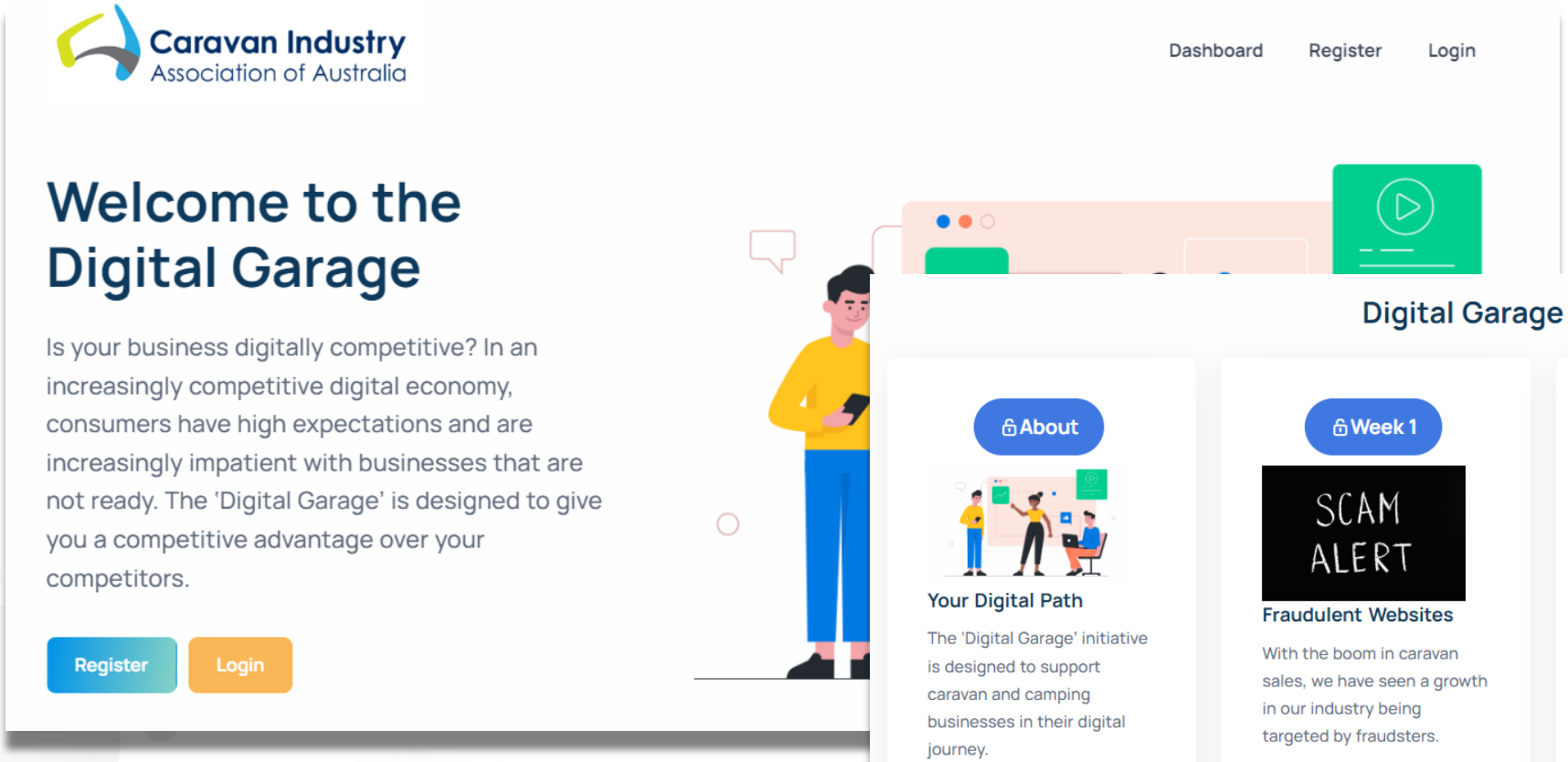
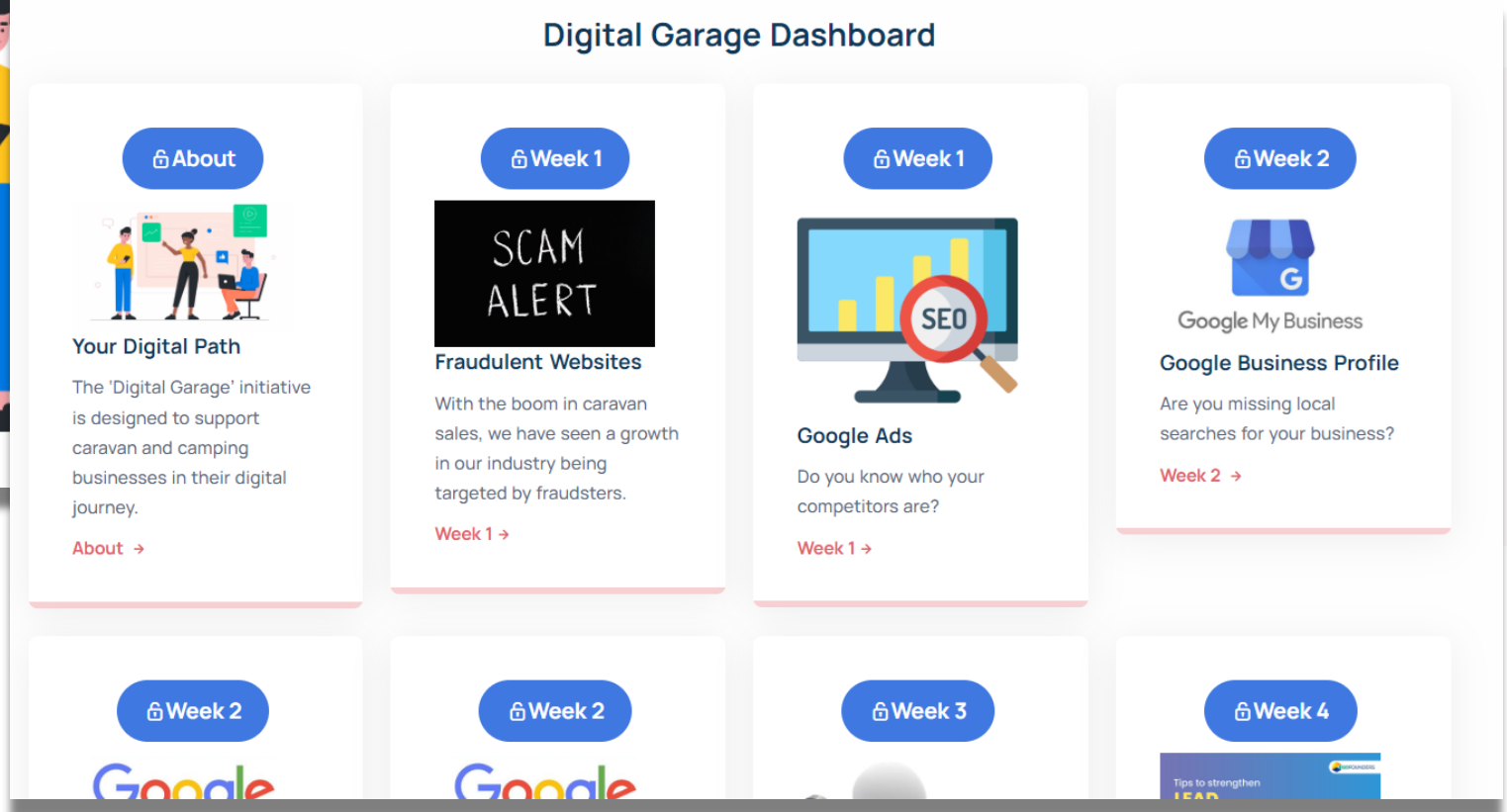
RETAIN MEDIA

