



## SERVICE CATALOG

*Around Here, AI Stands For **AUTOMOTIVE INTELLIGENCE***

# WHO IS CF SEARCH MARKETING?

## We're Conversion Focused

- Established in 2008
- One-Stop Shop Digital Marketing
- Certified Digital Provider with Multiple OEMs, including Stellantis since 2013
- Automotive Experts with 40+ Brands Nationwide
- Tier 1, 2, 3 Campaigns
- Success-Driven Proprietary Technologies
- "Conversion Focused" Top Performer at Generating Quality Traffic & Conversions
- In-store Visits and 24/7/365 Live Support

# 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.**

**93%**

OF ONLINE EXPERIENCES START WITH A SEARCH ENGINE

**60%**

OF MARKETERS SAY THAT SEO IS THEIR TOP-QUALITY SOURCE OF LEADS

**53%**

OF WEBSITE TRAFFIC COMES FROM ORGANIC SEARCH

## AI OVERVIEWS

## LOCAL SEO

## TECHNICAL SEO

## CONTENT SEO

## CONVERSATIONAL SEO

## COMMUNITY OUTREACH



# THE ONLY CONVERSION FOCUSED RESOLUTION SEARCH ENGINE MARKETING

There's a reason **search** is in our name. Since 2008, CF Search Marketing has delivered **high-quality leads** to dealerships, helping sell and service more vehicles. Now we're taking it to the **next-level...**



- Identifies sales opportunities and feeds Google the signals to bring you **more sales-ready leads**
- **40% Higher conversion** rate over industry average
- **15% Lower cost per lead** after implementation



- Uncovers your competitors' keywords, ad copy, and extensions, ensuring you stay ahead of the competition
- **Inventory Insights** offers real-time & historical inventory analysis for better marketing decisions
- **100% Transparency**
- **Expert Google Analytics Management**
  - Founding member of ASC
  - Certified team members
  - GA4 clean-up & integration
- **Low CPCs & CPAs**





# 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
- 1st & 3rd Party data

**NEW CHRYSLER, DODGE, JEEP & RAM MODELS**

**0% APR** FOR UP TO 84 MOS\*  
- PLUS -  
NO PAYMENTS FOR 90 DAYS\*

MAKE THIS THE SUMMER EVENT

SHOP NOW >

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SHOP NOW >

# GOOGLE PERFORMANCE MAX

Performance Max is a goal-based campaign type that uses machine learning to serve audiences a relevant ad with an optimal bid to maximize campaign performance. Performance Max drives 18% incremental conversions at a similar CPA to Search.

**See your ads on these Google properties:**

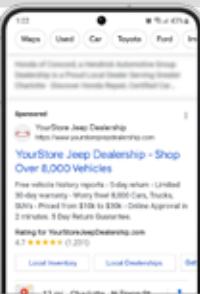
YouTube



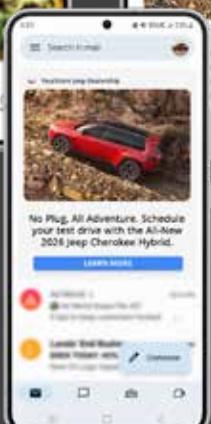
Display



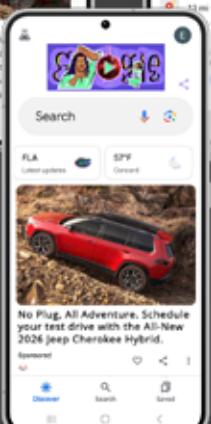
Search



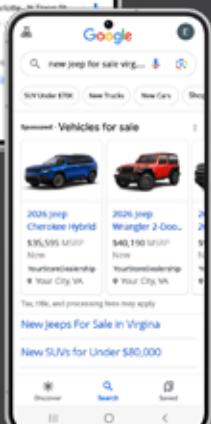
Maps



Gmail



Discover



Shopping



COLLECT. ENGAGE. CONVERT.

