



**Join the
Revolution.**



A CALL FOR CHANGE!



If you're sick of seeing minimal results for your online marketing investment, of having no accountability from your vendors, of having a company that just treats you like an ATM every month, then it's time to demand change.

We see it every day – companies taking advantage of dealers, overcharging for ineffective products, offering poor support, and treating you like you're only as valuable as your next invoice.

If you're as sick of this as we are, then demand better – raise your expectations.

Our commitment to your success starts with **Honesty** and **Integrity, Openness** and **Transparency**, and **holding ourselves accountable to you**. Can you say that about the other guys?

This booklet is your introduction to the RnD Revolution – the Internet Marketing Revolution you were promised years ago, and the one we are delivering now. We promise this will be a great investment of your time and energy that will yield a fantastic payoff.

Read about the RnD Revolution...

**RnD Interactive
is bringing
new ideas to
Automotive Internet
Marketing.**



www.rndinteractive.com

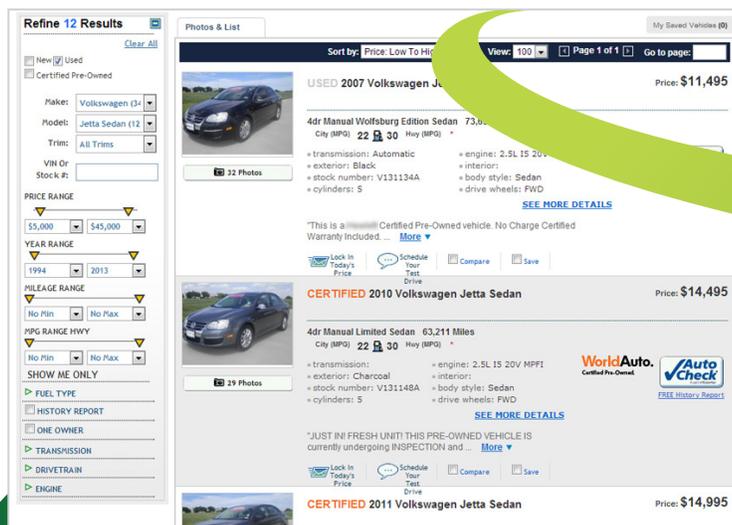
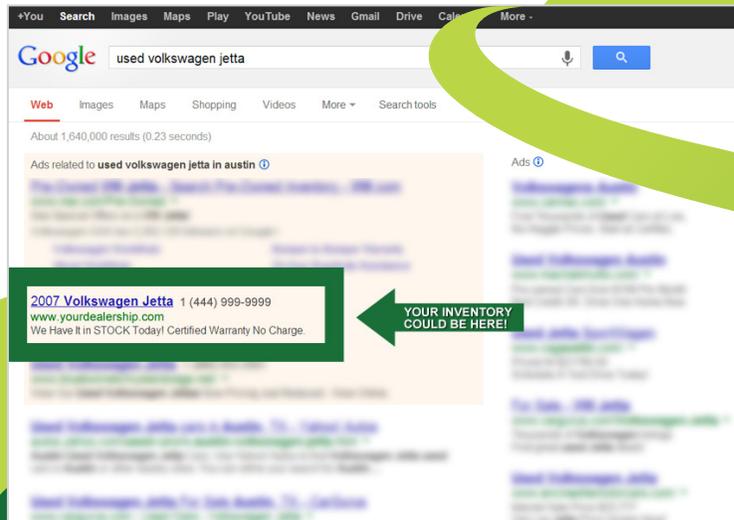
SALES (888) 689-2652

get started on the right foot

Nothing delivers joy the way a full sales pipeline does – well, nothing except a full pipeline at half the cost – let RnD show you how...

FEATURING...

- Ads on Google, Bing and Yahoo
- Aggressive Bid Management
- Custom Ad Writing
- Inventory-Based Ads
- A/B Testing on Ads
- On-Demand Reporting
- Meaningful Reporting focused on Conversions
- Monthly Reviews



more details online at
www.rndinteractive.com

Turn over to dig into the details...

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SEARCH ENGINE MARKETING

Pay-per-click advertising on Google and Bing is an incredibly cost effective way to deliver a full sales pipeline to your dealership. How your agency interacts with the search engines, however, can dramatically affect how much it costs to obtain those customers.

All SEM companies pull customers from the same available pool, so you'd think that all agencies would operate the same way and have costs that are roughly the same. However, there's a lot more to this.

SEARCH ENGINE MARKETING – RnD Style:

There are several variables that can significantly alter the amount you spend to acquire customers. There's bid, keyword selection, and how much you pay to the agency. Here's how we raise the bar:

Admin fees – our admin fees are fixed and transparent. We do not markup your budget, so you know where every penny is going.

Keyword Selection – we focus your budget on long tail and late-funnel search phrases – search patterns that clearly indicate a higher likelihood of purchasing one of your vehicles. The result is lower costs for each click.

Aggressive Bid Management – we are constantly shifting bids to push budget towards more effective keywords, lowering the overall cost of customer acquisition. More leads from the same budget is the result of our managing your SEM spend.

RnD Search Engine Marketing is a feature-rich service, including Inventory-based ads, New and Used Cars, Service, Mobile, Custom ads, A/B testing, and Dedicated Account Management, and much more.

Call us today at (888) 689-2652 to learn more.