You can’t win on the showroom floor if you don’t first win online.

Digital Garage





The website is the cornerstone

Lead origin

Channel and enquiry type	New vehicle	Used vehicle
Dealership website	31%	10%
Phone-ins (website phone number)	21%	5%
Walk-ins (website solicited)	25%	7%
Online lead providers*	12%	70%
Phone-ins (traditional media only)	6%	5%
Walk-ins (traditional media only)	5%	3%
	100%	100%

*Average of all lead providers

77% **22%**

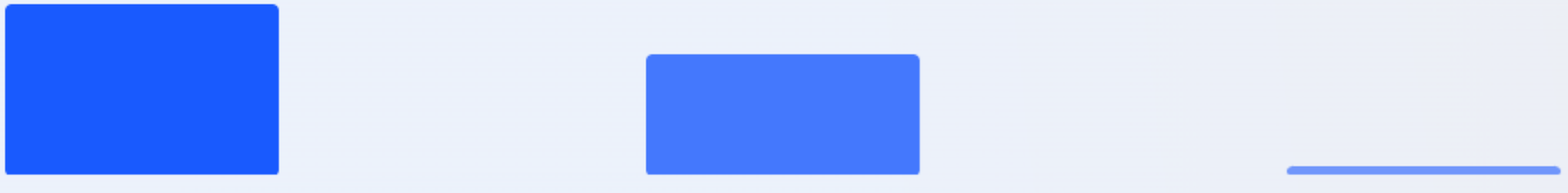
& digital media is key to driving traffic to the site

* source: eprofit focus 2022 - Auto

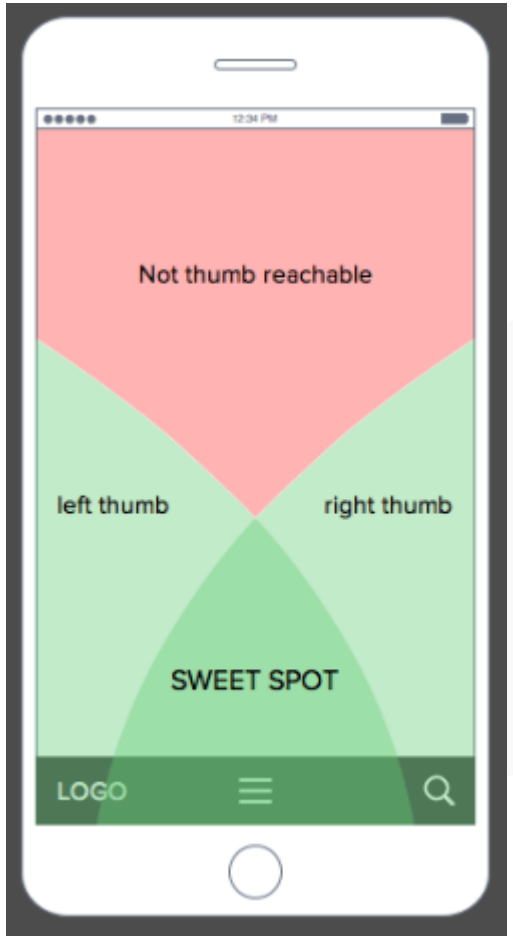
Mobile First

Traffic Share by Platform in Australia in March 2023

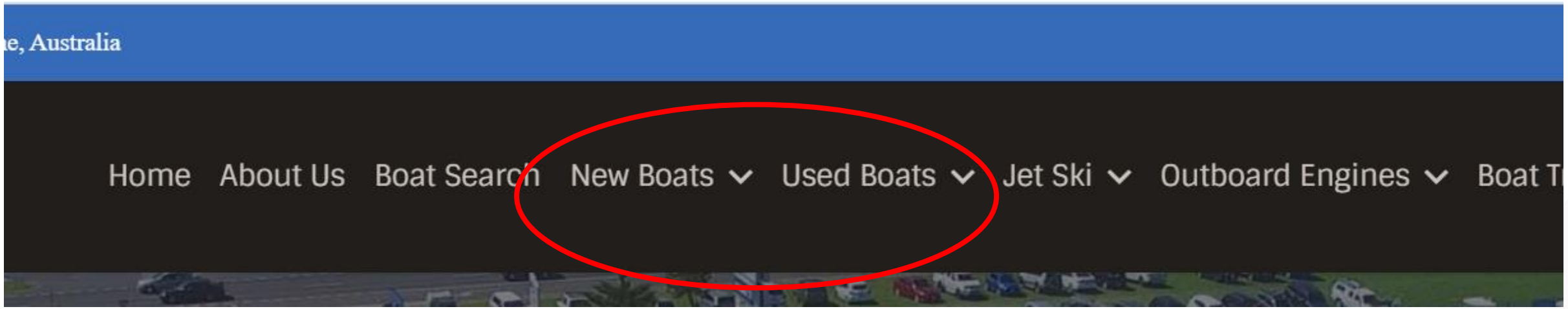
Australia Mobile traffic market share is the largest in March 2023 with 56.74% of all Mobile traffic in Australia.