1

## COLLECT

Identify & build audiences from **ALL** website visitors

2

## ENGAGE

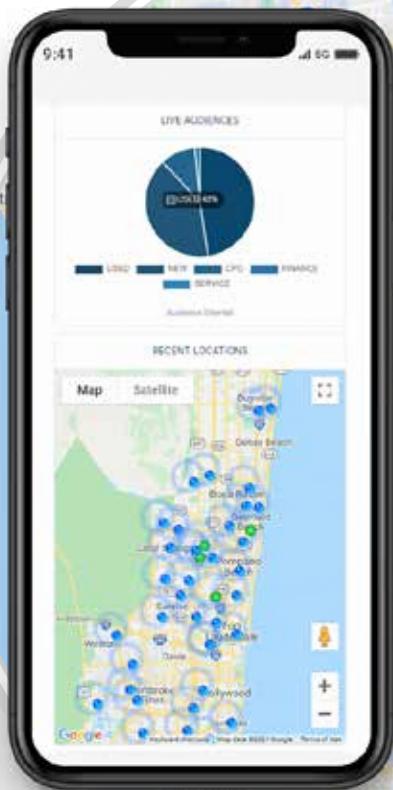
Personalized offers, mobile-optimized tools, AI-powered SMS solution, dynamic email and direct mail.

3

## CONVERT

Turn website visitors into qualified leads and appointments.

UP TO  
**50%**  
RE-ENGAGEMENT  
RATES



#### Recent Pages

• Search New Dodge Inventory

# ASK US ABOUT **SIA**

Your AI-Powered Sales Assistant

**23%**  
APPOINTMENT  
SET RATE

**75%**  
AVERAGE  
SHOW RATE

NEW WAYS TO CAPTURE LEADS

# INVENTORY INSIGHTS



- Track & monitor your competitors' inventory vs. your own
  - Estimated turn rate by new, used and body style
  - Inventory by model and body style
  - Inventory by price
  - Historical inventory
  - And more...
- Make smarter marketing decisions
- No contracts, month-to-month

## 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 & Instagram Cover Photos
- Custom Social Media Ads & more...

#### Email Marketing

- Conquest Email
- Database Email

#### Display Ads

- In-Market Audiences
- High Reach Campaigns
- Eye Catching Ads
- CRM Targeting



**DRIVING TRAFFIC**

# EMAIL MARKETING

- Audience Choice by Zip Code: In-market Shoppers; Lease Expiration, Purchase History, Garage Predictor (Vehicle Type & Age), Luxury Vehicle Owners, Prime or Subprime Credit, Electric Vehicle Owners, Parts & Service Shoppers, Audi 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 creative 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
- Mystery Shops

30-268-3783 Service 830-268-3783

# NEW USED BUSINESS LINK SPE





## DELIVERING SALES

# SOCIAL ADS

Increase VDPs/SRPs & Leads!

### Facebook & Instagram Ad Products\*:

- Dynamic Retargeting
- Dynamic Prospecting
- Lead Gen
- Website Traffic
- Video Collections

\*AIA Auto Inventory Ads Targeted Campaigns with S&P Global

TikTok, LinkedIn, Pinterest, and more ...

## CUSTOMER ENGAGEMENT

# SOCIAL MEDIA MANAGEMENT

Amplify. Reach. Engage. Grow.

### Dealership Discovery

- Evaluate Online Presence & Audience Potential
- Understand Goals & Challenges
- Tailored Product Recommendations

