



One Agency...One Message
delivering results!

LARRY BARDITCH VP, Digital Strategy & Innovation

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- **Business Owner - 19 years**
Palm Water (bottled water)
 - **eCommerce Director**
Kendall Chevrolet (single rooftop)
Warren Henry Auto Group (9 store group)
 - **Director of Business Development**
PureCars - automotive digital marketing
 - **GM eSummit: dealer advisory member**
 - **AutoTrader: dealer advisory member**
 - **Nationally syndicated writer & speaker**
 - **Digital Dealer presenter since 2010**
- Married for almost 20 yrs. w/ 3 amazing Children**

Underlying Themes



1. Hyper-Targeting (audience segmenting)

50%

10%

2. Highest Probability
(limited budget)



vs.

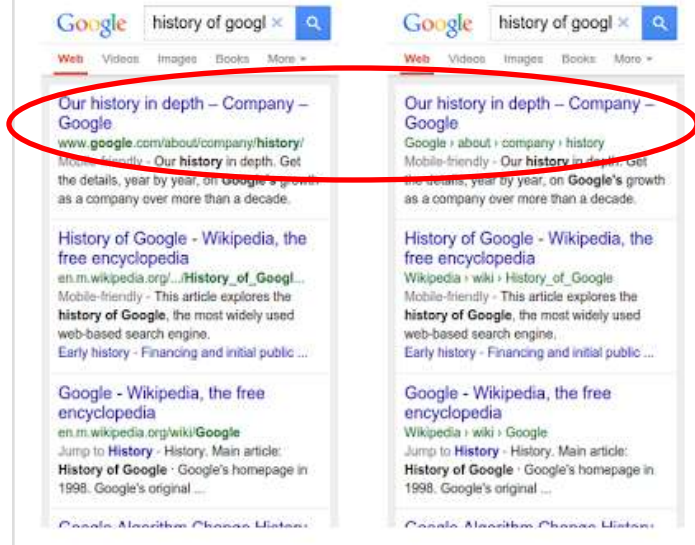


We keep you up-to-date on the Latest News – APRIL

(in case you've been living under a rock)

1. Google “mobile friendly” algorithm change (4/21)

- *Users must make ALL pages throughout current website>>> “mobile friendly”
- Smartphones only
- Corrections can be made anytime



2. Google’s change in URL displays (mobile) 4/16

****URL “structure” becomes very important****

- *Users must learn to properly label breadcrumbs (Title, URL, Child)

C'mon kids, jump in the station wagon...we're gonna buy a car today!



Auto Shoppers visit avg. **24 online** touch points, spend 8+ hours online, **but only visit 1.3 dealerships**

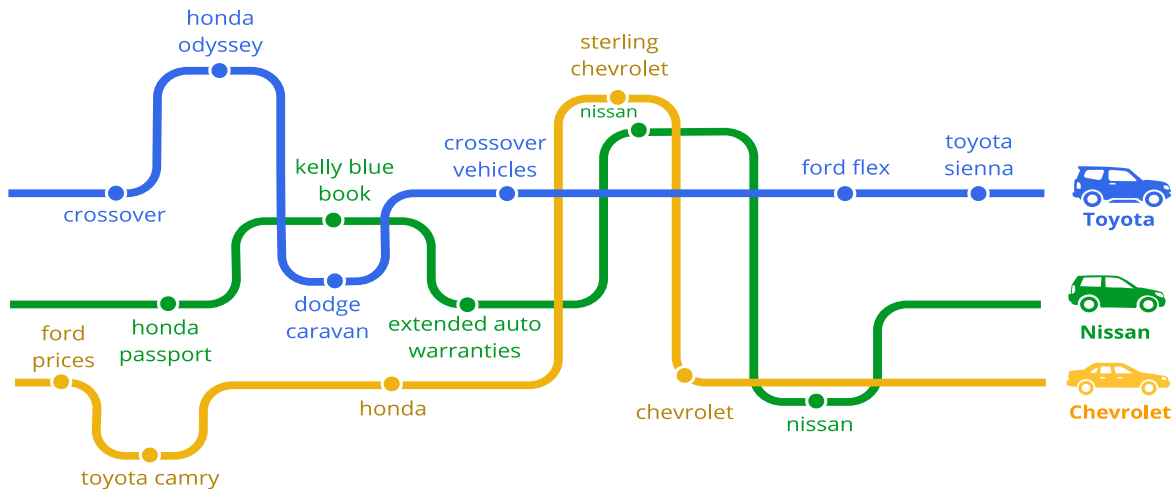
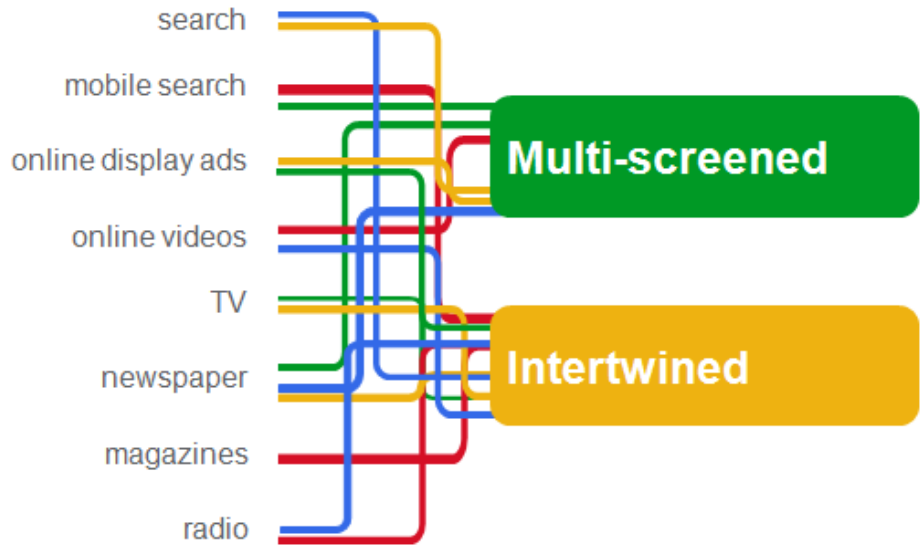
How do you influence them ?



