

**WE ARE A SMALL DIGITAL MARKETING
COMPANY THAT PROVIDES**

BIG DEALERSHIP SOLUTIONS

Our company story began with one mission: to develop websites for RV dealerships. Over the years that single mission has grown into a much larger vision — providing digital marketing solutions for businesses who want to grow their customer base and get more leads. As we continue to expand, we strive to provide the same standard of service from when we started out with a handful of websites, to now serving over 75 clients in multiple industries.



PAID SEARCH



**SEARCH ENGINE
OPTIMIZATION**



**TARGETED DISPLAY &
REMARKETING ADS**



**SOCIAL MEDIA
ADVERTISING**



**EMAIL
MARKETING**



**REPORTING &
ANALYTICS**



**CREATIVE &
VIDEO SERVICES**



**DEALERSHIP WEBSITE
PLATFORM**



DEALERSHIP WEBSITE PLATFORM

Our innovative website platform is ready to serve all dealerships. Your dealership is unique, and we believe that your website should look different and better than the competitors in your area. That's why we build every website customized to your liking. We also understand that updating your website shouldn't eat up much of your time. This is why we've created a simple yet robust admin panel to help you make updates to the site in a quick and easy manner. We also understand that a website has one main goal: Get More Leads. With proven call to action buttons and careful wording, we make sure that your website is a lead generating machine.



SEARCH ENGINE OPTIMIZATION

It's vital to your business that your website shows up when people are searching online. Our team of experts work to improve your visibility over the competitors in your market. To get to the top of results pages, you need a systematic approach that starts with design, is boosted with content and follows the rules of the top search engines like Google. We have perfected our SEO approach through years of experience working on dealership websites. We don't believe in an out of the box solution for SEO. Each dealer has unique opportunities and the digital marketplace varies greatly from city to city. We will work with your dealership to customize our approach to your website's needs, and also make sure it fits in your market.



PAID SEARCH

Search ads are the first results people see on search engines, and they are a great source of quality traffic and leads when done correctly. At RIDE we have years of experience creating these ads, making sure they're showing to exactly the people you want to have on your website. We stand by our strategy that has consistently generated proven results for all types of dealerships. With a low cost per click and a customized approach, we maximize your paid advertising budget to generate more leads and help your bottom line.



RETARGETING & DISPLAY ADVERTISING

Retargeting advertising targets people who have already been to your site. These ads are perfect for reminding your leads which products they were looking at and why they should buy from your dealership. Our design team comes up with unique, beautifully designed retargeting ads that we show to those same people as they browse other websites during a 30 day window. We can also target display banner ads to people who are "in-market" and shopping for the products you sell. This will not only help boost your brand awareness, the ads will also reach targeted, qualified consumers in your area that you may have not reached before.



SOCIAL MEDIA ADVERTISING

Social media platforms offer a unique advertising opportunity that all dealerships must capitalize on. People live on their social media apps, and we help our dealers effectively reach new leads on Facebook, Instagram, and other platforms that will dramatically increase revenues. Not only can you use endless amounts of data to target your specific target audience, we can also display ads to your competitor's customers or to a specific interest group to help you reach as many qualified consumers as possible.



EMAIL MARKETING

Our approach to email marketing has been refined over years of service to all types of dealerships. We understand that it is difficult to find time to come up with new email marketing ideas each month, which is why our email team will work with you and your dealerships departments to create content that supports your current campaigns and events. Our design team will work with you to create a custom look for your emails in order to be consistent with your other marketing campaigns, that way your brands message doesn't get lost in the shuffle. We also know that every email list has different habits and characteristics, which is why testing your send times and email content is so important. We will review results each month in order to adjust our strategy to optimize to your specific email list.



REPORTING & ANALYTICS

In order to get the most out of your marketing budget, we believe it is important that you know and understand where your money is going and what results you are receiving. We help dealerships achieve this through monthly reporting, which covers everything we do for your dealership. We want you to be sure that with RIDE, you know exactly where your analytics and marketing stands at all times.



CREATIVE SERVICES

The design of your digital advertising efforts plays a large part in the results you receive. We ensure that your dealership's image and messaging stays consistent throughout each campaign. We offer a wide-range of creative services that are customizable to your dealership and your brand. Let us help you stand out from your competition with design that matters.