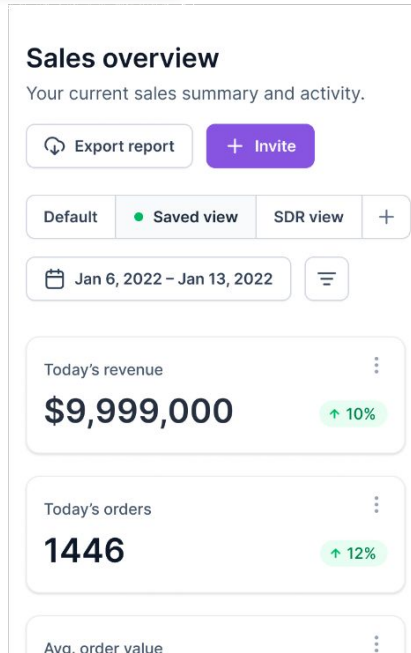
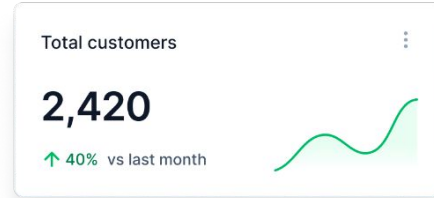




Personalized Google Ads Solutions for Car Dealerships








Maximum Results



Car Dealership Challenges On Digital Advertising

There are several challenges that car dealerships face when it comes to getting their advertising message across to their target audience effectively.

-  **Relevance:** Making sure their advertisements reach the right people at the right time can be challenging
-  **Cost:** Running effective advertising campaigns can be expensive, especially for small dealerships, and finding the right balance between budget and results can be difficult.
-  **Measurement:** Measuring the success of advertising campaigns can be challenging, and dealerships may need help determining which channels are delivering the best results.
-  **Competition:** There is a lot of competition in the automotive industry, and dealerships must work hard to stand out from their competitors and capture the attention of their target audience.
-  **Staying up-to-date:** The advertising landscape is constantly changing, and dealerships must stay up-to-date with the latest techniques and technologies to remain competitive.

Car Dealership Managers Challenges



Digital Advertising Goals

As a car dealership manager, you know how important it is to reach your target audience effectively and drive sales through advertising.



Challenges

However, the thought of working with a Google Ads agency can be intimidating, especially if you need to become more familiar with the inner workings of digital advertising.



Fear of the unknown

Many dealership managers fear the unknown when working with a Google Ads agency. They may be worried about not understanding how the process works or not having control over their advertising campaigns and may worry that their campaigns will not perform as well as they had hoped or will not see a return on their investment.

Droptop Google Partner Ads Service Advantages

A good Google Ads agency will provide clear and concise information about their services.

It will work with you every step of the way to ensure that you are comfortable and confident in your campaigns and will work with you to set realistic expectations, and will monitor your campaigns closely to ensure that they are delivering the best possible results.

- ✓ Customized Approach
- ✓ Transparency
- ✓ Trust



Some Brand Car Dealership Customers

"Droptopsocial has been a game-changer for our dealership. They have helped us optimize our Google Ads campaigns and deliver amazing results. We've seen a significant increase in website traffic and a huge boost in sales thanks to their expertise."

Specialists with Deep Expertise in Google

We understand the importance of targeted and effective advertising for car dealerships. That's why we offer a team of specialists with deep expertise in Google Ads and dedicated to helping our clients succeed.