Source: Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013

RT1. Which of the following online sources, if any, did you use to look for information on cars/trucks using these goals of interest? (RT1) Which of the following sources, if any, did you use to look for information on

The car shopping experience is no longer a linear path to purchase



As a result, customers are open to influence

The sound of **opportunity** isn't always a **KNOCK...** and consumer behavior is changing

Control: 24/7 access to information

Convenience: Access from **device and moment** that is relevant to each consumer

High Expectations: Extraordinary is the new ordinary

*Google "winning the Moments That Matter"



**TAP
TAP**



**RING
RING**



**CLICK
CLICK**



**TWEET
TWEET**

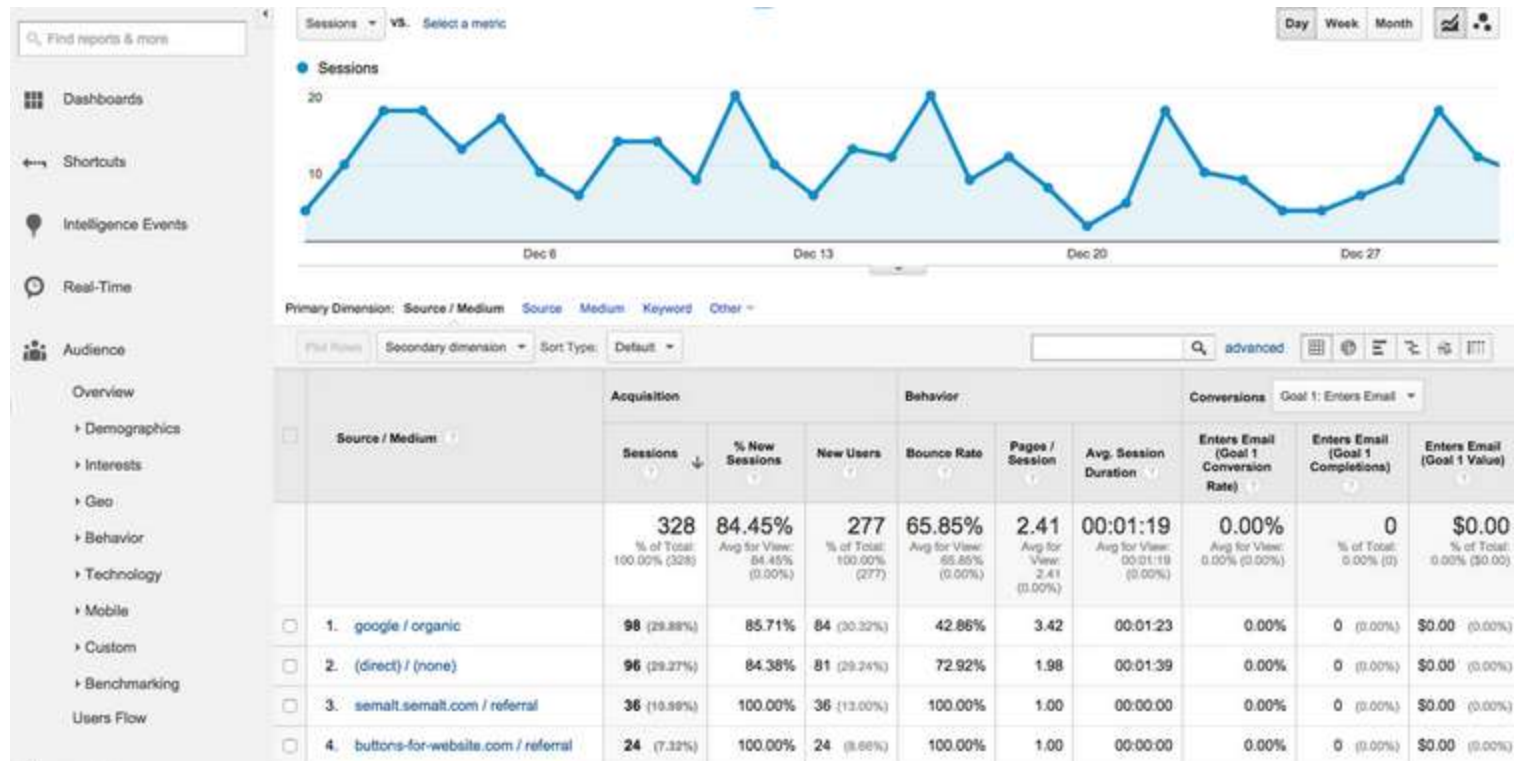
This is what the **Google** sees (behind your website)

The screenshot shows the Toyota of South Florida website with the developer tools open. The website header includes the Toyota logo, the text "TOYOTA OF SOUTH FLORIDA IN DORAL!", and contact information: "NEW & USED SALES 888-450-6814", "SERVICE 888-221-4719", and "PARTS 888-864-0511". The developer tools show the source code for a Google Remarketing Tag, including a script for Google Analytics conversion tracking and a chat widget. The styles panel shows the computed styles for the vehicle banner, including background-color, height, and padding.

We Invest the **TIME** in setting up your HTML correctly; meta tags, etc.
So that Google indexes your site and gives you “authority”

Analyze and UNDERSTAND your website traffic

We help you navigate through analytics & top KPI's that convert online shoppers into showroom opportunities



ADVERTISING March 23, 2014 6:47 p.m. ET

A 'Crisis' in Online Ads: One-Third of Traffic Is Bogus

As Digital Advertising Climbs Toward \$50 Billion This Year, Marketers Battle Fraudulent Visitors

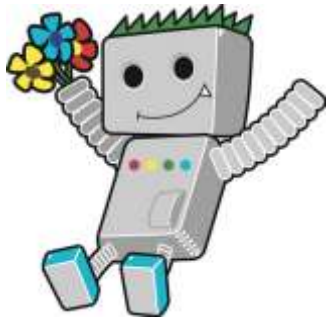
30-60% of website traffic is not HUMAN.

What is a "BOT" ?

"internet bot" aka; "web robot" aka; "bot"

What does a "BOT" do?

Software program that runs automated and repetitive tasks on a website.



GOOD Bots

Crawl websites for new, relevant content and meta data to serve these pages in search queries



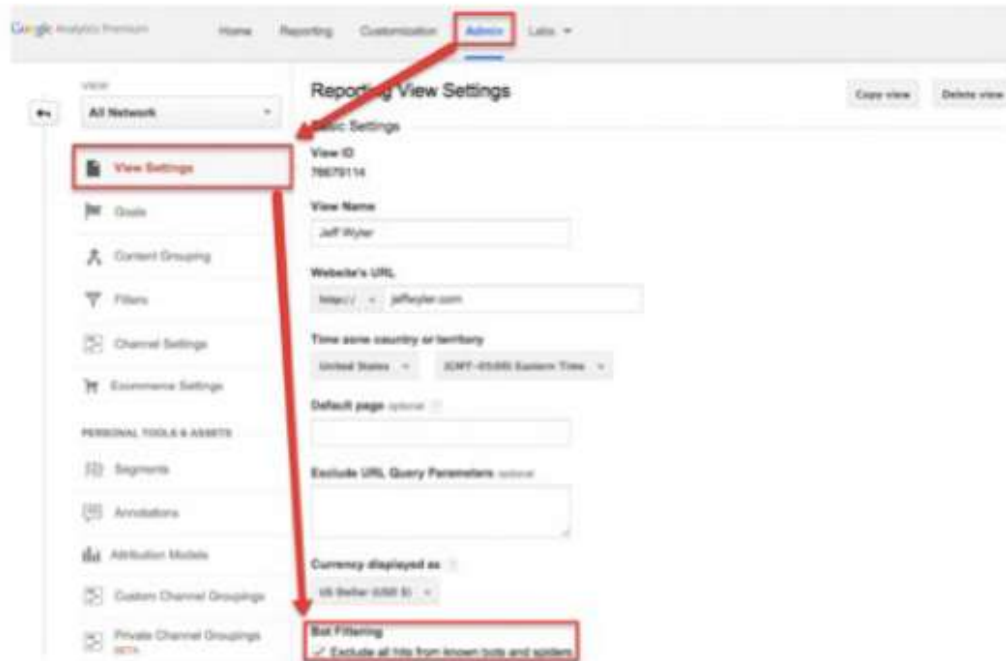
BAD Bots

Comment, review, contact, falsify forms, guestbook pages and harvest email addresses to eventually spam

Can Google Analytics weed out “BOT” traffic?