### White-Glove Onboarding

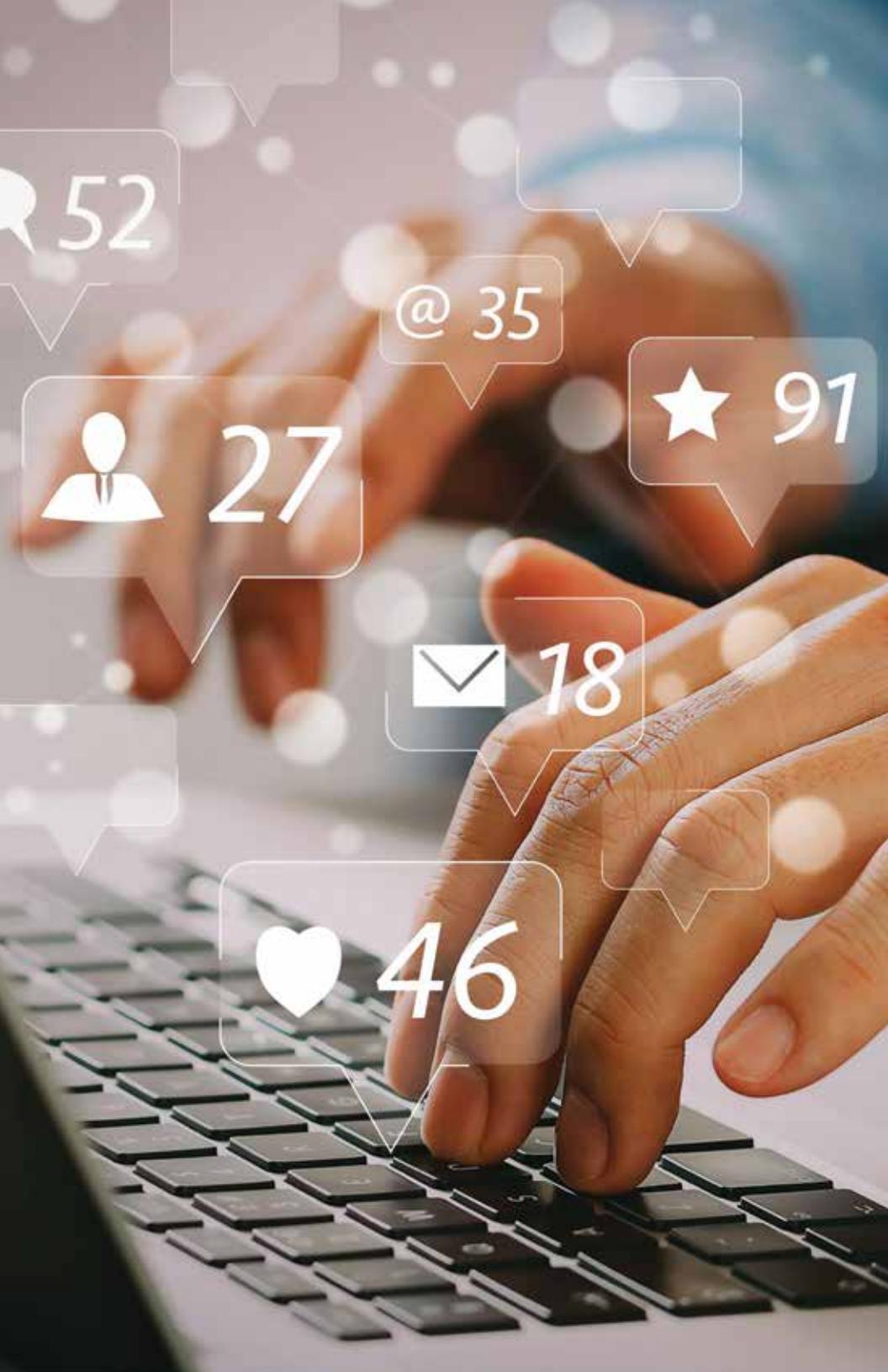
- Transparent Campaign Setup
- Experimentation & A/B Testing

### Enterprise Customer Support

- Custom Branding & Creative
- Expert Recommendations & Optimizations
- Co-Op Submissions

## Birdeye 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**

# ONLINE VIDEO

YouTube. Facebook. Instagram. TikTok. Pinterest.

**Video Advertising Capabilities:**

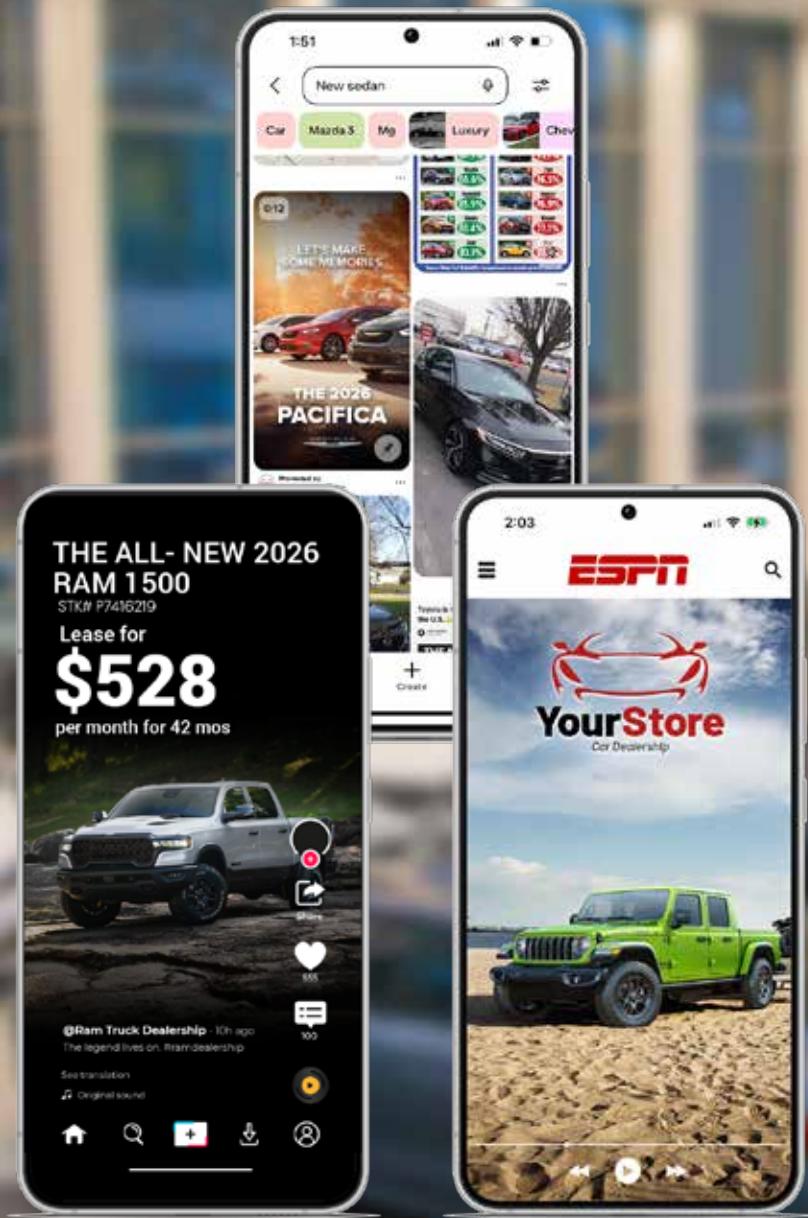
- Campaign setup & management
- Create skippable and non-skippable messages
- Cross-channel advertising
- In-stream video advertising
- Real-time bidding (RTB) and all video types
- Custom video production available

