

## ADVANCED DEALER SYSTEMS

### Premium Package: Organic lead generation tools and premium custom follow-up

1. 10 ADS Micro-sites: custom as per strategy: Micro-sites are an aggressive way to generate in-house leads for your dealership and expand your existing online advertising. ADS Micro-sites will be planted throughout the search engines where potential clients shop or do research on new or pre-owned vehicles. ADS Micro-sites are designed to collect real time client information and then convert this information to an active lead, which is then immediately delivered to your internet department.
2. Internet: Follow-up Library: Custom designed template library for your CRM Tool: Our comprehensive Follow-up Library of 30+ custom follow up E-mails, designed to interact, educate, and stimulate communication with your online clients. Our step-by-step process of follow-ups, allows your sales people to track, contact, communicate, and stay in control of your online clients. Your sales people now have a pre-designed interactive "road map" to setting the appointment and guiding clients to the showroom, and then making the sale.
3. Integrate your showroom traffic to the DS Follow-up system: Use the same interactive follow-up library of E-mails that we use on the internet. If you don't close them on the first visit-no problem; send a "Thank You for Visiting" E-mail to their E-mail box before they get home, and then contact and interact with clients after they leave your showroom. Never lose track of a "walk-in" customer again. Permanently add your "walk-in" clients to the system, and then follow-up, track, interact, and market them any time you wish.
4. Custom PPC Google strategy Set-up and Monitoring: Predatory Lead Generation: We implement **Guerilla Marketing and Counter Intelligence Tactics** with our Pay Per Click (PPC) advertising campaigns on Google and Yahoo. We aggressively target our clients' competitors online by over taking popular search terms and keywords on a local dealer territory level, while also simultaneously using our well crafted micro-site strategy to overwhelm the competition within these search engines. You will be positioned to horde and collect the valuable clients using the search engines. Our PPC marketing plans work hand-in-hand with traditional search engine optimization to provide the best results at the lowest cost to our dealers.
5. Consulting Services: We will work directly with your sales staff to manage their lead systems, turning internet shoppers into showroom floor buyers. We will train your sales people on the use of our comprehensive follow-up system, show them how to stimulate, communication with online clients, how to respond, react to, and control clients through the entire sales process, and most importantly sell more cars.
6. Social Media Outlets: Nearly 75 percent of your traffic to your dealership's website comes from somewhere else in the digital world. Advanced Dealer Systems uses every available tool to help influence that 75 percent in your dealership's direction. We offer exclusive social media enhancement products as well as work with you to maximize readily available resources. We will set-up your social media outlets for your dealership, which include Face book, twitter, and my space, and if needed we will train your staff to use your new outlets effectively.
7. Reputation management and protection: Every automotive dealership is concerned about its reputation online and the Internet has literally created a "Huge window of opportunity" for customers to share their opinions whether true or not. While that reality strikes fear in the heart of an auto dealer, research shows online reviews are six times as likely to impact a small business positively as negatively. We at Advanced Dealer Systems, are here to help if ever needed. We can repair or minimize the damage an unreasonable customer can cause you online. Don't spend the money on an additional 3<sup>rd</sup> party company, your reputation protection is also INCLUDED in our standard premium package.

Premium Package Cost to Dealers: Items 1-7 are included in Premium Package \$2,295.00

\$699.00 one time set-up fee

Note: Dealer will be required to fund their own Google, yahoo, and bing PPC Campaigns, ADS will set-up, and Monitor the PPC accounts for dealer. (Monitoring and set-up are included in the Premium Package). Dealer is also responsible for managing their social media after initial set up.