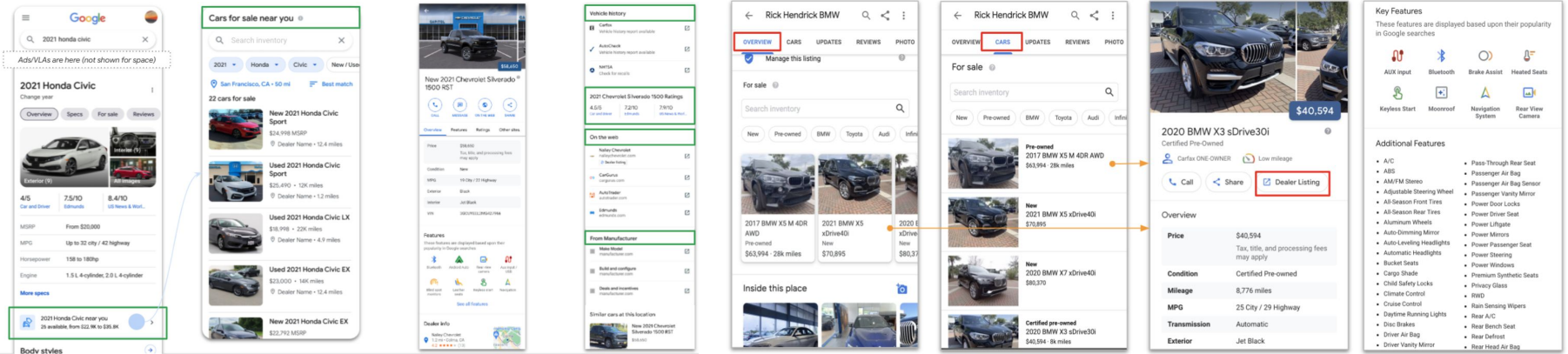
Our specialists bring a wealth of knowledge and experience to the table, having worked with a wide range of clients in the automotive industry. With their in-depth understanding of Google Ads, they can create highly effective campaigns that drive results and deliver a strong return on investment.

Our team is also highly focused on attention to detail, ensuring that every aspect of each campaign is optimized for maximum impact. From keyword research and ad copywriting to campaign optimization and analytics tracking, we take a meticulous and results-driven approach to everything we do.



Google My Business Partner

We're excited to let you know that Droptopsocial has teamed up with Google to give you the opportunity to surface your vehicle inventory directly on Google Search. People searching for you by dealership name and "make/model/year" will be able to see availability, pricing, and key information about the vehicles for sale, including linkout options to dealer sites, history reports, inventory listing sites, and OEM sites-- all directly on Google!



Google Ads Services Differentiation



Results-driven campaigns: Our focus is on results-driven campaigns, so you can be sure that your advertising budget is being used effectively to reach your target audience and achieve your sales goals.



Expert team:Our team of experts have extensive experience in the world of Google Ads. This ensures that your campaigns are optimized for success, and that you are getting the best possible return on your investment.



Personalized approach: Our agency takes a personalized approach to each of our clients, so you can be sure that your campaigns are tailored specifically to your needs and goals. We will work with you to understand your business and your target audience



Data-driven decision-making: to optimize your campaigns and ensure that they are delivering the best possible results. We use Google Analytics to track your campaign performance, and make ongoing optimizations to improve your ROI



Up-to-date with the latest trends and technologies: We stay up-to-date with the latest trends and technologies in the world of Google Ads, so you can be sure that your campaigns are always at the forefront of what is working best.



Clear and regular communication: so you always know what is happening with your campaigns and what results they are delivering. This helps you make informed decisions about your advertising budget and how to allocate your resources for the best results.

Main Strategies for Google Ads Management

Keyword ×

Keyword research: We will research and select the best keywords to target in your campaigns, ensuring that your ads reach the right audience at the right time.

Copywriting ×

Ad copywriting: Our team of expert copywriters will create compelling, relevant ad copy that resonates with your target audience and drives conversions.

Optimization ×

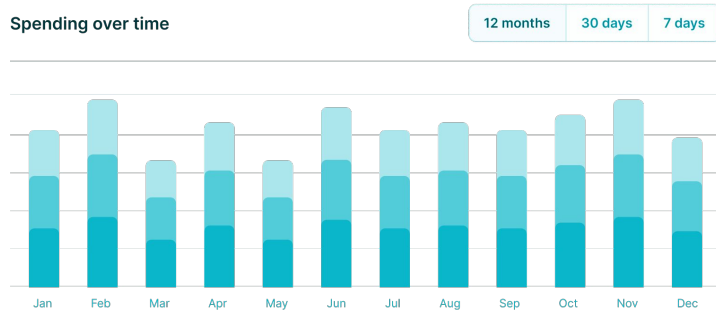
Campaign optimization: We will monitor and optimize your campaigns to ensure maximum performance and a strong return on investment. This includes testing different ad variations, adjusting bids and budgets, and refining targeting strategies.

Analytics ×

Analytics tracking: We will use Google Analytics to track your campaign results and performance, allowing us to make data-driven decisions and continuously improve your advertising efforts.

Maximum Results through Campaign Optimization and Continuous Monitoring

Spending over time



Every dealership is unique, so we take the time to get to know each of our clients and their specific advertising needs.

