recommend anyone to go see him !!! **READ MORE**

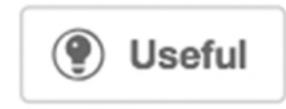
EMPLOYEES WORKED WITH

Mark Edward Ciallella

Dec 11, 2018 - ABC Motors

Thank you for leaving us a 5-star review, Nickycianci! We are more than pleased to hear about your positive experience at Turnersville CDJR. We appreciate each and every one of our customers

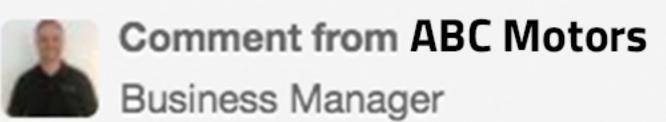
Was this review ...?











Business Manager

11/26/2018 • Thank you for your business, Sasha! We are happy to know that Joshua helped to make your experience an awesome one. Please enjoy your new cars. Read less



CALL FOR PRICING

KEY FEATURES

Custom responses for each positive & negative review	
Liaison with dealer and consumer regarding responses to negative reviews	
Review management on four sites that are most important to the dealership	
Review platform cleanup and enhancements	
Transparent reporting and review metrics	
Dedicated Performance Manager	
Custom program management	