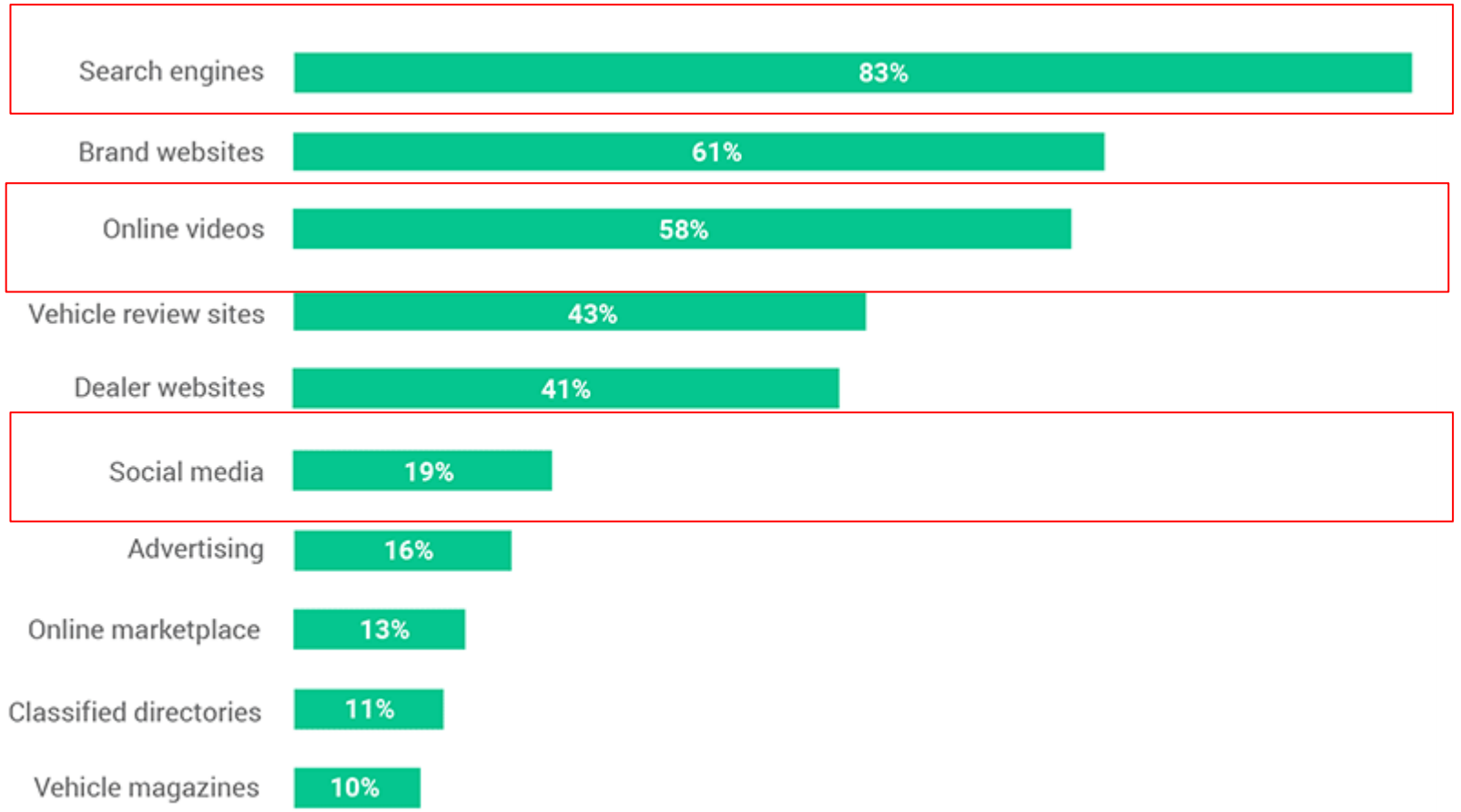
Mobile	Desktop	Tablet
56.74%	40.16%	3.10%



Stock locators



Top touchpoints during new car research



Source: Think with Google, Australia

The Competition for Attention

Despite all this clutter, a portion of the market visit your website

Under 3% is average conversion rate for online shoppers*

What is your strategy for the 97% that visit your site but don't convert (submit a lead)?

Considering all the clutter how do you ensure you own this customer?