This allows us to create highly customized campaigns that are tailored to their target audience, budget, and goals. We believe that this personalized attention is what sets us apart from other providers.

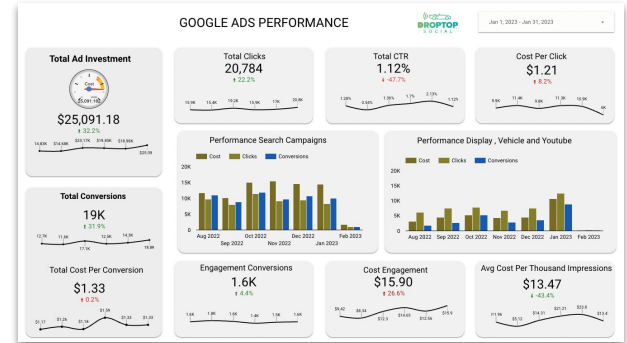
Our goal is always to maximize the return on investment for our clients, and we do this by carefully monitoring campaign performance, analyzing data, and making real-time adjustments as needed. Whether it's through keyword research, ad copywriting, or ongoing optimization, we are committed to driving success for our clients.

Data Driven Analytics Insights

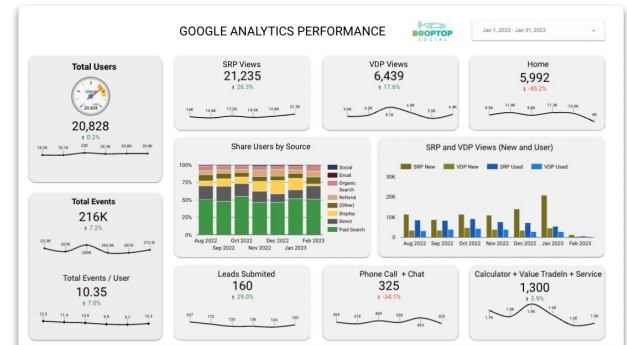
Analytics and reporting is an essential aspect of any successful Google Ads campaign. Our agency utilizes Google Analytics to provide real-time insights into the performance of each campaign, allowing us to make data-driven decisions that drive results. With in-depth reporting, we can track key metrics such as impressions, clicks, conversions, and more to understand what is working and what can be improved.

We provide regular reports to our clients to help them understand the impact of their campaigns, and how their investment is driving business results. This helps to build trust and transparency in our partnership, and ensures that our clients are fully informed about their campaigns at all times.

By leveraging the power of Google Analytics, our agency can optimize campaigns to maximize results, making continuous improvements and adjustments as needed to ensure that our clients get the best return on their investment. Whether you want to increase website traffic, boost sales, or build brand awareness, our experts are here to help you achieve your goals through data-driven, results-focused Google Ads campaigns.



Dashboard Monthly Key Performance Indicators - Google Ads Account



Dashboard Monthly Key Performance Indicators - Google Analytics Account

The Power of Google Analytics 4: Transforming Your Dealership's Data-Driven Strategy

As a dealership manager, you understand the importance of tracking your advertising performance and making data-driven decisions. However, with the constantly changing digital landscape, it's crucial to stay up-to-date with the latest analytics tools and technology. This is where Google Analytics 4 (GA4) comes into play.

GA4 is the latest version of Google Analytics and provides a more advanced, data-driven approach to measuring your dealership's digital performance. With GA4, you'll have access to enhanced features such as cross-device tracking, advanced data analysis, and machine learning-powered insights.

