

PAID SEARCH

Effective keyword strategy is critical to reach the right customer.

SEM (aka Paid Search, or Google PPC) is a very important part of an omni channel digital marketing platform because more than 40% of auto service shoppers need reactive versus routine maintenance and search is the first place people turn when they need auto maintenance information quickly.

WHY USE PAID SEARCH?

25% of all automotive related searches on Google today are Service, Parts and Maintenance keyword searches.

70% of all Service-related keyword search impression share is owned by Independent and Aftermarket businesses.

APPEAR



John runs a Google search on his phone for «dealerships near me» and your dealership shows up as the first option on the search

ENGAGE



John clicks and calls your dealership to set aside a tire for him to buy when his car arrives on the tow truck!

CONVERT



John is towed to your dealership where you get a repair order thanks to Paid Search

UNLOCK MORE LEADS AND TAKE BACK IMPRESSION SHARE



Click to Call Ad Extensions within Google Ads including Sitelinks, Call Extensions, Location Extensions, and Price Extensions.



Predefined list of negative keywords set at the dealer brand level and applied to each campaign.



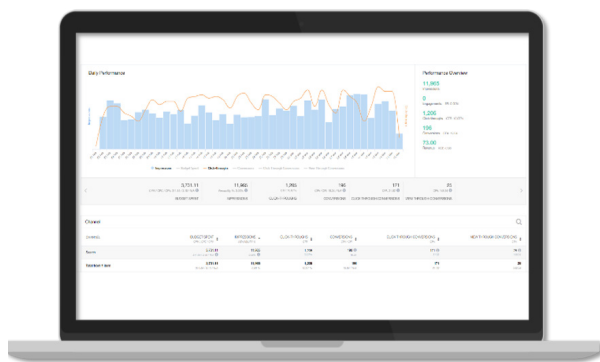
PAID SEARCH

Better Together with AutoPoint's Service Paid Search Solution

For Auto Dealers looking to boost service efficiency and profitability by capturing a steady flow of service customers, AutoPoint's paid search solution can put your dealership at the top of Google search returns making you immediately discoverable to those actively searching for a service or maintenance solution in your area.

Better Together to Optimize Interactions Between Dealer and Customer

AutoPoint's dedicated customer success team will proactively leverage proprietary data, best in class reporting insights, and 20+ years of automotive marketing expertise to deliver the most efficient cost per conversion, so you can spend less to acquire customers, while maximizing service capacity.



AUTOPOINT.COM

WHY AUTOPOINT?

- Dedicated, Service Focused In Store Field Team provides results/consultations
- Superior ability to utilize data to build more effective campaigns based on each store's needs
- AutoPoint lives and breathes Fixed Ops
- Paid Search is our Core Competency, not an afterthought to your sales paid search campaigns
- All campaigns are optimized to work alongside your journey campaigns
- Increase service absorption rate by reaching out to UIO's not currently servicing with you and or orphaned customers
- Individually customized digital strategy, no cookie-cutter campaigns - you pick the ad groups you want to focus on
- Platform that automatically optimizes campaigns and is built for today's privacy concerns and the third party data changes coming soon
- Superior reporting that lets you know what is working and where improvements can be made
- Extensive use of negative keywords to make sure that your service ads to not appear when someone is doing a search for sales
- Seasonal ad copy updates - no mention of snow tires in the summer!
- "Mobile First Strategy" as 60% of all searches done for parts and service are done from a mobile device

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