

Having a great website is essential. However, if you really want to get noticed by customers and search engines alike, you need to pair your website with top-notch marketing services. Each piece of content and every PPC campaign is controlled by an individual to make sure that it is unique and makes sense for your specific dealership. We employ the latest industry tools to ensure that you get the most out of each product. You know, #technologyandstuff.

PACKAGE FEATURES	CAMPFIRE <i>Actual Media Spend + 20%</i>	BONFIRE <i>\$899 + Actual Media Spend</i>	WILDFIRE <i>\$1,299 + Actual Media Spend</i>
Google AdWords–Certified SEM Specialist	✓	✓	✓
Google Analytics–Certified Product Expert	✓	✓	✓
Search Network	✓	✓	✓
Display Network	✓	✓	✓
Mobile-Optimized Campaigns	✓	✓	✓
Top 3 Position Targeting	✓	✓	✓
Competitor Keyword Research	✓	✓	✓
A/B Testing Ads and Landing Pages	✓	✓	✓
All Google AdWords Ad Extensions	✓	✓	✓
Quality Score Monitoring	✓	✓	✓
Monthly Analysis and Recommendations	✓	✓	✓
Advanced Display Remarketing (Custom Ads)	2/mo.	3/mo.	5/mo.
Dynamic Inventory Ads		✓	✓
Dynamic Inventory Remarketing		✓	✓
Keyword-Level Call Tracking			✓
Custom HTML5 Ad Set			✓
Video Pre-Roll Advertising			✓
Facebook Advertising			✓

GOOGLE ADWORDS–CERTIFIED SEM SPECIALIST

Our DealerFire SEM Specialists are fully certified in Google AdWords and Google Analytics. In addition, each specialist has years of experience managing SEM campaigns and extensive automotive knowledge, ensuring your campaigns are being managed by total experts.

GOOGLE ANALYTICS–CERTIFIED PRODUCT EXPERT

The SEM team works with Shift Digital and DealerFire Product Experts to implement your monthly marketing goals. No other vendor provides as many layers of account assistance.

SEARCH NETWORK

Google search is the No. 1 resource used by consumers to research vehicle and dealer information. By advertising on Google, your ad will appear in search results when your keyword terms are entered, putting you in front of car buyers when it matters most.

DISPLAY NETWORK

The Google Display Network allows you to connect with potential car buyers over a variety of ad formats. This network spans more than 2 million websites, including many prominent third-party car websites that reach more than 90 percent of shoppers on the internet.

MOBILE-OPTIMIZED CAMPAIGNS

Mobile users account for the majority of web traffic, and on average, make up at least 50 percent of a dealer's visitor base. Your ads must be optimized for mobile. We can set you up with click-to-call ads and the best responsive website platform in the industry — a five-time AWA Pinnacle Award winner.

TOP 3 POSITION TARGETING

There is a direct correlation between brand visibility and conversions. We work to place your brand in the top three Google search results.

COMPETITOR KEYWORD RESEARCH

We use Google Trends, Google AdWords Keyword Planner, THINKwithGOOGLE, and SEMRush to devise and execute a monthly strategy based on market analysis of your closest competitors.

A/B TEST ADS AND LANDING PAGES

To maximize ROI, we split-test at least two ads with every ad group running in an account.

GOOGLE ADWORDS AD EXTENSIONS

Ad extensions enhance and extend your normal text ads. When possible, we apply all available ad extensions including sitelinks, call, call-outs, location, and review.

QUALITY SCORE MONITORING

Google has strict guidelines against using competitor names and negative keywords. We stay current on those rules to deliver the most optimized campaign possible.

MONTHLY ANALYTICS RECOMMENDATIONS

We optimize and analyze daily as well as provide a breakdown and recommendations at the end of every month. From budgets to overall digital marketing strategy, we give you the best recommendations that sell more cars.

ADVANCED DISPLAY MARKETING

We use the latest advancements in design and targeting to build a display strategy that promotes your brand and reaches in-market buyers. Our base marketing packages provide two custom sets of ads per month and more ad creation flexibility in the upper tiers.

DYNAMIC INVENTORY ADS

Campaigns, ads, and creative are produced and updated on the fly based on current inventory levels. Creative is updated to include unique selling points such as current prices and stock levels — for new, used, and certified pre-owned.

DYNAMIC INVENTORY REMARKETING

Activate your inventory on the display network. Use real-time inventory to retarget users that have previously visited your VDPs

KEYWORD-LEVEL CALL TRACKING

Justify ad campaign spend by tapping into the keywords that drive calls.

CUSTOM HTML5 AD SET

Drive traffic to your specific programs and promotions with custom graphics comprised of fully responsive, animated ads that appear on the Google Display Network.

VIDEO PRE-ROLL ADVERTISING

YouTube videos with in-stream and/or in-display ads build brand awareness and drive relevant clicks to your website. With tons of options — from retargeting to in-market segments and keyword targeting — we tailor campaigns that target your customers at the most impactful time.

FACEBOOK ADVERTISING

Search and display are not the only games in town. Facebook's robust targeting tools — such as email, phone, and Polk data list creation — engage customers through interest and research intent.