



# DIGITAL MARKETING

## THE DIFFICULT PROBLEM WE SOLVE

- Sales needle doesn't move
- Spending more for the same/lower returns
- Low conversions
- Low floor & website traffic
- Attribution - is it working?

## OUR SOLUTION

- Targets DMS data online
- Utilizes the most advanced audience targeting
- Persuades shoppers with highly-relevant and effective ad copy
- Monitors competition for frequent strategy enhancement
- Provides transparent reporting to spot trends

## MEET THE TEAM:



**Tyler Wilson**  
Digital Marketing Strategist

Tyler has 10+ years of digital experience and specializes in paid search, display, and social media advertising. A continuous pursuit of learning and growth drives Tyler's passion towards understanding and discovering the possibilities of the future.



**Jamil Zabaneh**  
President of J&L Marketing

Jamil has over nine years of experience pioneering digital marketing solutions & a track record for creating innovative marketing solutions for the automotive industry's most complex challenges.

## WHY IT'S HARD TO SOLVE THE PROBLEM

- Avg. cost per click has increased
- Current keyword strategies aren't enough
- Agencies lose focus/not enough attention
- Saturation of local competition
- Static reporting
- Aggressive competitor pricing
- Lack of transparency

## KEY FEATURES

- Turn Key Program
- Paid Search, Display, & Social Ads
- VIN-Specific Advertising
- Offline & Online Market Analysis
- On-Call Digital Analyst
- Fast-Paced Customization
- 24/7 interactive reporting

# 3.9X HIGHER

Than Industry Average Paid Search Conversion Rate

## WE REACH SHOPPERS DURING THESE CRITICAL MICRO-MOMENTS

1. Which-Car-Is-Best
2. Is-This-Car-Right-For-Me
3. Can-I-Afford-It
4. Where-Should-I-Buy-It
5. Am-I-Getting-A-Deal

# 86%

of car shoppers conduct online research before deciding to visit a local dealership

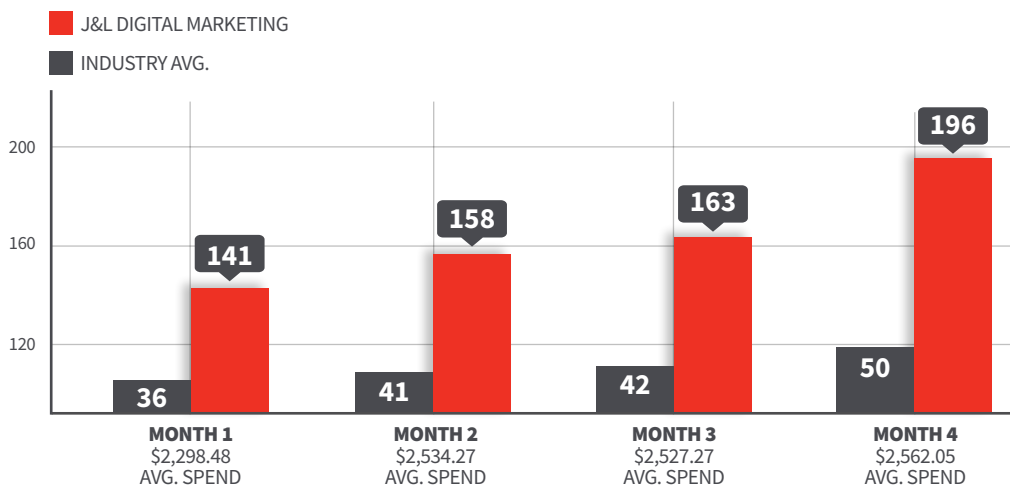
# \$11.66 PER CONVERSION

# 12.35% CLICK THROUGH RATE

# 280 CONVERSIONS PER MONTH

\*BASED ON PAID SEARCH DATA FROM ALL ACCOUNTS

## FORECAST - AVERAGE PAID SEARCH CONVERSIONS OVER FOUR MONTHS



### CLICK HERE NOW



### TO SCHEDULE AN APPOINTMENT ONLINE

Click to call or email: [800.346.9117](tel:800.346.9117) | [learn@jandlmarketing.com](mailto:learn@jandlmarketing.com) | [jandlmarketing.com](http://jandlmarketing.com)

more **traffic.** more **selling.**