

ReachLocal® Digital Marketing Program Overview

Grow Your Dealership by Attracting New & Engaged Consumers

Download the program overview PDF at:
Simplicityadvertising.com

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Grow Your Dealership with Us



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Why invest in digital marketing?

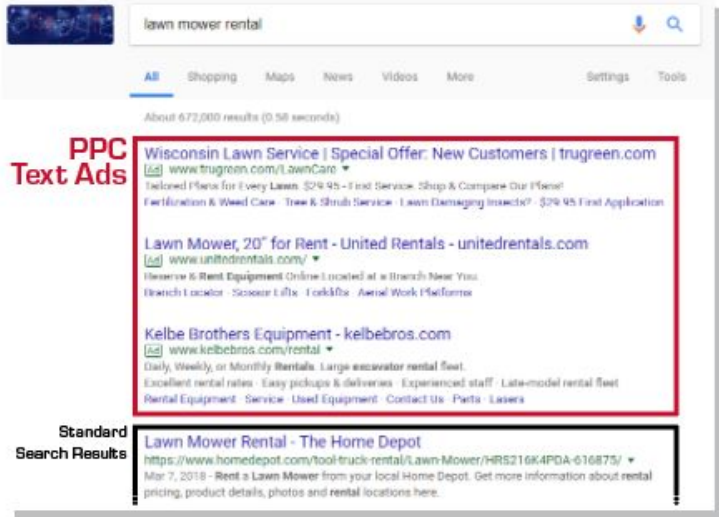
Stand out from the crowd with modern yet simple techniques

You need a total web presence to **get seen** where consumers search local businesses, surf, and socialize.

Four Programs Built to Jumpstart Your Digital Marketing

1. Paid Search Engine Marketing
2. Facebook Advertising
3. Retargeting
4. Location-Based Mobile Ads

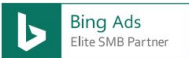
Paid Search Engine Marketing



Increase your websites visibility through search engine results page advertisements on Google, Bing, or Yahoo!.

97% of consumers use the internet to research local products & services.

A straightforward way to get your dealership in front of engaged consumers that are looking for your services.

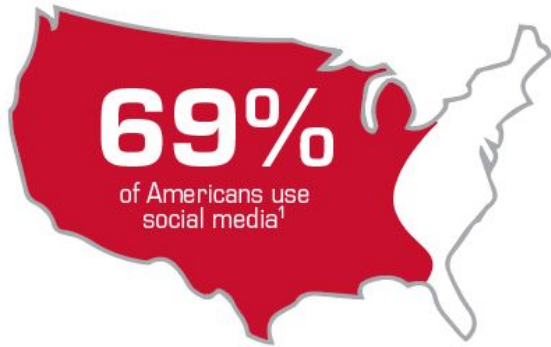


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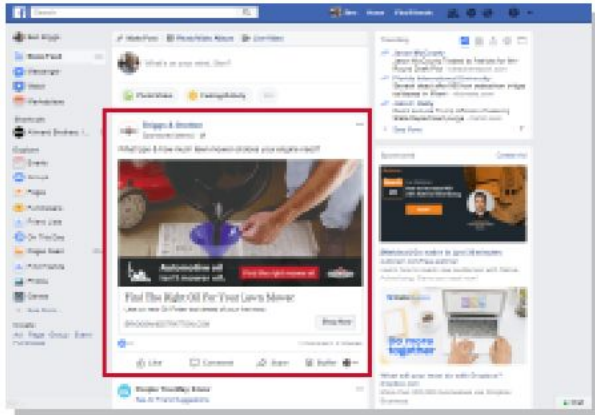
Reach Social™ Facebook Advertising



Generate **cost-effective brand awareness, engagement, and leads** through Facebook

Meet your business goals with creative ads, calls to action, and robust targeting capabilities

Get **personal campaign management and optimized results** from certified campaign experts



