

Lincoln  Mercury

FLM Dealer Digital Advertising

Reach • Frequency • Efficiency • Flexibility



Package One

Utilizes Google Search to capture a buyer's attention when they are actively using the internet to research, find or buy their next vehicle. Drives additional sales by reaching out to your best prospects and customers with our monthly eNewsletter.

Includes:

- Custom Search Engine Marketing Campaign
- eNewsletter
- Designated Virtual Marketing Representative
- Monthly Reporting

Package Price: \$2,000/Mo

Package Two

Leverage both Google Search and Yahoo Search along with banners on KBB to catch the attention of buyers researching their next car and the value of their trade.

Includes Package One Plus:

- Yahoo Search
- Banner advertisement on KBB.com
- Two banner ads for messages/vehicles/offers (ie. Ford Fusion, F150)
- Floodlight tags on your website to track post impression activity
- Monthly Reporting

Package Price: \$4,000/Mo

Package Three

This blended approach targets consumers during the active stages of research plus utilizes our ad network and behavioral targeting to advertise to shoppers when they are using the web for news, entertainment or information.

Includes Package Two Plus:

- Your dealership's advertisement on our premier ad network
- Behavioral targeting and retargeting to in-market shoppers
- Floodlight tags on your website to track post impression activity
- Monthly Reporting

Package Price: \$8,000/Mo

Package Four

Dominate your competition by maximizing nearly the entire reach of the internet along while putting your dealership in the front of consumer minds by capitalizing on site retargeting.

Includes Package Three Plus:

- Ad Display Network: choice of one: Automotive Behavioral Targeting, NetCast or AutoCast products
- One set of Custom banners per quarter
- Two Custom microsites
- Monthly Reporting

Package Price: \$15,000+/Mo (depending upon market size)

Custom

If you are a small dealership or a large dealer group we can build an online advertising package that will generate results. Our products are flexible and our team of Digital Advertising Professionals can help you design a strategy for your business.

For a Free Online Advertising Assessment, or for more info, contact one of our Marketing Specialists by going online or calling us at:

flmdigital.com | (888) 239-9302





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Effective Online Advertising for Dealerships - Reach, Frequency, Efficiency, Flexibility

The Opportunity - In the age of the Internet, online advertising clearly can broaden a dealer's sphere of influence and go far to attract and engage consumers in ways traditional advertising – newspaper, radio and print – cannot.

The Solution - The Ford, Lincoln Mercury Dealer Digital Advertising Program allows dealers to utilize the same strategies, tools and tactics that national advertisers have enjoyed for the last few years.

The Results - Participating dealerships have seen greater brand awareness, increased phone, floor and foot traffic, and growth in market share.

The Approach - We know that every dealership and market are different; therefore it is our goal to provide best-in-class advertising solutions that meets the variety of marketing needs and advertising budgets.

Co-op - Nearly all of our advertising products are eligible for co-op reimbursement.

Resources -

Analytics Tools: *We have sophisticated tools for measuring the activity, interest and results your advertising campaigns are generating. These tools help us monitor and improve your advertising.*

Creative Resources: *Our team will work with your dealership to build eye-catching creative that cuts through the clutter and drives home your dealerships' brand and message.*

Virtual Marketing Consultant - Your dealership will be assigned your its own personal FLM Digital Advertising consultant, someone, who helps you will plan, execute and measure the results on a monthly basis for you. The FLM Digital Team can help your dealership capitalize on the millions of dollars Ford Motor Company will be spending to generate consumer interest and traffic.

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FEATURES	Package One \$2,000/mo	Package Two \$4,000/mo	Package Three \$8,000/mo	Package Four Starting at \$15,000/mo
Google SEM	✓	✓	✓	✓
• Capture attention of in-market shoppers with internet to research, find & buy their vehicle	✓	✓	✓	✓
• Custom SEM campaign	✓	✓	✓	✓
• Monthly Reporting	✓	✓	✓	✓
eNewsletter	✓	✓	✓	✓
• Drive additional sales from your best customers and prospects	✓	✓	✓	✓
• Delivered by email monthly	✓	✓	✓	✓
Designated Virtual Marketing Representative	✓	✓	✓	✓
Yahoo SEM		✓	✓	✓
Kelly Blue Book		✓	✓	✓
Two Banner advertisements / offers		✓	✓	✓
DART Floodlight Tags to track post impression activity		✓	✓	✓
Premier AD Network			✓	✓
• Behavioral Targeting to In-Market Shoppers			✓	✓
• Retargeting to In-Market Shoppers			✓	✓
• Choice of One: Auto BT, NetCast, AutoCast			✓	✓
Two, Set of Customer Banners per quarter				✓

Wonder how online advertising can help your dealership build market share, grow sales and increase profits?

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