* H1 2022. source: www.statista.com; Conversion rate of online shoppers

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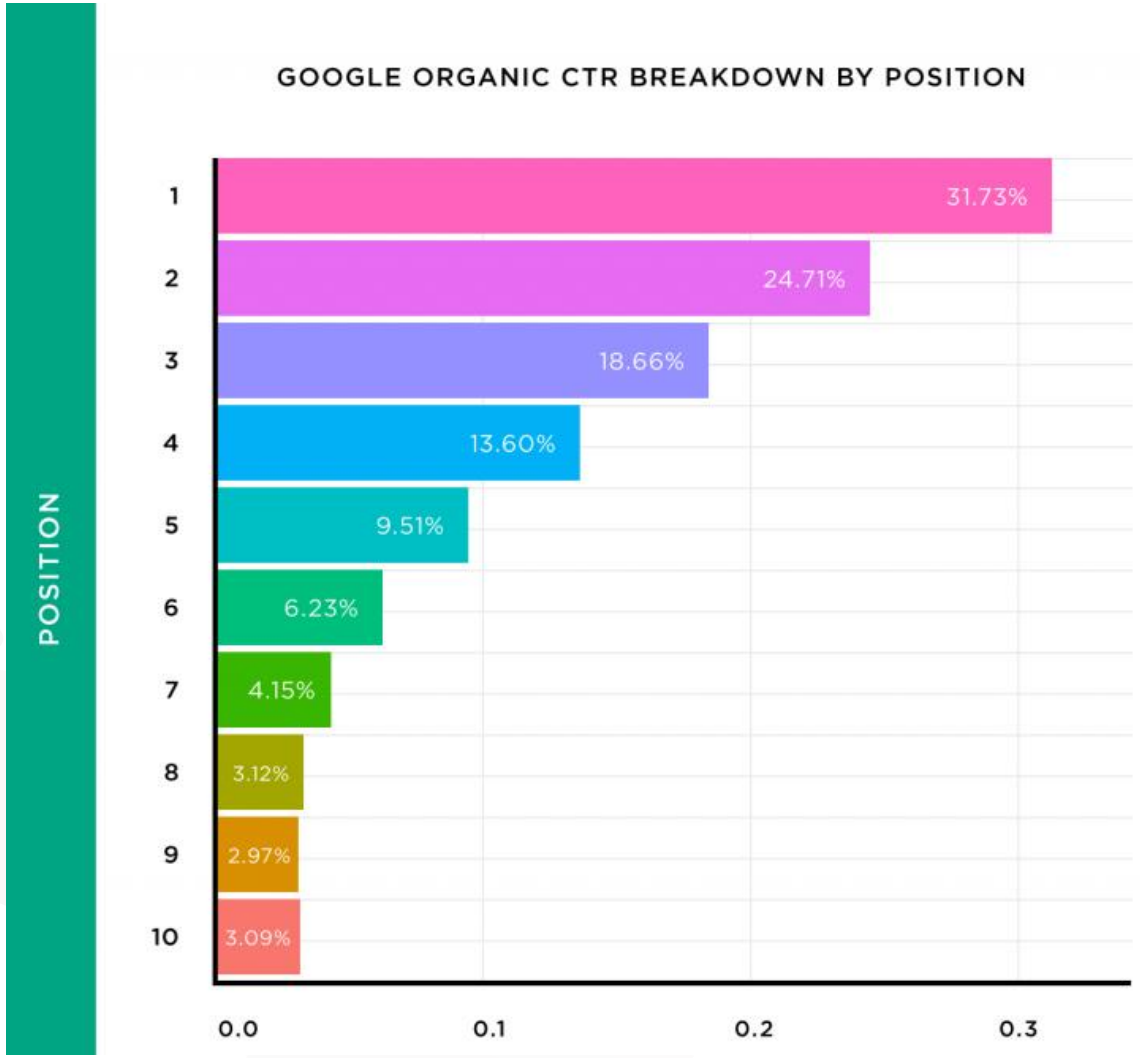
Every sale starts with a search!

Why SEO?


GOOGLE ORGANIC CTR BREAKDOWN BY POSITION
POSITION
1
2
3
4
5
6
7
8
9
10
31.73%
24.71%
18.66%
13.60%
9.51%
6.23%
4.15%
3.12%
2.97%
3.09%
0.0
0.1
0.2
0.3