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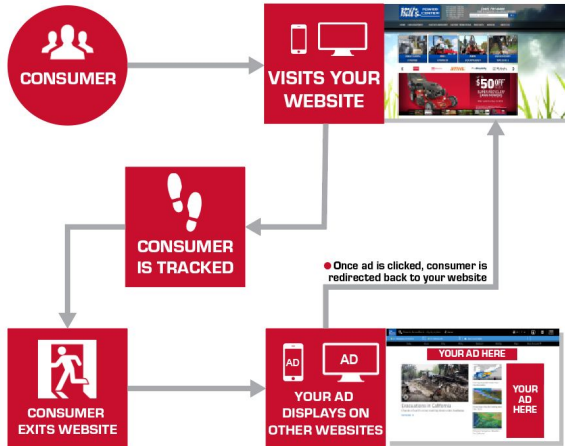


Site & Search Reach ReTargeting™

Website visitors who are retargeted are

70%

more likely to convert on your website¹



98% of first-time visitors to websites don't take action. Luckily, website visitors who are retargeted with banner ads while visiting other websites are **70% more likely to return and convert on your website.**

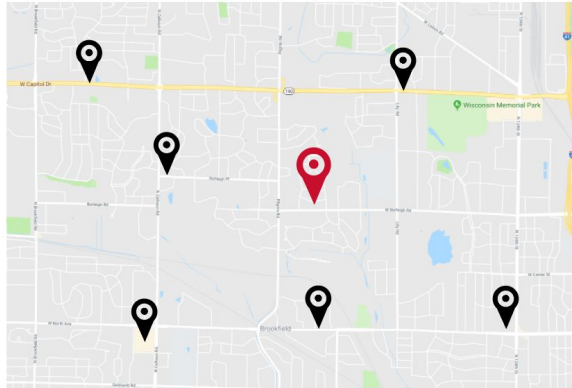
Boost results from your marketing and **stay top of mind** throughout the buyer journey.

ReachLocal® is able to display retargeting ads to **past website visitors**, or **associate with relevant search terms.**

ReachDisplay™ GeoFence

246%

surge in
incremental store
visits for a local
auto service center
after GeoFencing
was implemented¹



Target Zones
Represents a competitor or event location that will trigger your ads for those at the address.

Conversion Zone
Consumers are recorded as a conversion once they enter your dealership.

Gain the mobile advantage by driving more awareness and in-person traffic to your dealership through targeted ads.

When a consumer enters a target zone, e.x. a competitive dealership or retailer, they will begin seeing your GeoFencing ads as they browse the web and use apps on their mobile device.

A conversion is made and tracked when that consumer enters your dealership.

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Dealer Case Study

Participating Dealer in Spring of 2017

Campaign Paid search engine marketing with ReachLocal®

Goal Gain top page placement, drive new website visitors, encourage more phone calls and successful form completions

Budget \$1,200 USD / month

Run Time 4 Months

Takeaway Over the campaign's duration this dealer saw a dramatic increase in website visits and calls. ReachLocal's conversion-based optimization technology within the platform performs campaign and keyword optimizations based on what's actually garnering conversions rather than just clicks. This allowed this dealer to see better results from their paid search campaign, which will continue to improve over time.

Results

26k

Impressions

Consumers who saw the ad



560+

Ad Clicks

Consumers who clicked the ad

2.13% Click Through Rate | \$2.22 Avg. Cost per Click



55+

Calls to Dealer

Consumers who saw the ad and took action by calling the dealership



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Leveraging Multiple Programs



Each program working in tandem allows your marketing efforts to reach consumers at several different digital touch points.

Each program holds a unique tactical value for attracting new consumers to your dealership.

How to Get Started

Have questions about the program?

Book an appointment with Nicole at: <https://nicolejobsreachlocal.setmore.com>

Contact Nicole directly at nicole.jobs@reachlocal.com or (704) 989-3710

Ready to sign up?

Complete the online enrollment form: <https://goo.gl/forms/6mC8OBWWpPohJTd32>

or

Download and complete PDF enrollment form:

<http://www.simplicityadvertising.com/display/router/OnlinePaidPrograms.htm>

Co-op eligibility and payment information can be found in the overview document posted on simplicityadvertising.com under “Online Paid Search Programs”

Looking for more?

Review the FREE tips & tricks documents posted on simplicityadvertising.com under “Web Marketing Basics”

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