



**Overview** FordDirect's Search Engine Marketing Service buys key-words that in-market customers from your area are typing in when they conduct an Internet search on search engines like Google and Yahoo. When a customer types in one of your key words, we provide a link to a high-converting Dealer search website that shows up in both the sponsored/ paid section and the natural/ organic section of the search page.



## BENEFITS

- **Focused key-word buying strategy.** We've done our homework and only buy the most effective keywords that drive LEADS from in-market customers in your area.
- **Coordinated efforts with Tier I and Tier II.** Ford and FordDirect are already spending dollars to drive search customers to you. We won't waste your money and compete with you over words that will already drive leads to you. In fact, any money not spent from your search budget will be refunded to you at the end of your enrollment year.
- **Specialized high-converting, Dealer-specific search website designed to turn "clicks" into LEADS.** Getting customers to click your link is just half the battle. FordDirect's Search Engine Marketing Service provides a Dealer-specific, high-converting search website for your dealership with content and functionality presented in a way that is proven to increase the number of leads and phone calls you receive from online customers. **Your site will show up in both organic and paid search.**
- **Detailed reporting.** See for yourself; FordDirect will provide call tracking numbers and monthly metrics that will include how many emails, sales, service calls and other key buying activities are generated.

## RESULTS

### Cost Effective

FordDirect's Search Engine Marketing Service is the most cost-effective solution on the market with a total package price starting at just \$499.

### Incremental Sales Opportunities

FordDirect's Search Engine Marketing Service is proven to increase the number of phone and email leads you receive.

### High Quality Leads

FordDirect's Search Engine Marketing Service leads are one of your highest-closing lead sources.