

# FORCE

M A R K E T I N G

We execute marketing that drives your business forward.

## Parts and Service Program

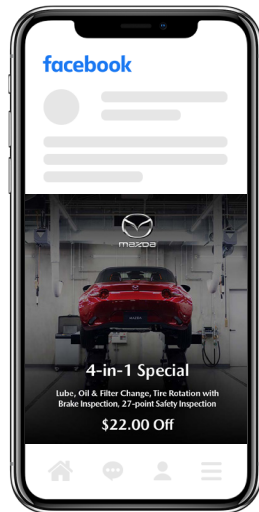
When it comes to automotive marketing, understanding the customer journey is key to the success of any marketing strategy. With Force Marketing’s rich portfolio of brands you can now rely on one partner to deliver the right message to the right consumer during every stage of their car shopping, buying and service journey. From the time a consumer begins consideration on brand, price and dealer location, to the moment they consider their purchase or financing options, down to the communication after the sale through service and parts support. Force Marketing offers a new front-to-back consumer lifecycle marketing solution.

### Our Solutions



#### Social Advertising

Reach beyond the list of people who like your dealership Facebook page. Target qualified, in-market vehicle and service shoppers to broaden your message reach and make the most of your marketing dollars.



#### Paid Search

As a Google Premier Partner, our paid search experts develop targeted strategies that put your dealership in the position to be chosen, not just seen. We put your dealership in front of local automotive shoppers who are ready to buy, and owners when they’re searching for service and parts. By integrating paid search into your omnichannel marketing strategy, you can give your dealership an edge over the competition and reach consumers when it matters most.

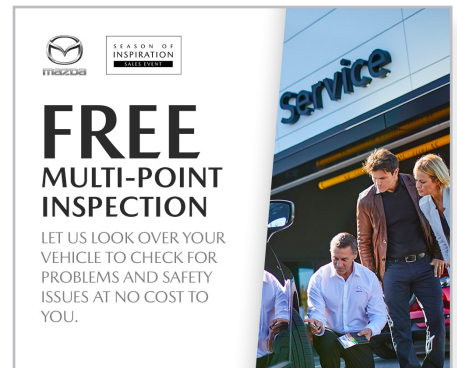
Anytown Mazda of Anytown | Official Mazda Dealer Near You | Schedule Service Now!  
 Ad [www.anytownmazda.com/service/specials](http://www.anytownmazda.com/service/specials)

Take advantage of our Buy 3 Get 1 Free Tire Special!



#### Display and Retargeting

Bring shoppers back to your site – influence auto shoppers’ decision to buy from your dealership and speed up the purchase process with retargeted ads. Retargeting places relevant and desired content in front of customers who are ready to purchase, based on their personal browsing data. The relevancy of the ads, coupled with more opportunities to reengage with your online dealership, yields higher conversion rates.



	PACKAGE A*	PACKAGE B*	PACKAGE C*
<b>Paid Search</b>	✓	✓	✓
<b>Retargeting</b>	✓	✓	✓
<b>Paid Social</b>		✓	✓
<b>Static Display</b>			✓

\*20% media commission included on all packages.