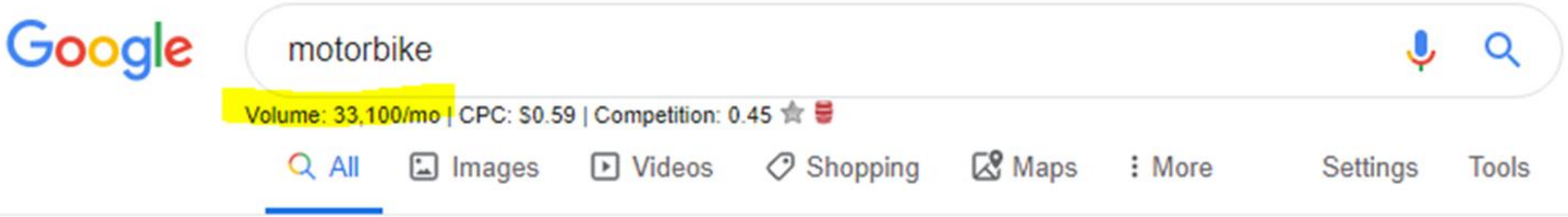
Think of your website as a car

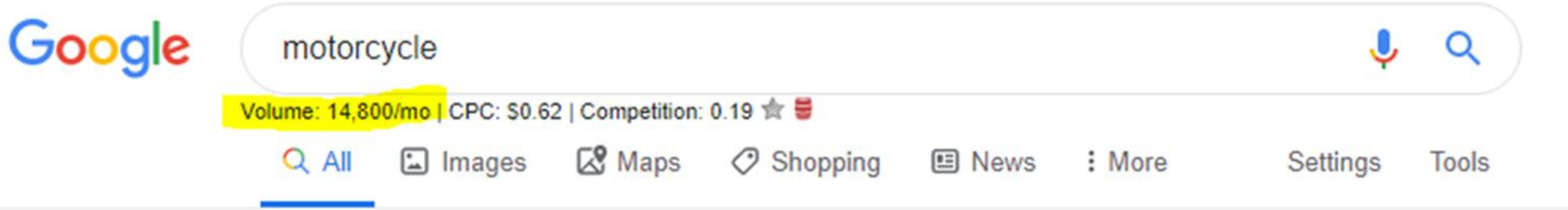
Without SEO

With SEO

Understanding Keywords

RETAIN MEDIA



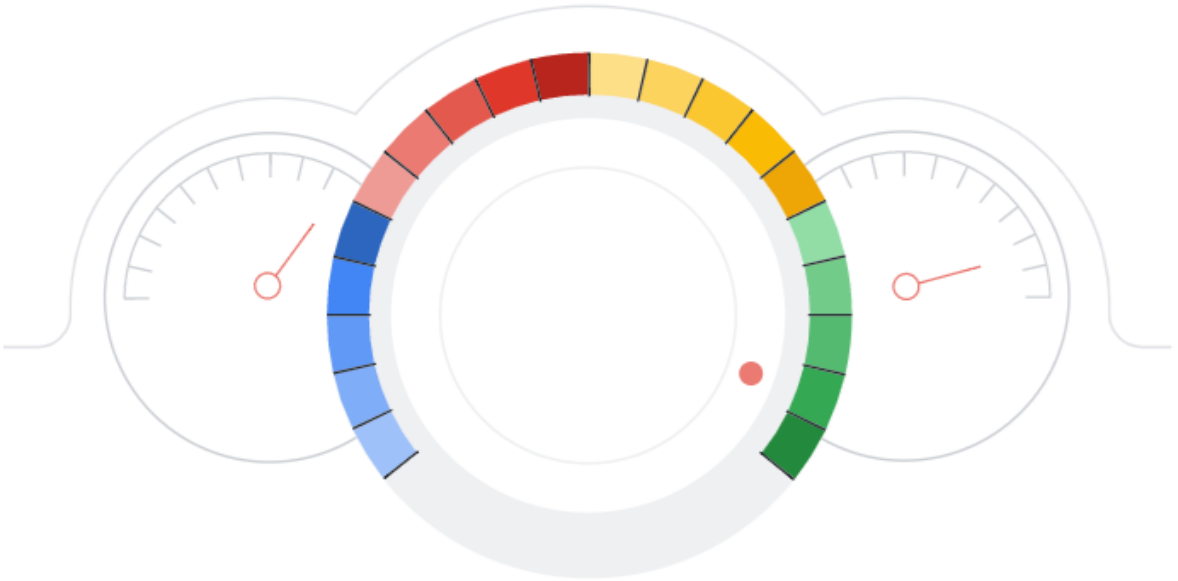


Google Search Console

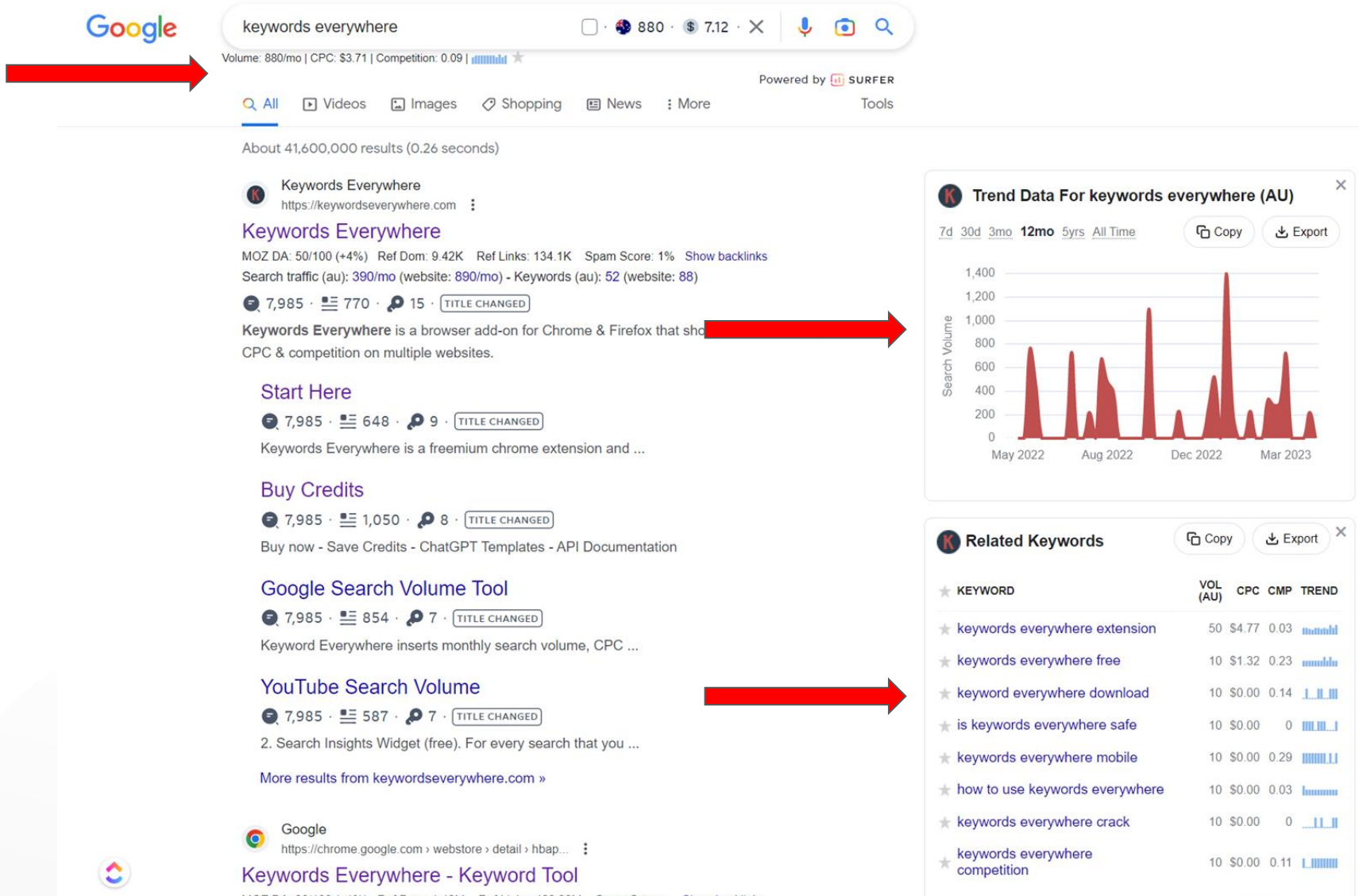
Improve your performance on Google Search

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues and make your site shine in Google Search results

