

# WHAT DOES YOUR DIGITAL MARKETING STRATEGY SAY ABOUT YOUR DEALERSHIP?



## THE BASICS

- Templatized website
- Minimal SEO
- Minimal SEM/PPC
- Manual posts on social media
- Elementary CRM system
- Basic banner ads



## MODERATE TO INNOVATIVE

- Responsive website
- Inventory based SEM, Social and Display
- Behavioral targeting implementation in marketing
- CRM based marketing to maximize 1st party data
- Location based mobile marketing
- Maximizing video and audio assets online



## INNOVATIVE TO DIGITAL EXPERT

- State of the art digital store front
- Omnichannel marketing approach
- Programmatic campaign management
- Audience learning based optimizations
- Tracking in store visits and attribution
- Vin specific attribution to leads

For a free consultation please engage Demand Local, a national digital marketing agency driving dealership sales with innovative strategies and proven technology to deliver customers, data, and revenue

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