YES. July 2014; Google released a function to filter out traffic from “known” “BOTS” on the IAB (international spiders & bot list)

In “Google Analytics”, under “ADMIN”, you can check “Bot Filter.”



Website “Aesthetics”

How many had March Madness banners on website?

We help you take advantage of current events & themes



MARCH *Mark*down MADNESS!
Every deal is a SLAM DUNK!

New 2015 Toyota **RAV4 XLE**

\$179 Lease Per Month + Tax

Model #4440, Lease for \$179.00 a month for 36 months with approved credit and \$2,499.00 down, no security deposit required. Excludes tax, tag, registration and dealer fees. Offer expires 04/02/15.

The advertisement features a blue Toyota RAV4 XLE SUV on the right side, set against a background of orange and yellow polka dots. The text is bold and colorful, with 'MARCH' in red, 'Mark' in multi-colored script, 'down' in yellow, and 'MADNESS!' in red. The price '\$179' is prominently displayed in large black font.

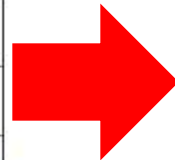
We think outside the bracket!

Name (first, last)	LARRY BARDITCH
E-mail address	LARRY@MSAADVERTISING.COM <input type="radio"/> Show <input type="radio"/> Don't show
IM name, provider	LARRY'S LEGENDS
Home page	YOURDEALERNAME.COM/BRACKET
Gender	<input checked="" type="radio"/> Male <input type="radio"/> Female <input type="radio"/> No answer
Favorite school	PlayinWinner
Favorite conference	ACC
Jersey color, font	orangepro
Name on jersey	Demo
Number on jersey	11
Hoops Knowledge	Below average
Motto	
Location	

“Bracketology” Software

Basic version: FREE
Upgraded version: \$49.00

- Capture lead info
- Brand Dealership Name
- Engage Potential Customers



Select Year

Select Make

Select Model

Customized
bracket
to capture
lead info

The Landing Page Experience

Conversions Happen on Landing Pages!

- Provides a Good Consumer Experience
- Improves Google “Quality Score” (ppc)
- Reinforce your ads w/ unified message
- Add actionable buttons
- Ask for contact “preference”
- Add sense of urgency (i.e. time counter on sales)



Home > Specials

We're sorry. There are currently no specials available.

🕒 SALE ENDS 20 Hours, 8 Minutes

Website; We create efficient and great user experiences by unifying messages across all platforms

TOYOTA OF SOUTH FLORIDA IN DORAL! NEW & USED SALES 888-450-6814 SERVICE 888-221-4719 PARTS 888-864-0511

HOME NEW INVENTORY PRE-OWNED VEHICLES TOYOTA SPECIALS ADS SERVICE PARTS FINANCE ABOUT US EXPRESSWAY COLLISION CONTACT US

INVENTORY SEARCH

Everyone will be **APPROVED!**
New 2015 Toyota Camry LE
\$289 Per Month TAX INCLUDED

FINANCE IT FOR ONLY

TOYOTA OF SOUTH FLORIDA

Everyone will be **APPROVED!**
New 2015 Toyota Camry LE
Finance it for only: **\$289** Per Month TAX INCLUDED

Model #2532

CLICK HERE To Find Your New Toyota

TOYOTA OF SOUTH FLORIDA IN DORAL! NEW & USED SALES 888-450-6814 SERVICE 888-221-4719 PARTS 888-864-0511

HOME NEW INVENTORY PRE-OWNED VEHICLES TOYOTA SPECIALS ADS SERVICE PARTS FINANCE ABOUT US EXPRESSWAY COLLISION CONTACT US

Everyone will be **APPROVED!**
New 2015 Toyota Camry LE
\$289 Per Month TAX INCLUDED

FINANCE IT FOR ONLY

GET PRE-APPROVED INSTANTLY! Obtén Pre-Aprobación Instantáneamente!

(1 - 10 of 21 vehicles)

Show 10 20 30

Sort By: Year Price Model Year Body Style Exterior Color Interior Color

2015 TOYOTA CAMRY LE

Body Style: Sedan
Model Code: 2532
Engine: 4 Cyl - 2.5 L
Transmission: Automatic
Drive Type: FWD
VIN# 4T1G81HP1K4462170
Stock#: 546370

Est. Color: Iridescent Gray Mica
Int. Color: Ash
MPG #: 25 City / 35 Hwy

MSRP: \$24,129
Internet Price: \$21,540
YOU SAVE: \$2,589
OFF OF MSRP

TOYOTA RESERVE YOUR eDEAL!

2015 TOYOTA CAMRY LE

Body Style: Sedan
Model Code: 2532
Engine: 4 Cyl - 2.5 L
Transmission: Automatic
Drive Type: FWD
VIN# 4T1G81HP1K4462170
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MSRP: \$24,129
Internet Price: \$21,540
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OFF OF MSRP

TOYOTA RESERVE YOUR eDEAL!

SCHEDULE A TEST DRIVE

SELECT A VEHICLE:



SELECT A MODEL

Model

SELECT TRIM LEVEL

Trim

SELECT POWERTRAIN

Powertrain

From **\$0** MSRP

ENTER YOUR INFORMATION:

All fields required except where noted.

FIRST NAME:

LAST NAME:

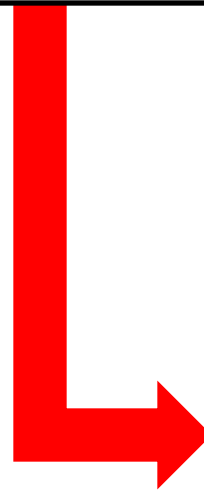
EMAIL ADDRESS:

CONFIRM EMAIL ADDRESS:

PHONE NUMBER:

ZIP CODE:

We integrate seamless actions
that customers are used to



Your appointment is confirmed

Thu, Apr 30, 2015 1:00 PM - 2:00 PM EDT

Add to Calendar

Outlook® Calendar

Google Calendar™

iCal®

Yahoo!® Calendar

Outlook.com Calendar

Are your Forms & Messages Intuitive? Engaging?