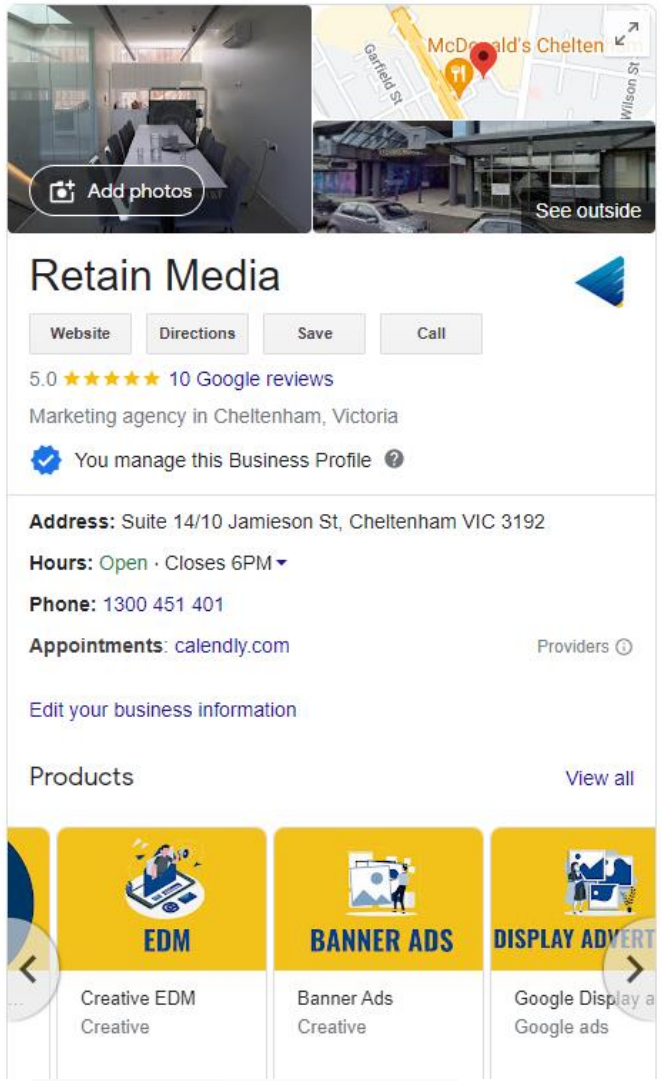
Start now



Keywords everywhere



Optimize GMB Profiles



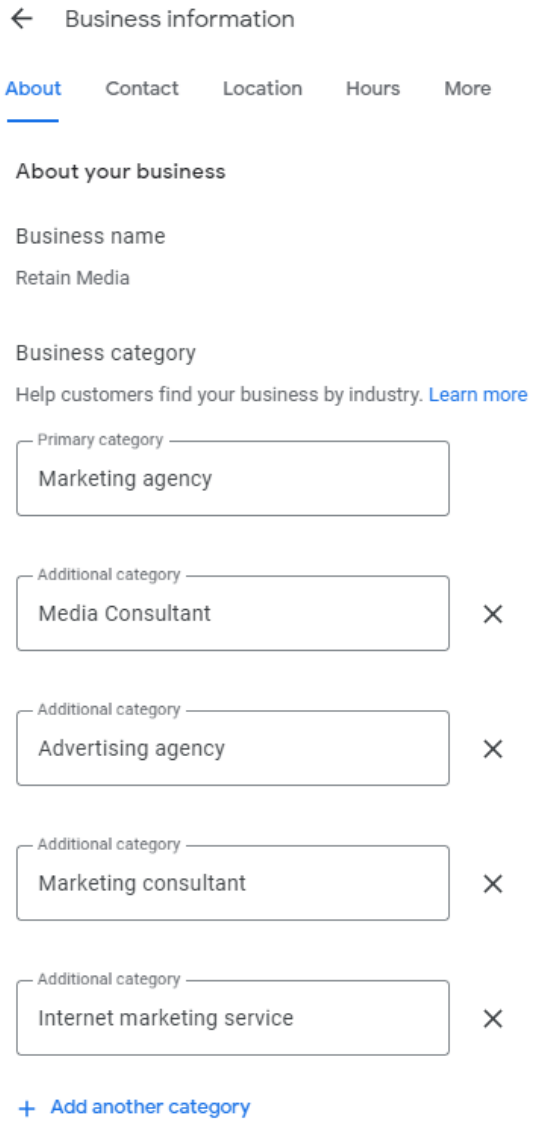
AKA The front door to your business.

Users who find your GMB will enter your business via:

- Your site
- Phone call
- Walk in

Mure your “front door” is visible when and where it should be.

GMB Categories



Caravan Dealers
RV Dealer
caravan Repair Shop
RV Storage Facility
RV Supply Store
Mobile Home Dealer
Camping Store
Campervan and Caravan Dealer
caravan supply shop
Recreational Vehicle Rental Agency
Consignment Shop
Manufacturer

