

2027 Digital Marketing Campaign

Now, more than ever, customers are searching online for maintenance and repairs.

Capitalize on today's trends and reach vehicle owners with J&L Marketing's proven, turn-key strategy that will turn your business into an appointment-closing machine!



ENROLL NOW: www.jandlmarketing.com/stellantis-digital



Prevent Losing Customers to Independent Shops



Reactivate Lost Customers



Increase Service Appointments

2027 PACKAGE OPTIONS

Essential Package	Advanced Package	Premium Package	VIP Package
\$450/mo	\$700/mo	\$999/mo	\$1,500/mo
Available only for Virtual Stores	AI Max	Video	Strategy Call
- Performance Max - Dealership Landing Page - Dealer Reporting Dashboard - Call Tracking - Monthly Automated Emails	High-intent Search + Visual - Google Paid Search (AI Max) - Demand Gen Advertising - Dealership Landing Page - Dealer Reporting Dashboard - Call Tracking - Monthly Automated Emails	Adds Demand Gen Video - Google Paid Search (AI Max) - Demand Gen Advertising - Display Advertising - Dealership Landing Page - Dealer Reporting Dashboard - Call Tracking - Monthly Automated Emails	Full partnership level - Monthly Call with J&L - Google Paid Search (AI Max) - Demand Gen Advertising - Demand Gen Video Ads - Dealership Landing Page - Dealer Reporting Dashboard - Call Tracking - Monthly Automated Emails

SERVICE OFFER OPTIONS

Drive Service Appointments with Customizable Digital Marketing

Tailor your service offers to meet customer needs and enhance your dealership's visibility. Easily add a dedicated service menu page to your website's navigation. With the flexibility to create up to 7 offers, you can feature a range of services that cater to your customer base.*

Plus, run seasonal promotions like Buy 3 Tires, Get the 4th for \$1 during Spring and Fall, with the Tire Price Match Guarantee offered year-round.



Bonus Coupon Discount



Battery Replacement



Oil Change



Wiper Blades



Tires Rotation



Brakes Replacement



Car Accessories

Turn-Key Program • Highly Targeted Digital Advertisements • Carefully Structured Landing Pages • Service Scheduler Integration • 24/7 Reporting Dashboard

WHAT'S NEW IN 2027



AI Max on Paid Search, stronger query matching, text customization, and landing-page optimization for higher-intent traffic.



Demand Gen now unifies visual reach across YouTube, Discover, Gmail, Maps + former Display (GDN) inventory in one channel.



Premium & VIP packages include Demand Gen Video Ads for stronger YouTube and video creative performance.

GOOGLE PAID SEARCH

As customers seek service options online, ensure that your dealership is getting seen!

Out-market your competition by leveraging our paid search strategy that dynamically tailors your ads to match consumers' exact service searches.



DISPLAY & DEMAND GEN ADVERTISING

Advertises on over 2+ million website and mobile news, Maps Youtube and Gmail

Utilize the power of animated ads to convert website traffic and increase your service appointment bookings.

These ads drive brand awareness and re-engage previous visitors, creating a consistent presence for your dealership while nurturing potential leads into customers.

PERFORMANCE MAX

An all-in-one Google campaign that lets dealerships reach potential customers across Search, Display, YouTube, and Gmail. Using machine learning, it automatically optimizes ads to target the right audience and drive more appointments.

PAID SEARCH

Cost/Conversion

\$5.43

J&L Marketing

\$29.96

Industry Benchmark

RESULTS YOU CAN COUNT ON

At J&L Marketing, we believe in one thing: Your success. Our purpose is simple: To help you win.

Our cost per conversion is well below industry benchmarks, representing the average amount spent to drive actions like calls or service appointments.

PAID ADS LEAD TO SERVICE SPECIALS PAGE.

Drive potential customers to a page maintained by J&L Marketing and linked in your site navigation.

Service specials page designed to drive action

- 1 Offers can be texted, emailed, printed, or saved to Google Pay or Apple Wallet (responsive to device)
- 2 Service Scheduling Tool Integration
- 3 Unique Call Tracking Number