4236 Black Horse Pike Mays Landing, NJ 08330

SALES: (888) 819-5346
SERVICE: 800-221-1509
Select Language
Powered by Google Translate

TOYOTA
Let's Go Places

Shore Toyota
a whole new deal!

Search Inventory SEARCH >>>

f t YouTube

HOME INVENTORY SPECIALS TRUCKS RESEARCH FINANCE SERVICE PARTS ABOUT

THANK YOU FOR CONTACTING SHORE TOYOTA

We have received your information and a representative will contact you shortly. We promise to respond to you as quickly as we can.

We build intuitive messages that keep people engaged!

TREASURE COAST
Toyota of Stuart

Sales: (888) 224-1144
Service: (888) 224-0624
Text Us: (772) 410-5826

5101 SE Federal Hwy
Stuart, FL 34997

Select Language ▼



LIVE CHAT

Se Habla Español



HOME

SPECIALS

NEW VEHICLES

PRE-OWNED

SCION

FINANCING

PARTS & SERVICE

ABOUT US

Thank you for your interest in 2015 Toyota RAV4

We will be in contact with you soon.

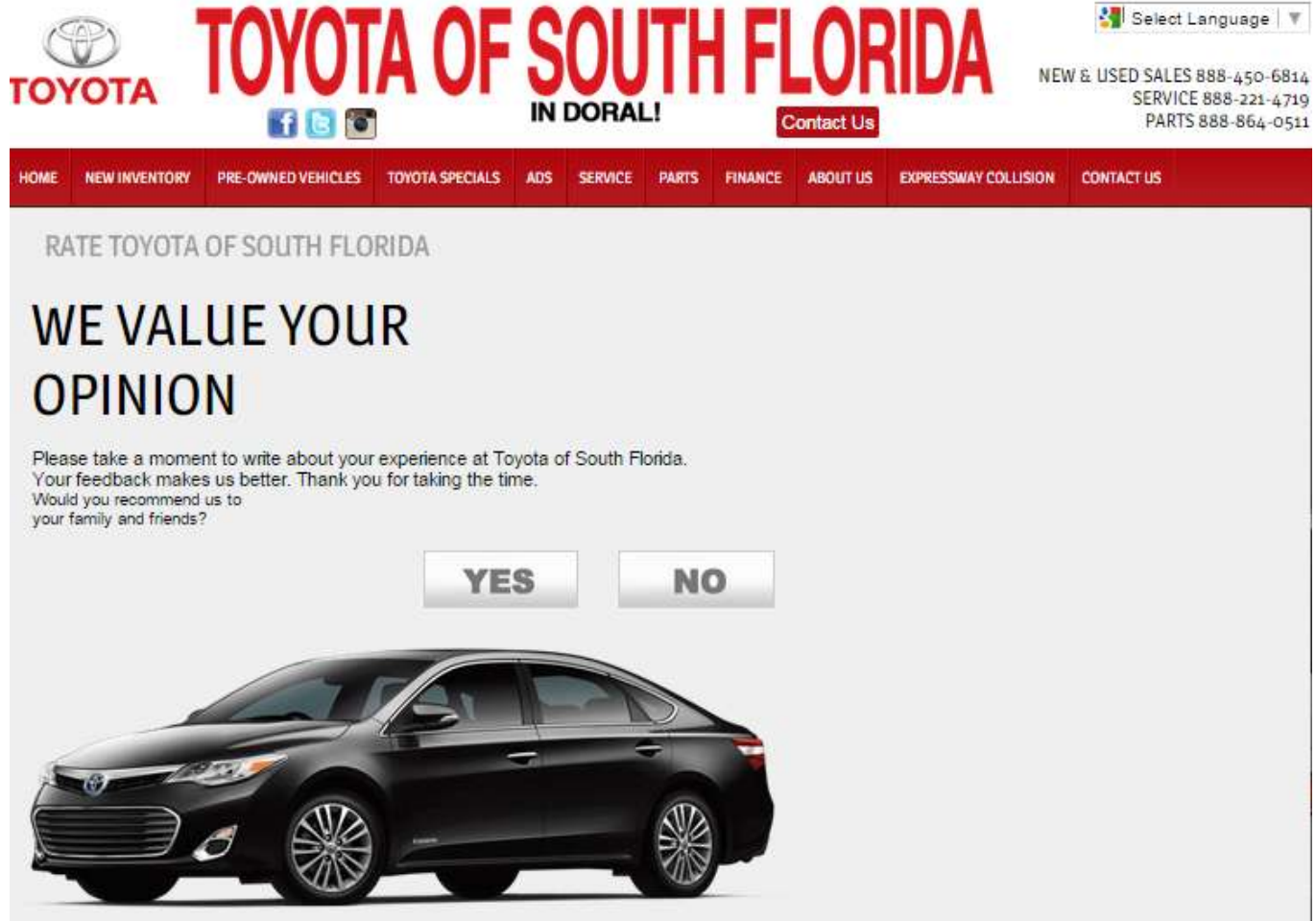
In the meantime, now is a good chance to [browse our vehicle inventory](#) or apply for [vehicle financing](#).

Do you have a vehicle to trade-in? Find out [what it's worth](#) towards a new vehicle from Treasure Coast Toyota of Stuart.

We look forward to talking with you!



We design Innovative ways to engage: Reviews



The screenshot shows the website for Toyota of South Florida. At the top, there is a navigation bar with links for HOME, NEW INVENTORY, PRE-OWNED VEHICLES, TOYOTA SPECIALS, ADS, SERVICE, PARTS, FINANCE, ABOUT US, EXPRESSWAY COLLISION, and CONTACT US. The main content area features a large heading "WE VALUE YOUR OPINION" and a sub-heading "RATE TOYOTA OF SOUTH FLORIDA". Below the heading, there is a text prompt: "Please take a moment to write about your experience at Toyota of South Florida. Your feedback makes us better. Thank you for taking the time. Would you recommend us to your family and friends?". Two buttons labeled "YES" and "NO" are positioned below the text. At the bottom of the main content area, there is a high-quality image of a black Toyota Camry sedan.

TOYOTA **TOYOTA OF SOUTH FLORIDA** **IN DORAL!** [Contact Us](#)

NEW & USED SALES 888-450-6814
SERVICE 888-221-4719
PARTS 888-864-0511


HOME NEW INVENTORY PRE-OWNED VEHICLES TOYOTA SPECIALS ADS SERVICE PARTS FINANCE ABOUT US EXPRESSWAY COLLISION CONTACT US

RATE TOYOTA OF SOUTH FLORIDA

WE VALUE YOUR OPINION

Please take a moment to write about your experience at Toyota of South Florida. Your feedback makes us better. Thank you for taking the time. Would you recommend us to your family and friends?

YES **NO**



WE VALUE YOUR OPINION

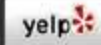
Please take a moment to write about your experience at Toyota of South Florida. Your feedback makes us better. Thank you for taking the time. Would you recommend us to your family and friends?

