

FORCE

M A R K E T I N G

We execute marketing that drives your business forward.

Sales Program

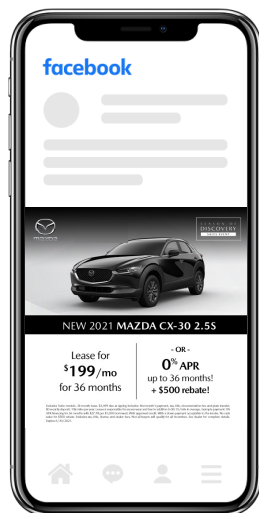
When it comes to automotive marketing, understanding the customer journey is key to the success of any marketing strategy. With Force Marketing's rich portfolio of brands you can now rely on one partner to deliver the right message to the right consumer during every stage of their car shopping, buying 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

We design custom ads relevant to your dealership's sales or service goals. Choose from specific in-market audiences that target consumers with the highest propensity to buy or service their vehicles at your dealership based on 1,000+ demographical, behavioral, and locational attributes. We offer custom first-party data, lists, remarketing and lookalikes with Facebook. Our available ad sets include lead ads, traffic ads, and video ads.



Anytown Mazda of Anytown | Official Mazda Dealer Near You | Huge New Mazda Selection
www.anytownmazda.com/inventory

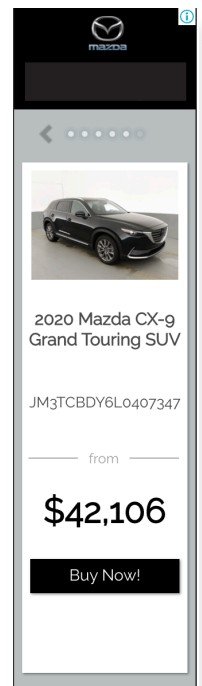


Paid Search

With our paid search management, we help you generate more leads. Our strategy utilizes Google Micro Moments to optimize campaigns down to the keyword level, leveraging ad extensions such as location, call, call out, structured snippets and price. We also provide best in class dynamic ads to make sure your inventory is always front and center.



- Static



- Dynamic



Display and Retargeting

Our display campaigns utilize custom creative strategically designed to reach more customers while targeting the right demographics, keywords and more. Display and retargeting maximize the frequency prospects see your offers in a given ad period and are an impactful way of increasing overall site engagement and lead conversions.

	PACKAGE A*	PACKAGE B*	PACKAGE C*
Paid Search (includes Dynamic)	✓	✓	✓
Dynamic Retargeting	✓	✓	✓
Dynamic Paid Social		✓	✓
Static Display			✓
Static Paid Social			✓

*20% media commission included on all packages.