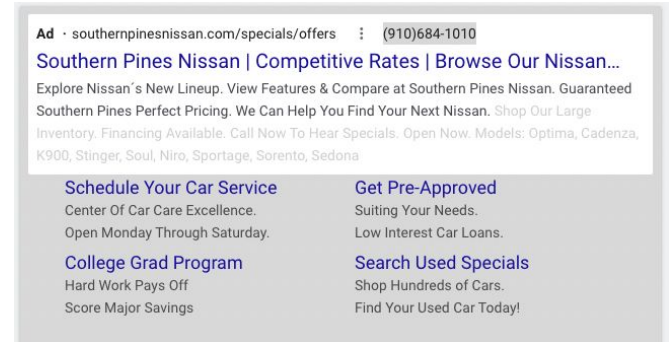
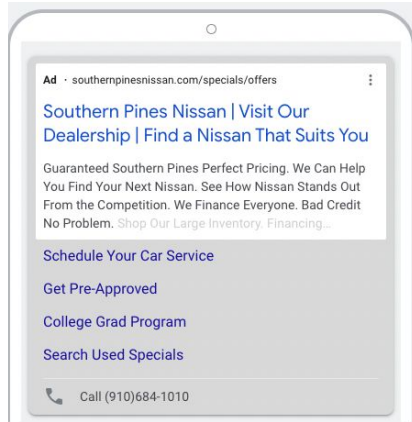
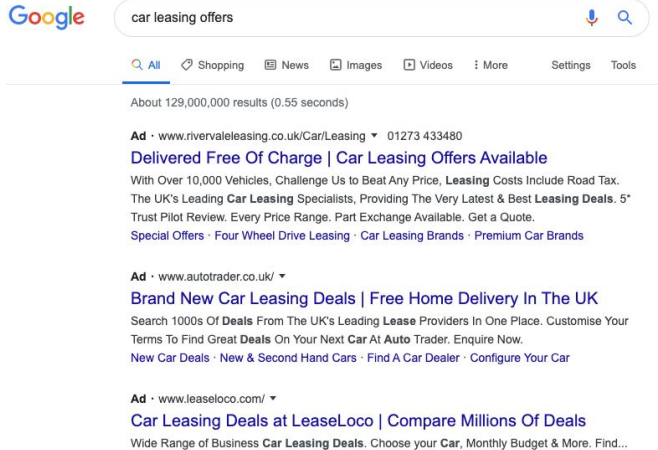
By transitioning to GA4, you'll be able to make better informed decisions about your dealership's advertising strategy, targeting, and performance. This means you'll be able to optimize your campaigns to achieve better results, while gaining a deeper understanding of your target audience and how they interact with your dealership across multiple devices.

Don't get left behind – make the switch to GA4 today and transform your dealership's data-driven strategy.



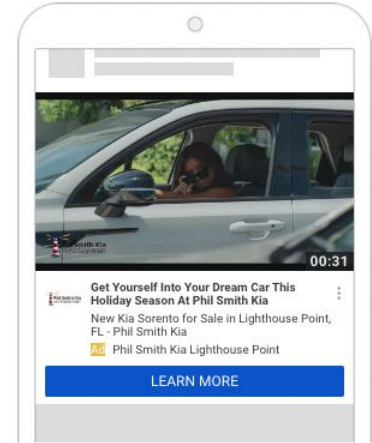
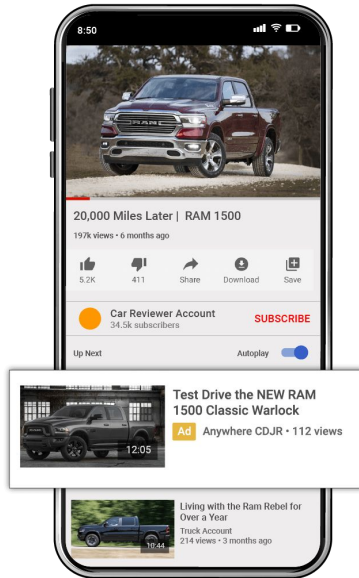
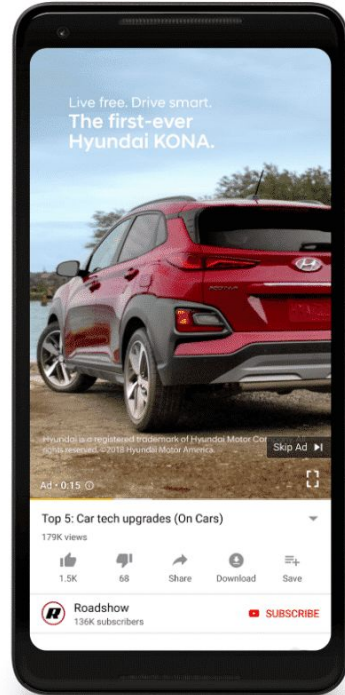
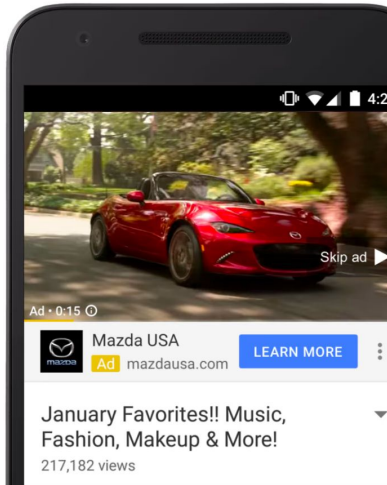
Type of Ads: Search Campaigns

Search Ads: are text-based advertisements that appear at the top and bottom of search engine results in pages in response to a user's search query. These ads are highly targeted and can drive qualified traffic to a dealership's website, increasing the chances of generating leads and sales.