YES

NO



REVIEW US ON



CLOSE



HAPPY customers click **YES**, and are prompted to review sites

WE VALUE YOUR OPINION

Please take a moment to write about your experience at Toyota of South Florida. Your feedback makes us better. Thank you for taking the time. Would you recommend us to your family and friends?

YES

NO



UN-HAPPY customers click **NO**, and are prompted to form that gets delivered to owner or GM



Please let us know how we could have improved your experience with us.

*First Name

*Last Name

*Title

*Phone

*Email

Comments

Who took care of you?

When took care of you?

Salesman Performance

F/U Experience

Staff & Product Knowledge

Overall Dealer Rating

Submit

We INCREASE form submissions

By putting the customer in control

Required fields = high bounce rate
And **BAD** information

Best or Preferred contact method
= more accurate data

Quick Quote Test Drive Get More Information Get Pre-Approved

*First Name:

*Last Name:

*Email Address:

*Phone:

*When do you plan to purchase?
Please Select From Below ▼
Please Select From Below
Just Browsing
Shopping & Comparing
Want To Test Drive
Ready To Buy
Find A Vehicle
Need Help With Financing

Comments:

VS.

TOYOTA Ganley Toyota Scion
You've Gotta Get A Car...Gotta Get It At Ganley Toyota Akron

NEW Inventory Search PRE-OWNED Inventory Search SPECIALS & Incentives SERVICE & Parts FINANCE Center ABOUT Our Dealers

Make an Inquiry

First Name*

Last Name*

Contact Me by*
Email ▼

Email*

Home Phone

Comments

SUBMIT

Search Engine Optimization (SEO)

Reputation “Intelligence”

We use technology to Syndicate dealership “anchor text” across hundreds of online directories, listing sites, maps, GPS coordinates, etc.

We set up **ALERTS** for dealership mentions on review sites, social media platforms and inconsistencies in dealership listings

21 New Listings (5 shown here)

 [411.com](#) was found on [411.com](#)
Contact Info: **Possible Errors**

 [Citysearch](#) was found on Citysearch
Contact Info: **Possible Errors**

 [411.com](#) was found on [411.com](#)
Contact Info: **Possible Errors**

 [Yellow Book](#) was found on Yellow Book
Contact Info: **Possible Errors**

 [Yellow Bot](#) was found on Yellow Bot
Contact Info: **Possible Errors**

New Reputation Alerts for Jul 01, 2014

METRO FORD, 9000 NW 7th Ave, Miami, FL, 33150

1 Review

✳ June 26, 2014

[Natty G.](#) reviewed your business on Yelp

5 Stars (5/5)

I LOVED my experience at Metro Ford!! Michael was my service technician and he was amazingly knowledgeable and friendly!!

37 Mentions Of Your Business In Image Names

Search Engine Marketing (SEM)

We **don't** use a “set it & forget it” strategy

The image shows a Google search interface for the query "vw jetta cleveland". The search bar is at the top left, with the Google logo and a search button. Below the search bar are navigation tabs for "Web", "Images", "Videos", "News", "Shopping", "More", and "Search tools". The search results show "About 379,000 results (0.38 seconds)".

The search results are divided into two columns. The left column contains organic search results, and the right column contains paid advertisements. Three advertisements are circled in red:

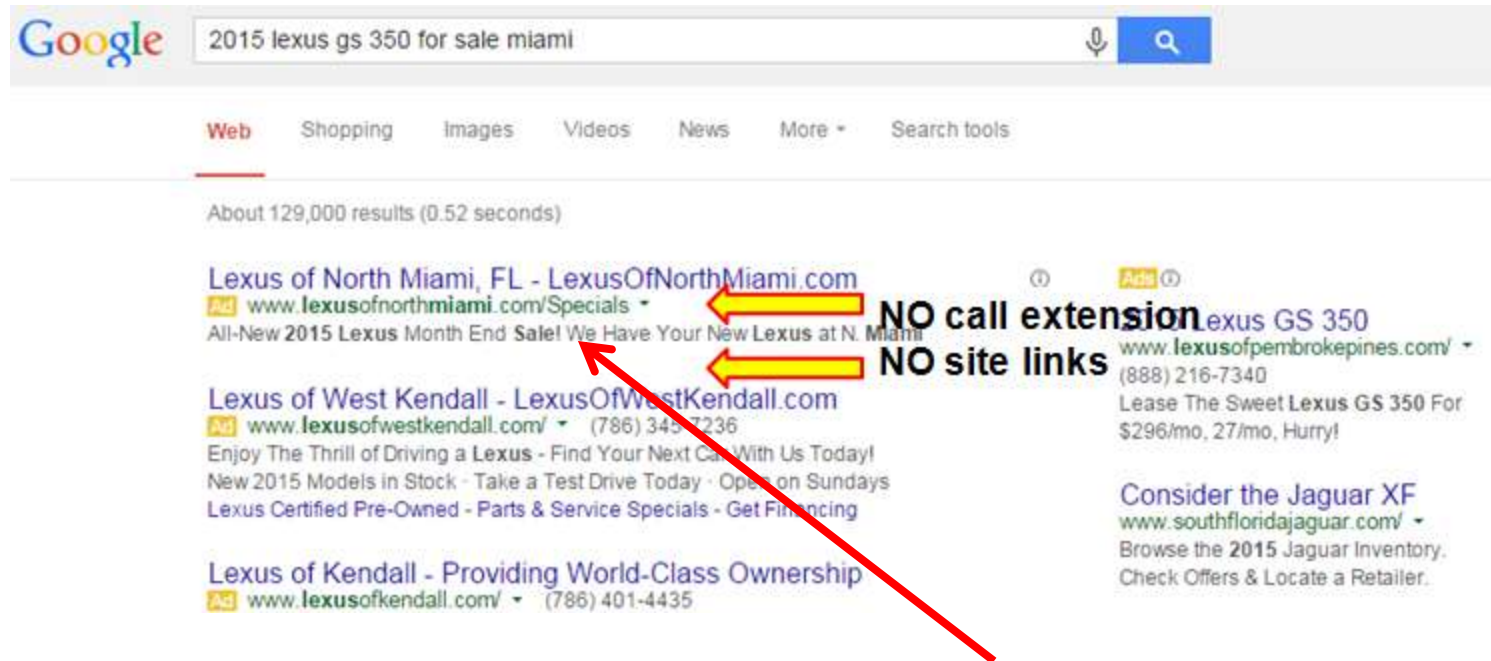
- 2013 VW Jetta Offer - Eastside-VW.com**
Ad www.eastside-vw.com/
Get Great Savings On A New VW At Eastside Volkswagen.
New Car Inventory | Used Car Inventory | New VW Offers
- 2013 VW Jetta Offer**
Ad www.spitzervw.com/
Get Great Savings On A New VW At Spitzer Volkswagen.
- 2013 VW Jetta Offer**
Ad www.brunswickvolkswagen.com/
Get Great Savings On A New VW At Brunswick Volkswagen.

