



## WHAT MAKES OUR SEO DIFFERENT

**1,200**  
**WORDS / PAGE**  
**CUSTOM WRITTEN**  
**FOR YOUR STORE**

**+43%**  
**SALES**  
**IN 12 MONTHS**

**LEADS &  
SALES**  
**NOT JUST  
CLICKS**

- ➔ Run by geeks. Created by retail veterans.
- ➔ Performance reports focused on leads and sales.
- ➔ No more 'Always Up' traffic reports.
- ➔ High-quality content, planned using data.
- ➔ Contextually relevant backlinks.
- ➔ Exclusive! Your competitors can't hire us!
- ➔ One expert point-of-contact.
- ➔ Built for *your* market and *your* priorities.



# PAID SEARCH (SEM)



## LET'S TALK ABOUT SEM

SEM in automotive is **plagued by wasted spend**.

Vendors recommend high spends because they take a cut and prioritize low CPC campaigns over those that convert.

The average dealer's SEM contains 40% waste—we'll show you *which* 40%.

**EXPERT  
ATTENTION**

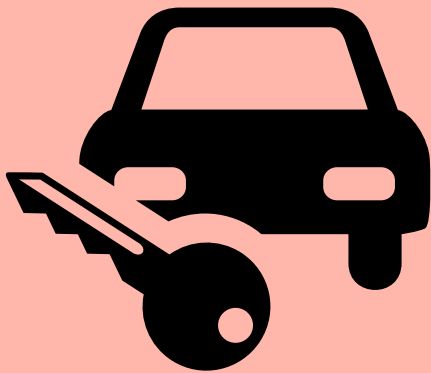
**NOT  
SET AND FORGET**

**FLAT-RATE  
MANAGEMENT**

**NO  
PERCENTAGE  
OF SPEND!**

**40% AVG  
WASTE  
REDUCTION**

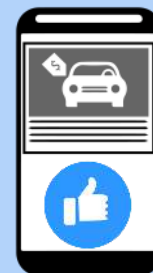
**BALANCING  
SEO & SEM**



- ➔ **Balance** your paid **campaigns** against your organic presence to **prevent waste**.
- ➔ Optimized campaigns with *human expertise* for geography, affinity audiences, DMS uploads, day-parting, and more!
- ➔ Campaigns engineered around *your* objectives with **measurable KPIs / conversions**.
- ➔ **Reduced spend is the goal!** We will always look for places that you can reduce your SEM spend in favor of exposure you own through SEO and Google My Business.
- ➔ **Flat-rate management means we *never* recommend inflated ad spend!**



## WHAT MAKES OUR SOCIAL ADS DIFFERENT



**DRIVE VDPs FOR  
LESS THAN  
\$7 COST  
PER LEAD**

**THE MOST  
ATTENTION**  

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**THE LOWEST  
COST**

**REACH & ENGAGE  
TENS OF  
THOUSANDS  
OF USERS  
MONTHLY**

Reaching in-market sales and service customers... It's the objective of all your marketing, whether it be for branding or immediate conversion. Social media marketing allows you to advertise vehicles, specials, and your brand to reach hundreds of thousands of consumers in your area.



Facebook: 221 million U.S. users. 78% of these users credit that platform with their consumer decision-making. By far, Facebook is the KING of all social media marketing.



TikTok: 130 million U.S. users. 48% of adults aged 18-29 use it daily, along with 60% of the emerging Gen Z market (estimated to be 74 million in 2022).



Instagram: 112 million U.S. users, with 81% using the platform to research products, services, and niche interest areas.



Snapchat: 85 million U.S. users, with the fastest year-over-year growth in 2020-2021 (credited primarily to Millennial and Gen Z use).



# WHAT IS ONE SEARCH?



## THE INTERNET HAS BEEN AROUND FOR OVER TWO DECADES.

If Google was a person, it would be old enough to drink, yet we still talk about two different types of Search: **Organic (SEO)** and **Paid (SEM)**. We've had enough time to combine the two in a way that makes sense, so why hasn't anyone done it? Because it would mean lost profits for vendors everywhere!

SEO and SEM are two sides of the same coin, but automotive vendors treat them as separate services, creating *massive* waste.

## IT'S TIME FOR A CHANGE.

ONE SEARCH means that Wikimotive treats the balance and application of SEO and SEM as one cohesive service. We use data to carefully evaluate what you rank for organically and ensure you aren't wasting your SEM budget on those keywords.

On the other side of the coin, we look for low funnel keywords that you don't yet own organically and cover that valuable territory with paid search. We then keep evaluating to reduce and reallocate spend as the landscape changes.

ONE SEARCH ensures that you receive the **most** Google **attention** for the **lowest cost** with budgets balanced against visibility for your benefit - not our own profit.



# WHAT MAKES OUR GMB DIFFERENT

**DEPARTMENT  
SPLITS**  
**WITHOUT THE  
HEADACHE**

**NO MORE  
TROUBLESHOOTING**

**LET US  
HANDLE IT!**

**INCREASE  
SALES**

**MORE EXPOSURE  
FEATURED INVENTORY**

- ➔ Live Inventory Feed
- ➔ Current Products
- ➔ Correct Services
- ➔ Updated Google Posts
- ➔ Higher Maps Rankings
- ➔ Pre-Loaded Q&A
- ➔ Optimized Categories
- ➔ Custom 'About' Content
- ➔ Competitor Monitoring
- ➔ Holiday Hours Updates
- ➔ Monitored Store Info
- ➔ Daily GMB Monitoring





# EXPERTISE

## ONE SEARCH | ONE SOCIAL | ONE COMPANY

### What have your vendors done for you lately?

Anyone can throw together a one-sheet that rattles off their services like they're somehow different from those of "the other guy" but you know as well as we do that vendors in the automotive space are mostly the same. If you're tired of the vague metrics, lack of context, and endless stream of arrows pointing up...

**We don't blame you!**

### Wikimotive is more than just our industry-leading services.

With a combined 85 years in the retail space, Wikimotive is more than just another vendor. We know what it's like to sit on the other side of the table. In fact, we prefer to sit beside our clients, rather than across the table from them. The need for this kind of **partnership** is what inspired our founder and CEO, Tim Martell (a 22-year veteran of retail and SEO pioneer), to create **a better kind of company**. More than 12 years later, Tim is still picking up the phone around the clock to ensure that Wikimotive's clients have the support, strategy, collaboration, and advantages **you deserve**.

### No-one else in the industry offers you this kind of service.

Why? Because "the other guys" aren't focused on **your profitability**.  
That is the **Wikimotive difference**.



wikimotive