Type of Ads: Video Youtube Ads

Video ads appear on YouTube and the Google Display Network. These ads can showcase products, build brand awareness, and drive website traffic.

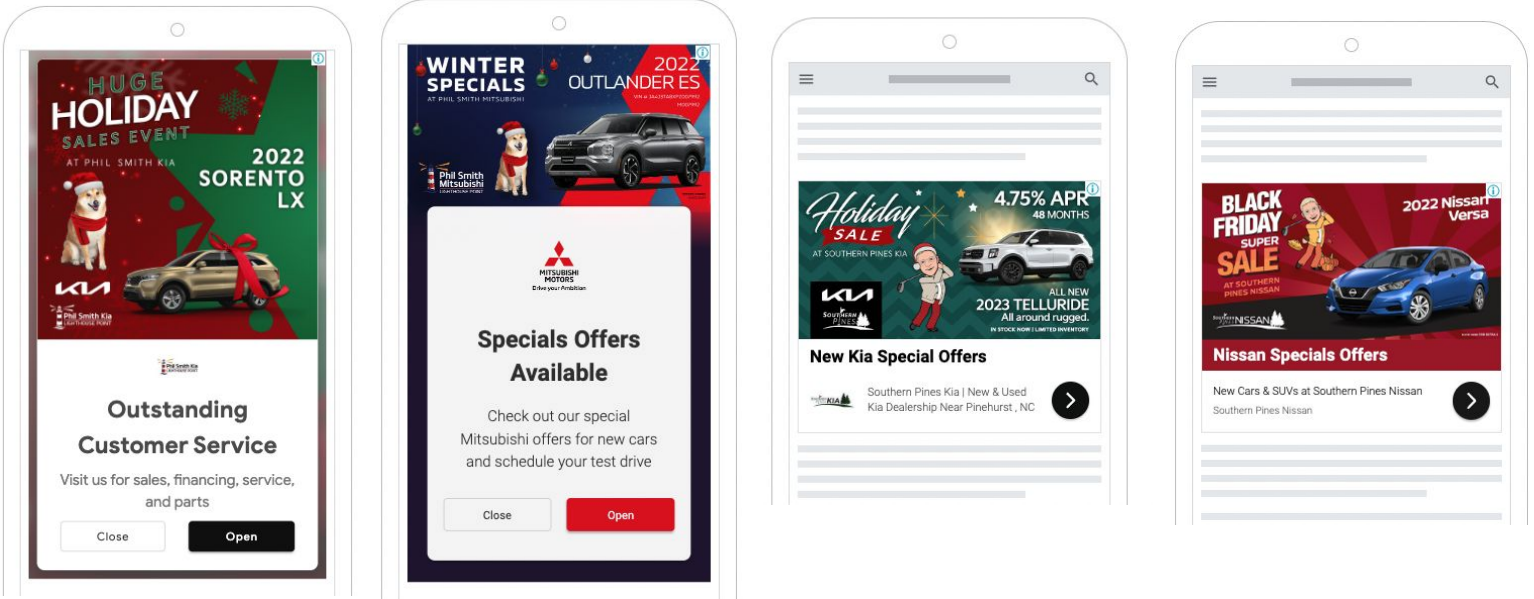


Type of Ads: Display Ads

Display Ads: Display Ads are visual advertisements that appear on websites and apps across the Google Display Network. These ads can build brand awareness, increase visibility, and drive website traffic. The Google Display Network reaches 92% of all Internet users.



Examples of Sites



HUGE HOLIDAY SALES EVENT
AT PHIL SMITH KIA
2022 SORENTO LX

Outstanding Customer Service
Visit us for sales, financing, service, and parts

Close Open

WINTER SPECIALS
AT PHIL SMITH MITSUBISHI
2022 OUTLANDER ES

Specials Offers Available
Check out our special Mitsubishi offers for new cars and schedule your test drive

Close Open

Holiday SALE
AT SOUTHERN PINES KIA
4.75% APR
48 MONTHS
2023 TELLURIDE
All around rugged.