**BRING OLV & OTT TOGETHER**

# STREAMING MEDIA

OTT. CTV. Streaming Radio.

- 100% Control - Working directly with Amazon, ESPN, Hulu, Cable providers, and many more publishers
- Premium Inventory
- Over 1,000 targeting options
- Filter capabilities such as frequency capping and competitive ad separation

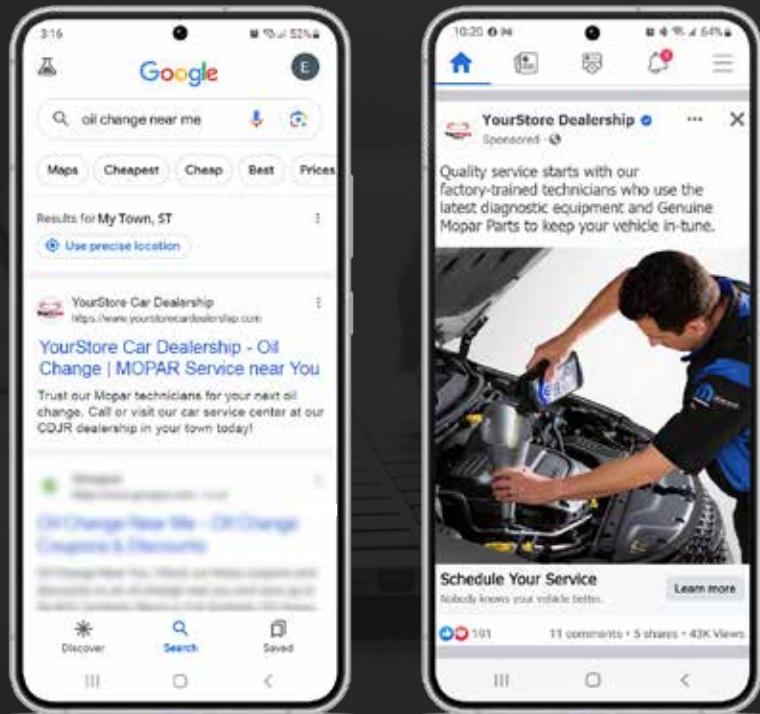


INCREASE YOUR RO'S

# FIXED OP'S

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

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





- ShopperID with AI-powered SMS Solution
- AdGen
- Inventory Insights
- ConversionAI
- SEO
- Paid Search
- Display
- Demand Gen & Performance Max
- Google Business Profile
- Reputation Management
- Social Media Advertising
- Social Media Management
- Web Care & Site Audits
- Email Marketing
- Custom Creative
- Video Advertising & Production
- Fixed Ops
- Co-Op & Compliance
- Consulting & More...

A large, semi-transparent red curved shape is positioned in the upper half of the image, covering the top half of a background photograph of a multi-story parking garage. The garage is filled with white cars parked in rows. The red shape starts from the bottom left and sweeps up and to the right, ending at the top right corner.

**LET'S TALK STRATEGY.**  
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[www.cfsearchmarketing.com](http://www.cfsearchmarketing.com)