Other search results include:

- Volkswagen® Jetta - Price Your New Volkswagen Jetta**
Ad www.collectionvwudson.com/ (877) 609-2005
Call Collection Volkswagen Today!
Used Car Specials - Used Inventory - New Car Specials - Contact Us
- The New Volkswagen Jetta - ganleyvwbedford.com**
Ad www.ganleyvwbedford.com/
View Our Inventory And Specials Visit Ganley VW of Bedford.
250 Broadway Avenue, Bedford, OH - (877) 590-9381
- Visit Ganley Westside VW.**
www.ganleywestside.com/
See New Volkswagen Jetta Sedans.
1st On the North Olmsted Auto Mile

Search Engine Marketing (SEM/PPC)

We apply industry best practices



Does your ad look like that???

Search Engine Marketing (SEM/PPC)

We allocate budgets for successful Conquest Campaigns

Google new chevy silverado

Web Images Shopping Videos News More Search tools

About 6,780,000 results (0.38 seconds)

Ram® Official Site - RamTrucks.com
www.ramtrucks.com/1500
Learn About Vehicles, Features, Offers And More. Find a Dealer Now!

New Chevy Silverado 1500 - Chevrolet.com
www.chevrolet.com/Silverado-1500
Experience Why Silverado Is Strong For All The Roads Ahead. Learn More
Chevrolet has 2,106,526 followers on Google+
Build Your Silverado - Vehicle Specs - Locate Your Silverado - Request A Quote

*15 Silverado Dbl Cab 4WD - PrestonChevroletCadillac.net
www.prestonchevroletcadillac.net
Lease For \$319/Mo. Buy For \$38,075 Visit Preston Chevy Cadillac Today

2015 Silverado 1500: Fuel-Efficient Pickup Truck | Chevrolet
www.chevrolet.com/silverado-1500-pickup-truck.html
From innovative cargo box features like the CornerStep rear bumper and available EZ-Lift and Lower tailgate to the all-new available 4G LTE Wi-Fi,* this truck ...
2015 Silverado 1500 Trims - 2015 Silverado 1500 - Compare - The Stronger Choice

Silverado: Pickup Trucks & 4x4 Trucks | Chevrolet
www.chevrolet.com/silverado-pickup-trucks.html
Discover the family of Chevy pickup trucks starting with the 2015 Silverado 1500 ... The

Ad
2014 Chevy Silverado.
www.johnmileschevy.com
Black Friday Savings Going On Now.
Visit John Miles Chevrolet Today.

2014 Chevy Silverado
www.chevydealer.com/Cleveland
4.1 ★★★★★ rating for chevydealer.z
Browse Inventory, Prices, & Offers.
Find Cleveland Chevy Dealers.

The All-New Silverado Has
www.dougchevrolet.com
The Best In Class Fuel Economy.
Visit Doug Chevrolet

Why Drive A Silverado?
www.ganleyfordwest.com
When You Can Drive A Ford F-150
For As Low As \$299 a Month?

The 2014 Chevy Silverado

Google honda accord clinton, nj

Web Images Shopping News Videos More Search t

About 115,000 results (0.34 seconds)

New Honda® Accord - Build A Custom Honda Accord Now
www.clintonhonda.com/HondaAccord
Available At Clinton Honda.
1511 US Highway 22 East, Annandale, NJ
Contact Us Service And Parts
New Car Specials New Inventory

2015 Honda Accord - \$159/mo Lease, 0.9% for 60 mo
www.brickellhonda.com
Call Brickell Honda Today & Save!
Brickell Honda has 225 followers on Google+

Shop Muller Toyota - Elevate Your Drive - MullerToyota.com
www.mullertoyota.com
See How the 2015 Toyota® Camry Compares!
2019 State Route 31, Glen Gardner, NJ

Search Engine Marketing (SEM/PPC)

We allocate budgets for successful Service Campaigns

Google ford oil change cleveland

Web Maps Shopping Images News More Search tools

About 826,000 results (0.41 seconds)

Ford Oil Change - ford.com
Ad owner: ford.com/
Get The Works for \$39.95 or Less At A Participating Ford® Dealership.
Ratings: Reliability 9.5/10 - Appearance 9.5/10 - Value 9/10 - Comfort 9/10
Service Coupons & Rebates Tire Coupons & Rebates
Schedule Service Dealer Locator

Oil Change and Tune Up - quicklaneservicespecials.com
Ad www.quicklaneservicespecials.com/
Get The Works™ Fuel Saver Package for \$39.95 or Less. Learn More Now!

Ford Oil Change - quicklane.com
Ad www.quicklane.com/
Get The Works for \$39.95 or Less. At a Participating Quick Lane®
Find a Quick Lane - Owner Advantage Rewards® - Oil Change Specials

Cleveland Auto Repair & Service in 44125 - Quick Lane ...
www.quicklane.com/service_center?pacode=QL558
*We are conveniently located at 5715 Canal Road in Cleveland, Ohio 44125...
Quick Lane Tires & Auto Center® through Valley Ford Truck supports Al Koran...

Map for ford oil change cleveland

Map showing Cleveland area with markers for Ford Oil Change locations.

Ads

Ganley Ford in Cleveland
www.ganleyfordwest.com/
(877) 834-4570
\$39.95 for Oil Change, Inspection, Tire Rotation & More! Print Coupon.
16100 Lorain Ave., Cleveland, Ohio

Valvoline \$19.99 Coupons
www.vioc.com/Coupon
4.5 ★★★★★ rating for vioc.com
Get Your 15 Minute Oil Change Today

Search Engine Marketing (SEM/PPC)

We create dedicated service landing pages that link directly to your current service scheduling forms

GANLEY FORD WEST [Click Here For A VIP Appointment](#)

Oil & Filter Change + Tire Rotation

\$39.95

- Change of filter & replace with Genuine Ford filter
- Change engine oil with Genuine Ford bulk oil (up to 5-qt)
- Multi-point inspection
- Wash & wax
- System checks: Tires, Synthetic oil, oil level

GANLEY FORD WEST

Price only. Must present coupon when order is written. Tax, license & other supplies not included. Not valid with any other offer. Price varies by vehicle. Valid only at Ganley Ford. Offer expires 12/31/12. ©2012 GM

COMPLIMENTARY Express Battery Check

GENUINE FORD BATTERY

- Exceeds 50-mile warranty!
- 24-month free replacement
- 50-month guarantee
- Includes testing & installation labor
- Check to cross warranty service
- More than 1,200 locations!

