



To have a **partner** with so many resources to assist and **improve our business model** is crucial for us to have an advantage vs our competition in today's competitive market place.

The excelerate team allows us to be **fully engaged in multiple marketing outlets** that all work together to unify our message and deliver with benchmark saturation to ensure we dominate our market share.

Thank you for being part of our **success formula** and we look forward to conquering even more challenges and goals together in the coming year.

Robert Yeomans, General Manager
Jim Hudson Automotive Group



“They **truly listen**, provide solutions to our marketing needs and help us **capitalize on digital strategies that increase sales**. They provide a great return on our investment and **fuel our success**.”

Jeff Steves, Owner
Steves Chevrolet Buick Oakdale

With experts in top U.S. markets, excelerate is a nationwide agency poised to help dealerships of all types and sizes successfully navigate the ever-changing digital marketing landscape.

 **excelerate auto**
exceleratedigital.com



 **excelerate auto**

Let us excelerate **your** dealership's success

DIGITAL
MARKETING

THE BEST JOURNEY STARTS WITH A GUIDE.

At our core, we bring to life **digital marketing campaigns** that are instrumental in our clients' growth and success. Everything we do is centered on comprehending our **clients' business goals**. Through our years of experience, we bring the unsurpassed value of being able to interpret and deliver digital audiences to our clients.

Expertise in **creative, display and video** advertising solutions, **search engine marketing, social media** and **reputation management**, coupled with keen detail, help us craft winning solutions for our clients.

We use **data driven principles** and **market leading industry research** to design customized digital marketing plans. Then we convert plans into action and constantly measure what's working, and what needs to be tweaked and improved, to achieve our client's marketing goals.

DISCOVER

Assembling information about your industry, your market and your customers to lay the foundation for our work.

DEFINE

A custom solution based on data and insights that best fits your business' needs today and into the future.

DESIGN

Creative ways to reach and tell the right story to your customers, at the right time.

DEPLOY

Tailored solutions to target audiences that help drive vehicle sales and service now and in the future.

MEASURE

Transparent reporting and analytics that evaluate the campaign and help get you where you need to go.

CREATIVE

A seasoned creative team that is ready to represent your dealership to stand out from the crowd, making your name top of mind when consumers shop for vehicles and service

- BRANDED CONTENT
- VIDEO PRODUCTION
- DISPLAY AD DESIGN
- INFOGRAPHICS
- EMAIL BLASTS
- NATIVE ADVERTISING
- BLOGS

DISPLAY ADVERTISING

An array of display advertising solutions enabling you to drive offers and revenue through ads that focus on your brand as well as custom VIN specific ads driving VDP traffic

- MULTIPLE BUYING PLATFORMS
- ADVANCED AUDIENCE TARGETING
- KEYWORD & SEARCH RETARGETING
- GEOFENCING
- CRM TARGETING
- DYNAMIC VIN SPECIFIC TRAFFIC TO VDPS
- BRAND SAFETY & VIEWABILITY

VIDEO ADVERTISING

Video advertising that tells a more engaging story of your dealership and consumer offers that drive awareness as well as traffic and sales

- FACEBOOK VIDEO
- YOUTUBE
- PROGRAMMATIC VIDEO
- PRE-ROLL AND IN-ARTICLE
- NATIVE VIDEO

SOCIAL

Content that consumers seek out and enjoy through an array of social platforms and formats through all parts of the consumer buying process

- FACEBOOK
- YOUTUBE
- INSTAGRAM
- PINTEREST
- SNAPCHAT

SEARCH ENGINE MARKETING

Search Engine Marketing that is focused on driving conversions through custom campaigns tailored to your needs, aimed to turn searches into VDP views into leads, foot traffic, and sales.

- MULTI-PLATFORM
- CUSTOM CAMPAIGN BUILDS
- GOOGLE PREMIER PARTNER
- EXTENDED TEXT ADS
- AD EXTENSIONS
- CALL-ONLY ADS

REPUTATION & LISTING MANAGEMENT

Tools and support to keep you attuned to what consumers are saying about your dealership while maximizing the representation of your location(s) across the web

- REVIEW RESPONSE
- REVIEW GENERATION
- LISTING DISTRIBUTION
- SOCIAL MANAGEMENT
- SOCIAL CHANNEL CREATION