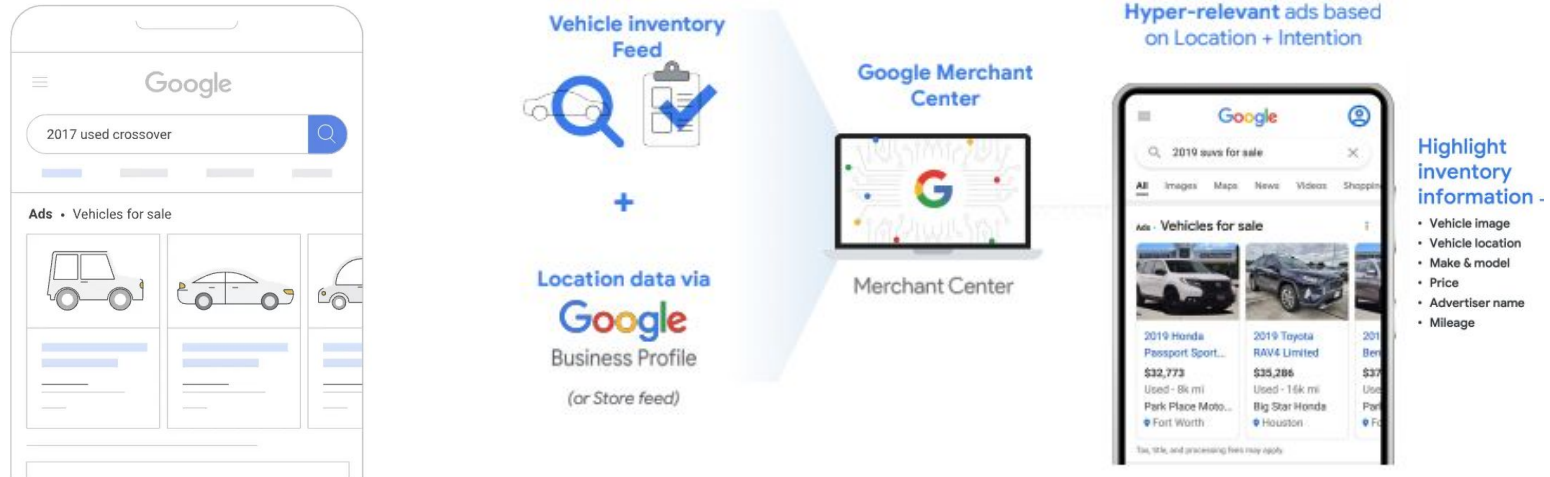
New Kia Special Offers
Southern Pines Kia | New & Used Kia Dealership Near Pinehurst, NC

BLACK FRIDAY SUPER SALE
AT SOUTHERN PINES NISSAN
2022 Nissan Versa

Nissan Specials Offers
New Cars & SUVs at Southern Pines Nissan
Southern Pines Nissan

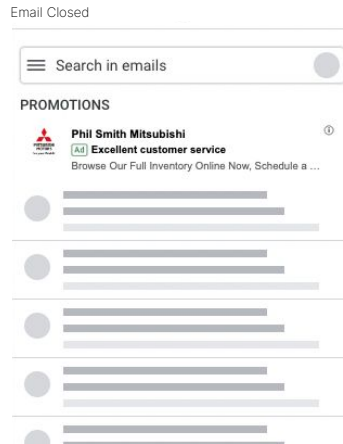
Type of Ads: Vehicle Ads

Vehicle Ads is a new type of Google Ads campaign that explicitly targets car shoppers. It offers a unique and innovative way for car dealerships to reach their target audience and drive more sales. One of the key benefits of Vehicle Ads is the ability to reach in-market car shoppers actively searching for the types of vehicles that the dealership offers. The campaign type is designed to help dealerships connect with potential buyers at the right place and time. Dealerships can showcase their inventory in a visually appealing way, with dynamic and interactive displays that highlight key features and specifications



Type of Ads: Gmail Ads

Gmail ads: appear in the promotions and social tabs of a user's Gmail inbox. They allow marketers to reach users while checking their email, and they can effectively drive engagement and conversions for various products and services. Gmail Ads are available to advertisers through the Google Ads platform, and they can be targeted using a variety of audience targeting options, including demographics, interests, and behaviors.