\$129.95

GANLEY FORD WEST

Cabin Air Filter Replacement

Inspection-recommended every 15,000 miles • Heavy or dusty driving conditions may warrant more frequent replacements • Keeps your vehicle allergen-free • Filters pollen, dust & other air-borne particles

\$59.95

GANLEY FORD WEST

Front Brake Pad Replacement

\$179.95

GANLEY FORD WEST

Pothole Special

\$119.95

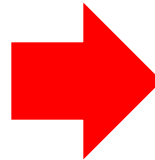
GANLEY FORD WEST

You've Gotta Get It...Gotta Get It At **GANLEY WEST**

**16100 Lorain Avenue
Cleveland • 888-779-9140**

Shop Online at [GanleyFordWest.com](#)

MONDAY & THURSDAY 9-9 • TUESDAY & WEDNESDAY 9-6
FRIDAY & SATURDAY 9-6 • SUNDAY 11-5



Ganley Ford West [Questions? Click for help CHAT ONLINE](#) [Write Review](#)

Home Inventory Model Research **Get Pre-Approved In Seconds** Service & Parts Towing Specials Directions Information

Can't find what you're looking for? [Please call 888-247-9271 to reach our service department!](#)

[Choose Vehicle](#) [Select Service](#) [Select Time](#) [Book Appointment](#)

Select Your Vehicle Below

We are pleased to offer you the convenience of scheduling for your service appointments! Just follow the steps.

* Year * Make * Model

Estimated Mileage Vehicle Identification Number

BEGIN

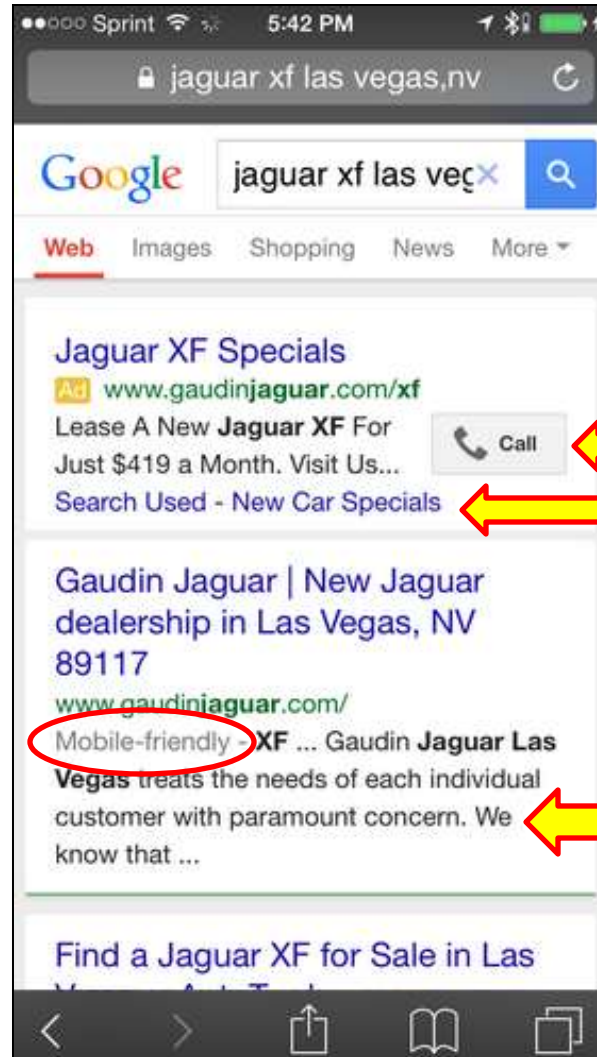
* Required Fields

Search Engine Marketing (SEM/PPC)

We dominate MOBILE search results

ONLY paid ad

ONLY organic ad



Click to call button
Dynamic site links

Mobile Friendly badge

Search Engine Marketing (SEM)

We create successful Hispanic campaigns

Nueva Toyota Venza 2015

Las Mejores Ofertas y Precios Mas Bajos Del Mercado. Arriende Hoy!
ToyotaOfSouthFlorida.com

Toyota Prius Two 2015

Arriende El Nuevo Toyota Prius Two Por \$249 .Obtenga más Información!
ToyotaOfSouthFlorida.com

Toyota of South Florida

Las Mejores Ofertas y Precios En Corollas, RAV4, Camionetas y Más!
ToyotaOfSouthFlorida.com



TOYOTA OF SOUTH FLORIDA
Especiales de Carros Nuevos

CLIC AQUÍ PARA UNA CITA VIP

Nuevo 2015 Toyota Corolla LE	Arrendamiento Por Mes Mas Incomodo	\$69		Modelo 2015 Arriende por \$69 al mes por el nuevo contrato y el depósito de \$400. Incluye la seguridad de bloqueo. Incluye mantenimiento, seguro, registro y transferencia del propietario. A otra oferta de \$69.
Nuevo 2015 Toyota Camry SE	Arrendamiento Por Mes Mas Incomodo	\$89		Modelo 2015 Arriende por \$89 al mes por el nuevo contrato y el depósito de \$400. Incluye la seguridad de bloqueo. Incluye mantenimiento, seguro, registro y transferencia del propietario. A otra oferta de \$89.
Nuevo 2015 Toyota RAV4 XLE	Arrendamiento Por Mes Mas Incomodo	\$179		Modelo 2015 Arriende por \$179 al mes por el nuevo contrato y el depósito de \$400. Incluye la seguridad de bloqueo. Incluye mantenimiento, seguro, registro y transferencia del propietario. A otra oferta de \$179.
Nuevo 2015 Toyota Prius Two	Arrendamiento Por Mes Mas Incomodo	\$249		Modelo 2015 Arriende por \$249 al mes por el nuevo contrato y el depósito de \$400. Incluye la seguridad de bloqueo. Incluye mantenimiento, seguro, registro y transferencia del propietario. A otra oferta de \$249.
Nuevo 2015 Toyota Sienna L	Arrendamiento Por Mes Mas Incomodo	\$259		Modelo 2015 Arriende por \$259 al mes por el nuevo contrato y el depósito de \$400. Incluye la seguridad de bloqueo. Incluye mantenimiento, seguro, registro y transferencia del propietario. A otra oferta de \$259.

www.ToyotaofSouthFlorida.com
TOYOTA OF SOUTH FLORIDA
8775 N.W. 12th Street, Doral, Florida

Horario de venta: Lunes-Sábado 9am-5pm, Domingo 10am-5pm • Taller de Servicio: Lunes-Viernes 7am-7pm, Sábado 7:30am-5pm, Domingo 9am-5pm