GMB Review Strategy

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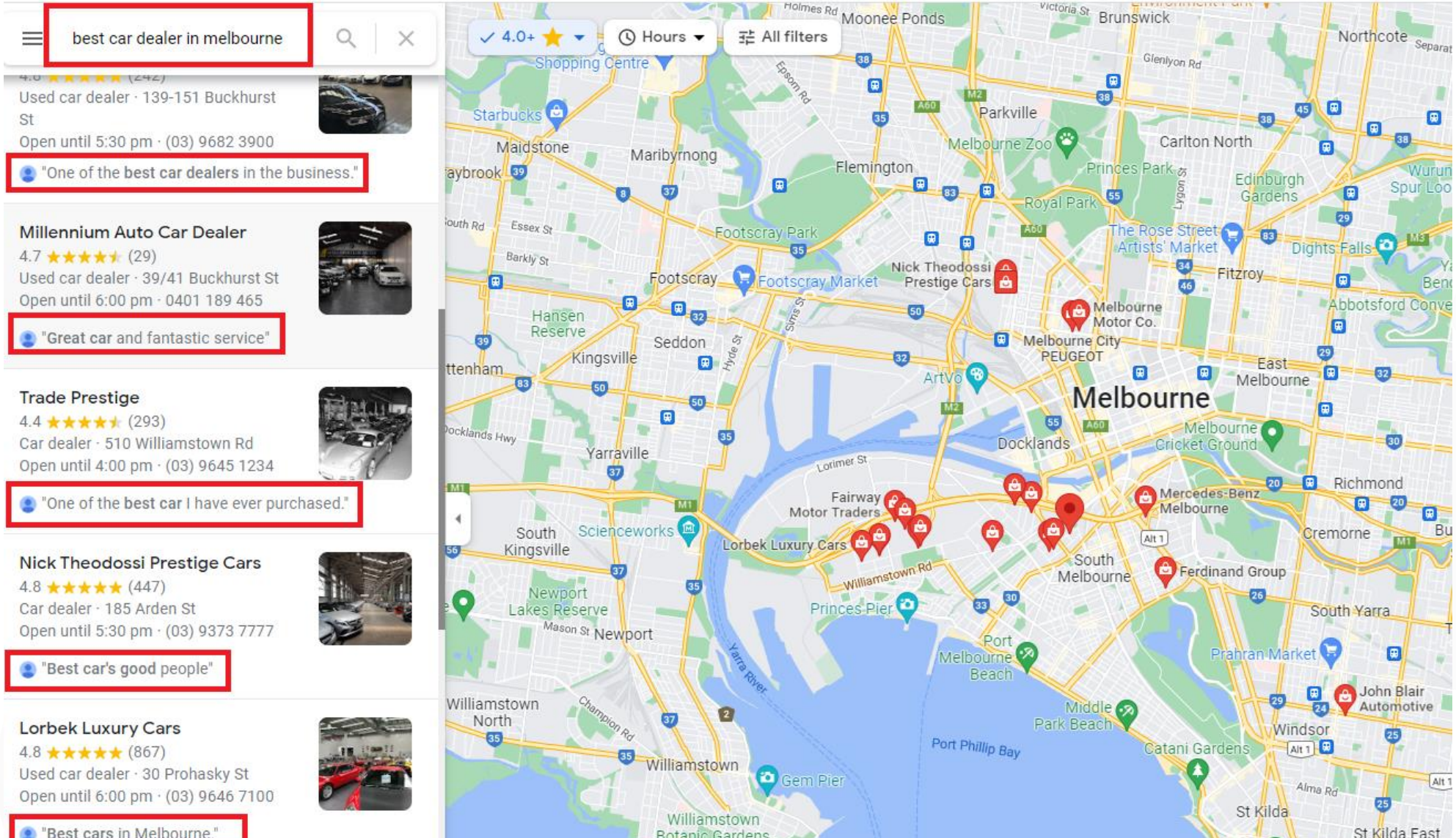
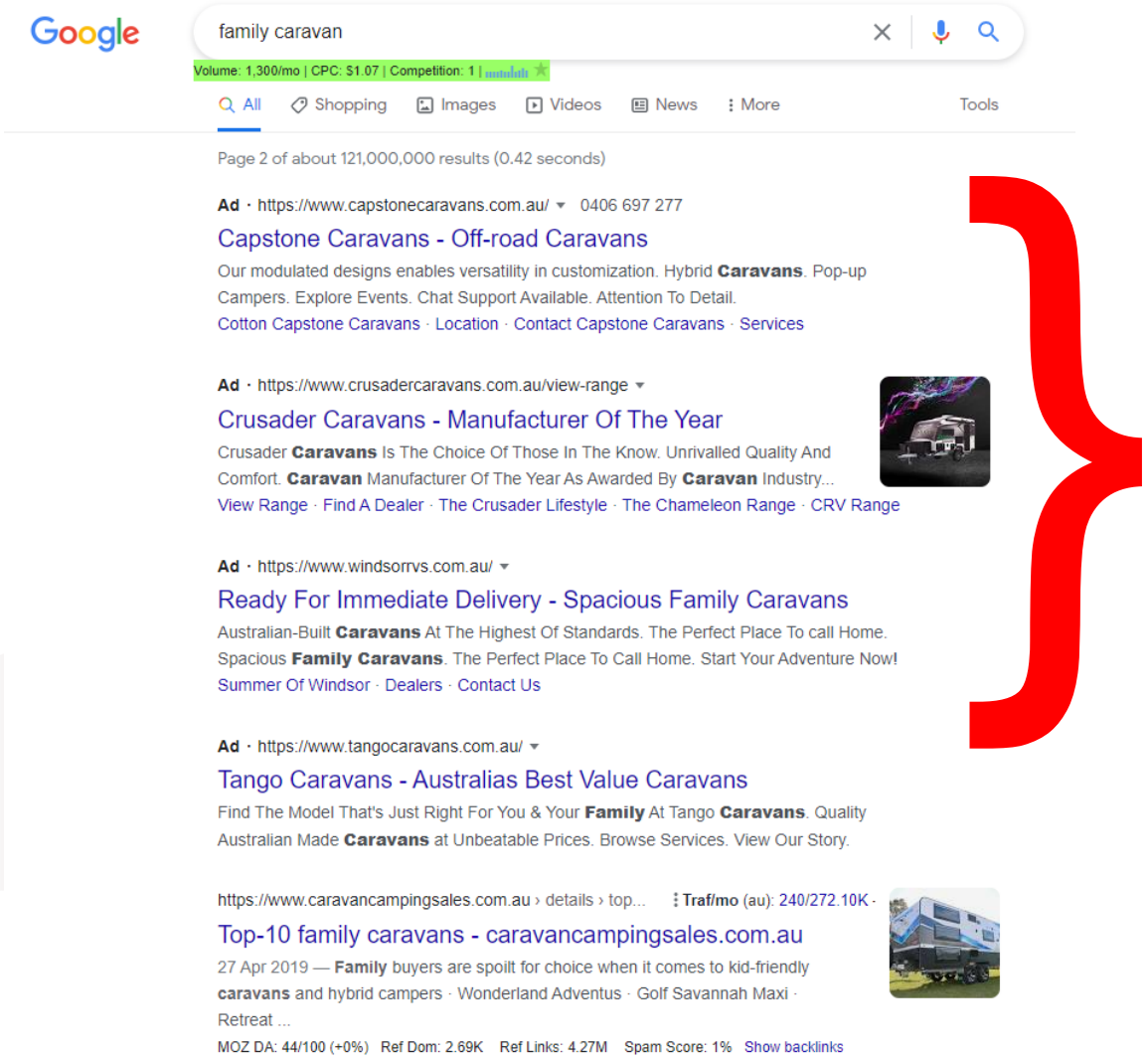


