



Experts in online car sales

# Advertising Pricing & Packages

CBG CANADA CERTIFIED PROVIDER

EDEALER & GOOGLE

# Our Partnership

EDealer is a proud  
Google Premier Partner!



*Premier Google Partners are digital marketing companies vetted & trusted by Google.*



**The badge recognizes the highest tier of excellence with:**

- Utilizing Google products
- Applying best industry practices
- Delivering results desired by our clients

**Google provides EDealer with the following resources to make your digital strategy the best in class:**

- Specialized training + new to market insights
- Exclusive access to data + tools
- Priority access to pilots + betas
- Dedicated support team of strategy + product specialist

*Premier Google Partners strive for excellence as well as customer growth and success.*

# OVERVIEW Results

**+66%**  
YoY Net Profit

**+82%**  
YoY New Vehicle  
Operating Profit

**+51%**  
YoY New  
Retail Units

*"The results speak for themselves. We saw a 66% YoY profit increase, and I have no doubt it directly correlates to our work with EDealer and Google."*

— Budds' Chevrolet  
Cadillac Buick GMC

Recipient of the Think with  
Google Canada's 2017 Dealer  
Digital Excellence Award

**think**  
with Google



## Search Marketing

Purchase ads on the world's biggest search engine, Google. Amplify the quality of website traffic and lower your overall customer acquisition costs with the strongest ROI metrics in automotive marketing.

## Dynamic Inventory Advertising

We advertise your inventory exactly as it's shown on your website. Add a new vehicle to your inventory - an ad is created. Sell three cars today - the ads will be removed.

## OVERVIEW

# Areas of Expertise



### Dynamic Advertising

Ads are created to target users shopping for a specific vehicle, in some cases a specific trim option. Our Dynamic ad copy only contains necessary information: year, make, model, trim, price and mileage (for used).



### Remarketing

General remarketing campaign targets all website visitors from the last 90 days. We can highlight the current OEM monthly promotions as well as retarget users who visited model-specific landing pages with relevant model-specific offers and promotions.



### Parts and Service

Service campaigns target searchers who are looking for brand-specific service. Additionally, we can highlight Parts & Service specials as necessary.



### Google Ads for Brand

The brand campaign has multiple purposes. Firstly, to ensure the first page along with the paid ad space is owned by the dealership. Secondly, the brand campaign helps prevent conquering against your brand name.



### Display Ads

We can create Model Specific or General Display ads. General in-market audience display campaign targets automotive shoppers with the OEM promotion. Model specific display targets in-market automotive shoppers who are researching or have expressed interest in a specific model as identified by Google.



## OVERVIEW

# Areas of Expertise



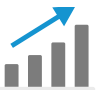
### YouTube

Each YouTube campaign can be created using the full capabilities of YouTube marketing (bumper ads, pre-roll, etc.) depending on the creative assets available.



### Google Ads for Inventory

Dynamic ads can be created for both new and used inventory. As vehicles are added or removed from your inventory we will create or remove dynamic ads.



### Analytics & Data

Leveraging analytics and data is what makes digital marketing so attractive and effective. With traditional marketing, faith is required when data is lacking, and ROI is very difficult to track. With this in mind, our digital marketing strategy is always built and optimized with data in mind.



### Facebook/Instagram

We can generate a number of different Facebook Ads depending on the needs of the dealership. Common ads include OEM monthly promotions, dynamic new/used Inventory, credit lead generation, parts & services to name a few.



### Creative

We test and refine our ad copy, targeting settings and multiple other variables to ensure we are optimizing for conversion consistently. At the landing page level, we are happy to work with the subdomain of your existing Dealership website to make landing page recommendations with regard to A/B testing and conversion optimization. We are equipped to support your Dealership with design creative in regions that require such assistance.



### Search Engine Optimization

Search Engine Optimization (SEO) allows you to be highly visible, easily crawled/indexable and rank in both the organic and local algorithms. **Local SEO** optimization lets you expertly market to your direct search area and target those around you trying to find businesses just like yours. **Technical SEO** management ensures your website is effortlessly crawled and read by search engines. **Content Marketing** builds landing pages/blog posts that create brand authority and develops and connects to your digital audience. Our custom SEO content will help potential customers find your dealership online, and keep existing ones coming back!





## OVERVIEW

# Pricing & Packaging

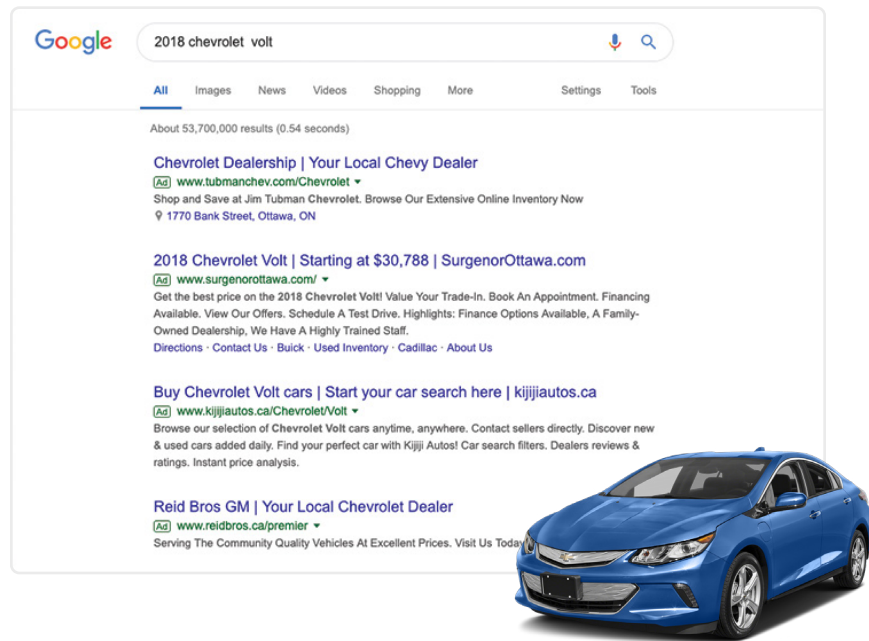
At EDealer, we do things a little differently.

This means our pricing is based on the dealership budget. There are no upsells for graphic work or running video creative.

We do not have set packages.

This means a dealership running a full suite of campaigns across search, display, retargeting, conquensing and video with a budget of \$3,000 would pay the same management fee as a dealership spend \$3,000 on exclusively search.

With that in mind, we're happy to offer all of our dealer partners a 23% management fee that includes account management, creative, reporting, analysis and more.



## Digital Advertising

PRODUCT	RETAIL RATE
Search Engine Marketing and Retargeting - Google/Bing/YouTube True View	<b>23%</b> of advertising spend
Social Media Marketing with Ad Creation and Retargeting - Facebook/Instagram	<b>23%</b> of advertising spend
Programmatic Search	<b>30%</b> of advertising spend

## Search Engine Optimization

LOCAL SEO	
Essential	<b>\$215/month</b>
Accelerate	<b>\$425/month</b>
TECHNICAL SEO	
General Technical SEO Essential	<b>\$215/month</b>
Advanced Applied Technical SEO Accelerate	<b>\$425/month</b>
CONTENT MARKETING	
New Vehicle Content Marketing Plus	<b>\$525/month</b>
New Vehicle Content Marketing Accelerate	<b>\$950/month</b>
Fixed Operations/Used Vehicles Content Marketing Plus	<b>\$525/month</b>
Fixed Operations/Used Vehicle Content Marketing Accelerate	<b>\$850/month</b>



# Dealer

The **complete** solution for  
today's car dealer.



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