Display/Banner Ads

ReTargeting Ads

a/k/a remarketing

- Search (keywords)
- Website
- Contextual
- Behavioral



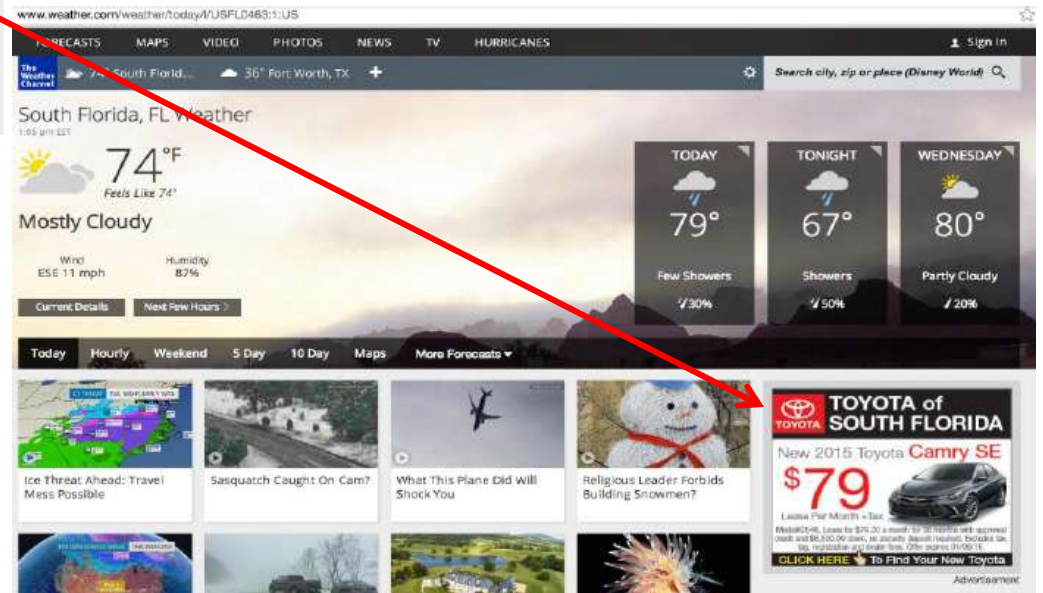
ONE THING MATTERS!

We deliver the RIGHT message, to the RIGHT consumer at the RIGHT time

“Search” Retargeting (keywords)

The diagram shows a Google search bar with the text "car purchase with bad credit". A red line connects this search bar to a screenshot of a CNN news page. A yellow arrow points from the search bar to a Toyota advertisement on the CNN page that features the text "100% CREDIT APPROVAL!".

“SITE” Re-Targeting



“HYPER” retargeting based on web pages visited

Hyper-ReTargeting Ads

“abandoned forms”

80% of online shoppers abandon the trade form

Black Book
Take The Guesswork Out Of Trading Your Car

Your trade appraisal is ready...
We need your contact information to send a confirmation copy by e-mail

Please describe the replacement vehicle you are considering

First Name:
Last Name:
Address:
City:
State: Zip:
Phone: x
E-Mail:

New Pre-Owned

* Make:
* Model:

* participating dealer may contact you to confirm your trade value.

[Get Your Trade Appraisal >>](#)

TOYOTA MULLER TOYOTA

TRADE-IN & TRADE UP SALES EVENT

WE'LL PAY YOU
\$500 OVER BOOK VALUE!

ACT FAST! CLICK HERE!

Drive consumers back to your website...digital “Be Back”

Social Media

-Content Creation

-Publishing

-Community Monitoring

-Paid Media

Natively within platform vs. 3rd party tools



Social Media

Build and Segment target audiences by: Uploading CRM contacts and Incorporating 3rd party data (i.e. Polk)

Audience Targeting Options

When you create an ad set, you'll define the audience that will be eligible to see the ads in your ad set. Choosing a relevant audience for your business is important because your ad will only be shown to people who match the criteria you select.

Facebook offers a range of audience targeting options. You can choose from one or a combination of these options to suit your business's needs:

- | 1. Custom Audiences
- | 2. Location
- | 3. Demographic
- | 4. Interests
- | 5. Behaviors
- | 6. Education
- | 7. Connections
- | 8. Partner Categories





Toyota of South Florida

Posted by Symphony 171 · March 6 at 10:45am · 🌐

We're pleased to offer a military discount for all active duty U.S. military and inactive reserve personnel. It's our way of saying "thank you" for all you do. Get all the details here: <http://bit.ly/1tHJKUa>



76 people reached

Boost Post

Like · Comment · Share · 🍷 2



Toyota of South Florida

Posted by Andrew Miller 171 · March 6 at 3:01pm · Edited · 🌐

Now that's a capable off-roader! #Tacoma



959 people reached

Boost Post

289 Views

Like · Comment · Share · 🍷 20 📌 2

Online video and streaming radio extend reach to younger audiences



Video are 4X likely to engage

Social Media Analytics

	A	B	C	D	E	F
1	Screen Name	Name	Description	Location	URL	Followers
2	aw1556	aw				10
3	212MC	Chelle	Christian, On-Air Personality, Swimmer, Travel Enthusiast,	New York, NY		143
4	heshyg	heshy comfort		Greater New York	http://t.co/ocIargD20d	26
5	wfcin	Manoj Ramachandran	Love Christ, Love People, Love Technology	Pittsburgh, PA		45
6	Acee_massey	Arlene Massey	Mom, wife, beach lover, food fanatic, future songwriter of	Atlanta		20
7	VanessaAm1987	Vanessa America	Life your Life and enjoy every moment of it! Super fan of St	Quebec City, Canada		115
8	CaptivatingMaui	Kathy Takushi	Chief travel designer at Captivating Journeys. I have the ple	Maui, Hawaii	http://t.co/Cy22yUv3tn	859
9	oregonbigfoot	Adam Miller	Retired Police Officer, FAA licensed pilot, aviation nut, spor	Portland, OR		38
10	le_donne	Marianna Le Donne	foodie, bookworm, chef, traveler... not necessarily in that c	Glassboro, NJ	http://t.co/r2FuTWjL3G	218
11	monikstro2010	Monica Castro	Dios mi creador, Jesús mi Salvador, Espíritu Santo Mi Guía			29
12	NYCarolinagirl	Kristen	Clemson/Univ swimming alum;NYC pharma sales 2 RN stud	Greater NYC area		153
13	stalindavid14	stalindavid		Dubai		60
14	JMUNSMH	NSMH at JMU	National Society of Minorities in Hospitality chapter at Jam			7
15	HotelJordan	Hotel Jordan		Jordan		3
16	endaly	Eric Daly	Devoted father and husband, fanatical BAMA fan, aspiring	Atlanta, GA		55
17	faoo	Fran		Hawaii		36
18	ProsperiGina	Gina Prospero	Sales & Marketing Manager - La Residencia by Orient-Expre	Deià, Mallorca	http://t.co/Mq0E1hUqg	28
19	latenights982	Late nights				7
20	sjfenton75	steve fenton	Happy in life with Ed but wouldn't mind winning the lotto :	Dublin		2
21	Lucychou88	Lucy Chou				0
22	toothfairymily	Emily Boge	dental hygienist, farm girl, mom, cook, master's student, tr	Iowa		74
23	RuFreeman	RuFreeman	writer/activist/public speaker. Interests: politics of educati	Sri Lanka, America,	http://t.co/V10zwVov	1764
24	aidandempsey	Aidan Dempsey				49

We create segmented audiences to deliver the right message to the right target!



Contact me today for a
COMPLIMENTARY assessment
of your digital marketing strategy

Contact Info

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Job Title : **VP, Digital Strategy & Innovation**

Email: **LARRY @ MSAadvertising.com**