




















# The Path



|                            |   |    |    |                     |    |
|----------------------------|--|---|--|--|---|
| Dealer engagement          |   |    |    |                     |    |
|                            |   |    |    |                     |    |
|                            | <b>Google My Business<br/>Online Set-up</b>  | <b>Google Local Services<br/>Google Guaranteed</b>  | <b>Review Culture</b>  | <b>Automated Reviews<br/>&amp; Messaging Platform</b>  | <b>Google Ads Campaign</b>  |
| Business goal              | Be found online  | Earn leads (flat fee)   | Earn trust and organic conversions   | Deliver better customer experience and increase number of reviews                                      | Generate leads online   |
| Monthly management fee     | FREE   | \$45 / month<br>Free with Google Ads  | FREE   | \$379+ / month<br>paid annually  | \$400 / month   |
| Monthly advertising budget | \$0  | \$500 - \$1200 / month  | \$0  | \$0  | \$2500+   |
| How to get it done?        | <a href="https://google.com/business">google.com/business</a><br><a href="https://google.ca/business">google.ca/business</a> | <a href="https://searchkings.com/gls">searchkings.com/gls</a>   | Internal process   | <a href="https://go.podium.com/searchkings">go.podium.com/searchkings</a>                              | <a href="https://searchkings.com/ads">searchkings.com/ads</a>   |
| Support offered            | <br>Online resources                      | <b>SearchKings</b>  | <br>Coaching                                    | <br><b>PODIUM</b> | <b>SearchKings</b>  |
| Features                   | Online presence  | Pay per lead<br>Flat fee in each city<br>Leads are generated based on frequency of positive reviews<br>Ranking determined by talk time and missed calls | Build trust with community<br>Recruit staff<br>Company culture of excellence<br>Incentivize staff to seek reviews (contests, prizes) | Communicate via text with customers<br>Seek reviews within 3 clicks<br>Improve your GLS rating         | Measurable CPL<br>Listen to calls<br>Optimize bid strategy<br>Geotarget priority locations<br>Optimize budget<br>Track goals<br>Call tracking<br>Return on ad spend   |
|                            |  |   |  |  |  <b>PPC-Optimized Advertising Microsite</b> <ul style="list-style-type: none"> <li>One-time \$1000 microsite set-up fee</li> <li>Improves online conversion</li> <li>Strategic geotargeting</li> </ul> <span style="background-color: red; color: white; padding: 2px 5px; border-radius: 10px;">OPTIONAL</span> |