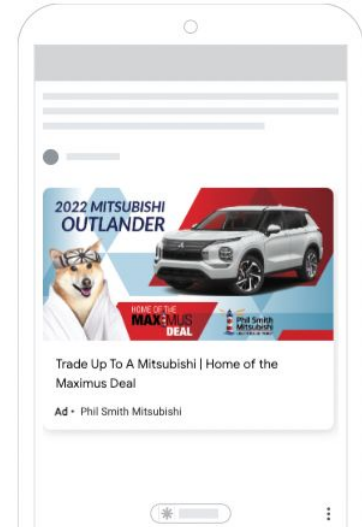
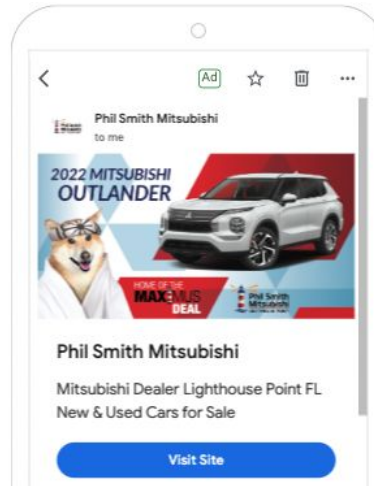
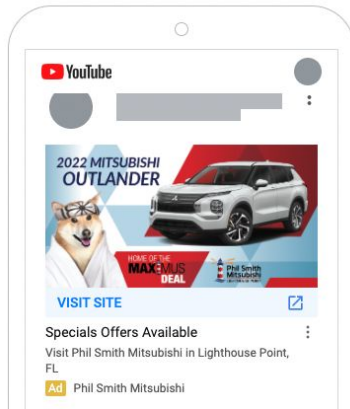


Type of Ads: Discovery Ads

These are a type of display ad that appears in Google's Discover feed on mobile devices, a personalized feed of content, news, and videos that users can swipe through, telling your most effective story to potential customers in a bespoke content experience.



Matches the right asset to the right audience at the right time dynamically



Type of Ads: Performance Max

Performance Max is a type of Google Ads campaign designed to deliver high-performing results. This campaign uses machine learning to optimize bids and budgets in real time, making it a powerful tool for car dealerships looking to maximize their return on investment.



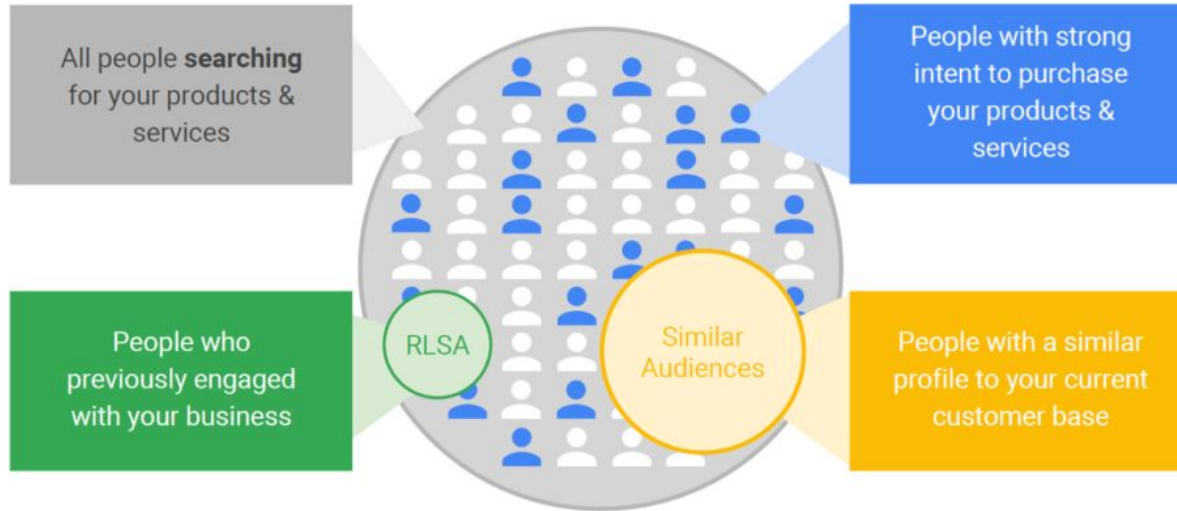
Type of Ads: Remarketing Ads

Remarketing Ads: Remarketing Ads are advertisements shown to users who have previously interacted with a dealership's website or ads. These ads can be used to re-engage users who showed interest in the dealership's products or services and encourage them to make a purchase.



Targeting Audience on Google Ads

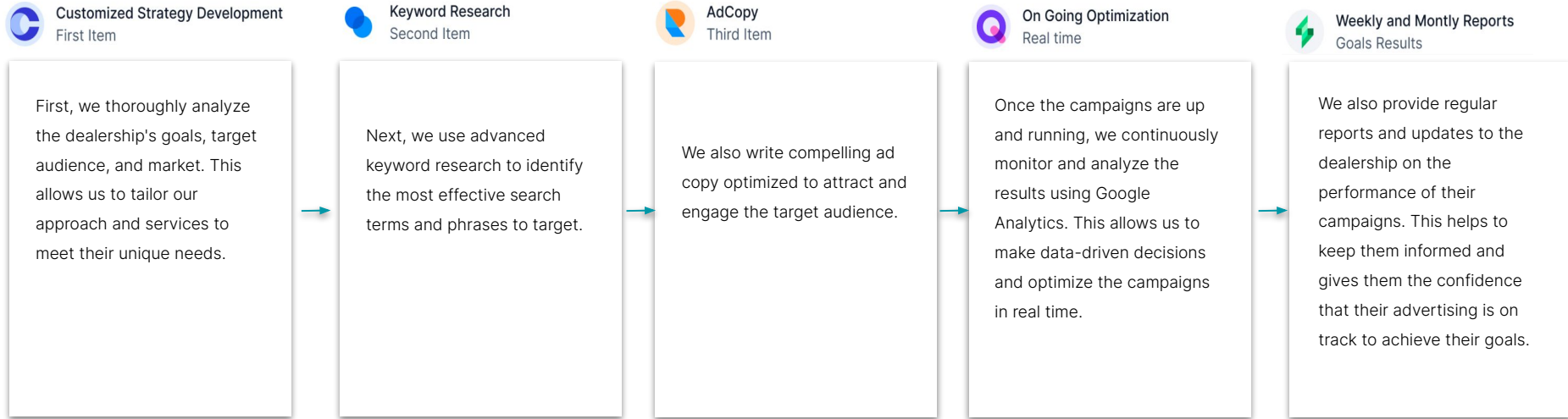
Google Ads provides a unique opportunity for dealerships to connect with potential customers through targeted online advertisements. By leveraging specific demographics, locations, and interests, dealerships can reach individuals who are actively searching for products and services that align with their business offerings. .



Google






Results-Driven Approach Process

We understand that success in advertising requires a proactive, results-driven approach. Our process for working with car dealerships on a day-to-day basis is designed to ensure that campaigns are optimized for maximum results.



With our focus on results and personalized approach, we help car dealerships overcome the everyday challenges of advertising and achieve success through Google Ads.

Our Process Guideline

-  Schedule regular check-ins, either in person or via video conferencing, to review progress and discuss any concerns or questions that the dealership may have.
-  Utilize a project management tool, such as Asana, Trello, or Slack, to keep everyone on the same page and stay organized. This can help you track progress, share updates, and communicate in real-time.
-  Provide the dealership with regular reports on the performance of their Google Ads campaigns, including metrics such as impressions, clicks, conversions, and cost per acquisition. This will help the dealership understand the results of your work and make informed decisions about future campaigns.
-  Encourage open communication and encourage the dealership to reach out to you with any questions or concerns they may have. By fostering a collaborative and transparent relationship, you can ensure that everyone is on the same page and working towards the same goals.
-  Respond promptly to any questions or concerns that the dealership may have and make sure that they feel heard and supported. By being responsive and proactive, you can build trust and credibility with the dealership, and maintain a strong working relationship over the long term.

Get in touch now and take the first step towards a more effective advertising strategy!

Elevated brand awareness, increased website traffic, and a boost in sales.

Contact us today to learn more about our services and how we can help you achieve success with Google Ads.

We offer a free consultation and would be happy to provide a personalized quote based on your specific needs and goals.

Maximize Your Dealership's Reach with the Benefits of Google Ads

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