Intent based Marketing

Intent Marketing

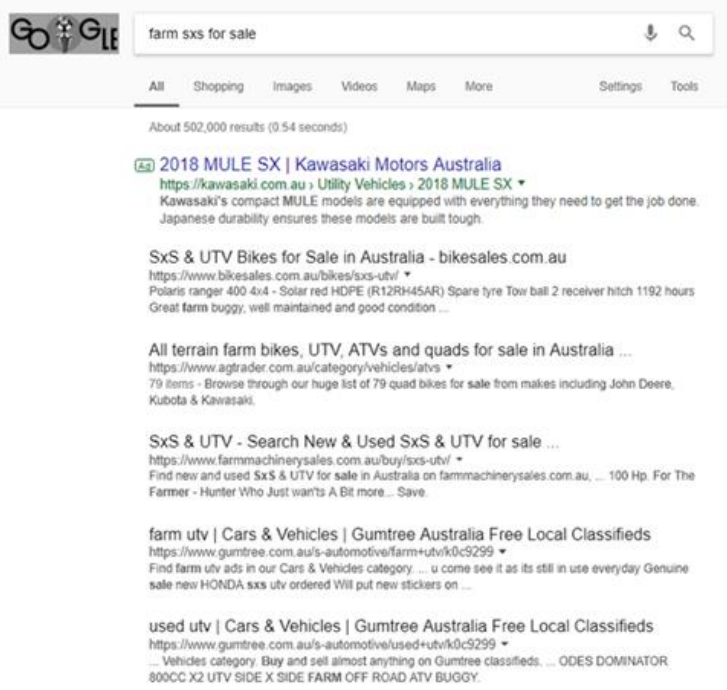


98% of searchers choose a business that is on page 1

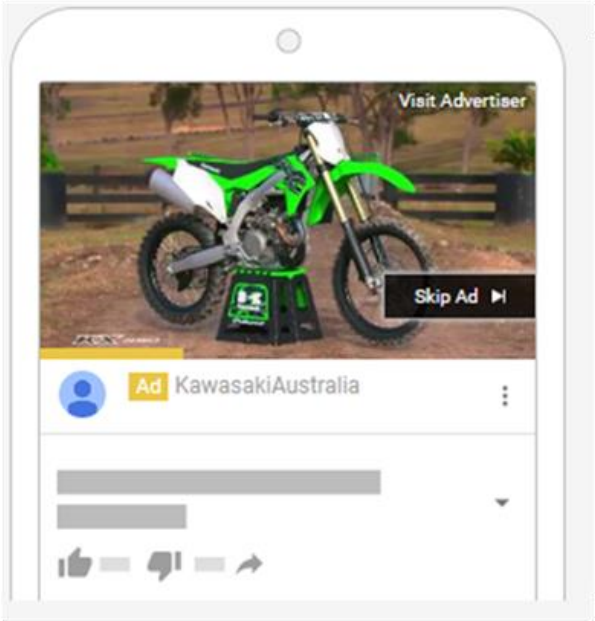
Paid ads can take up to **90% of the screen**

More than just search

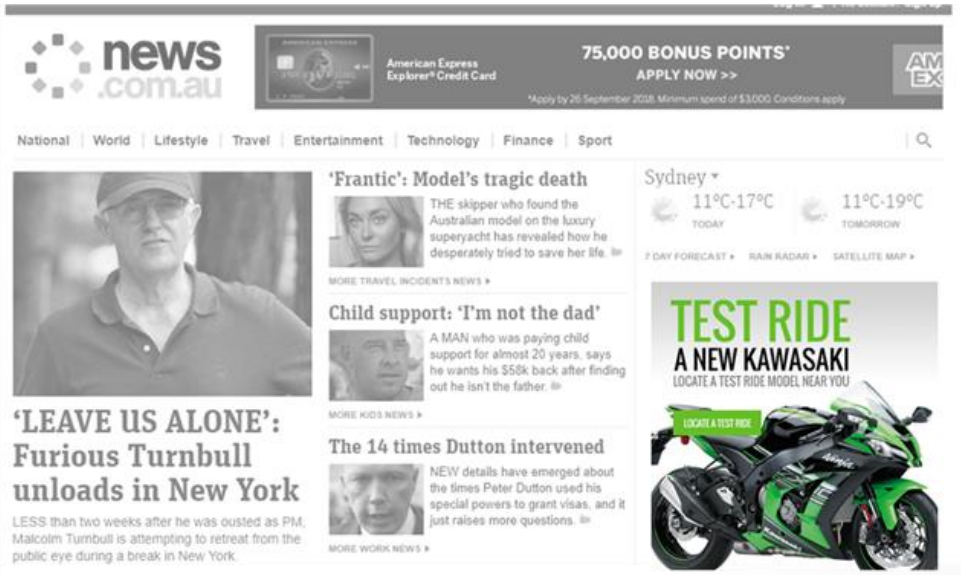
Search



Video



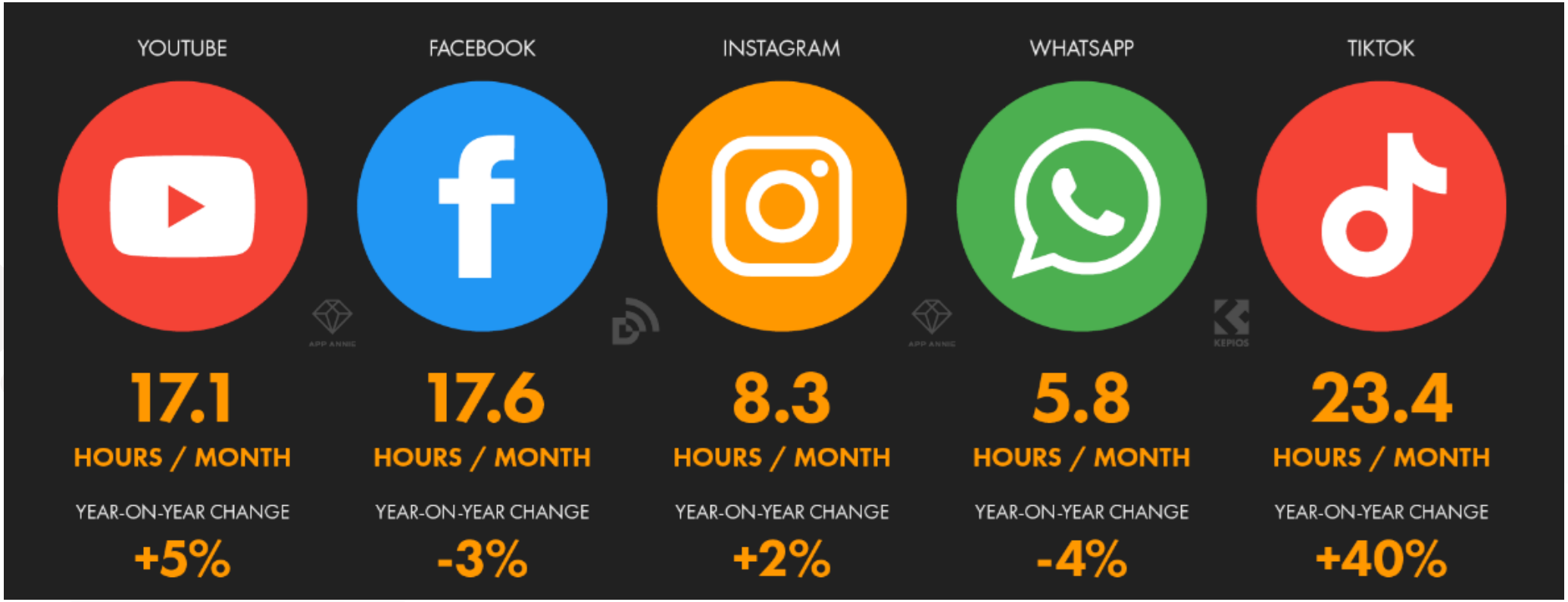
Display



Interruption Marketing

Australians are social

83% of Australians use social media



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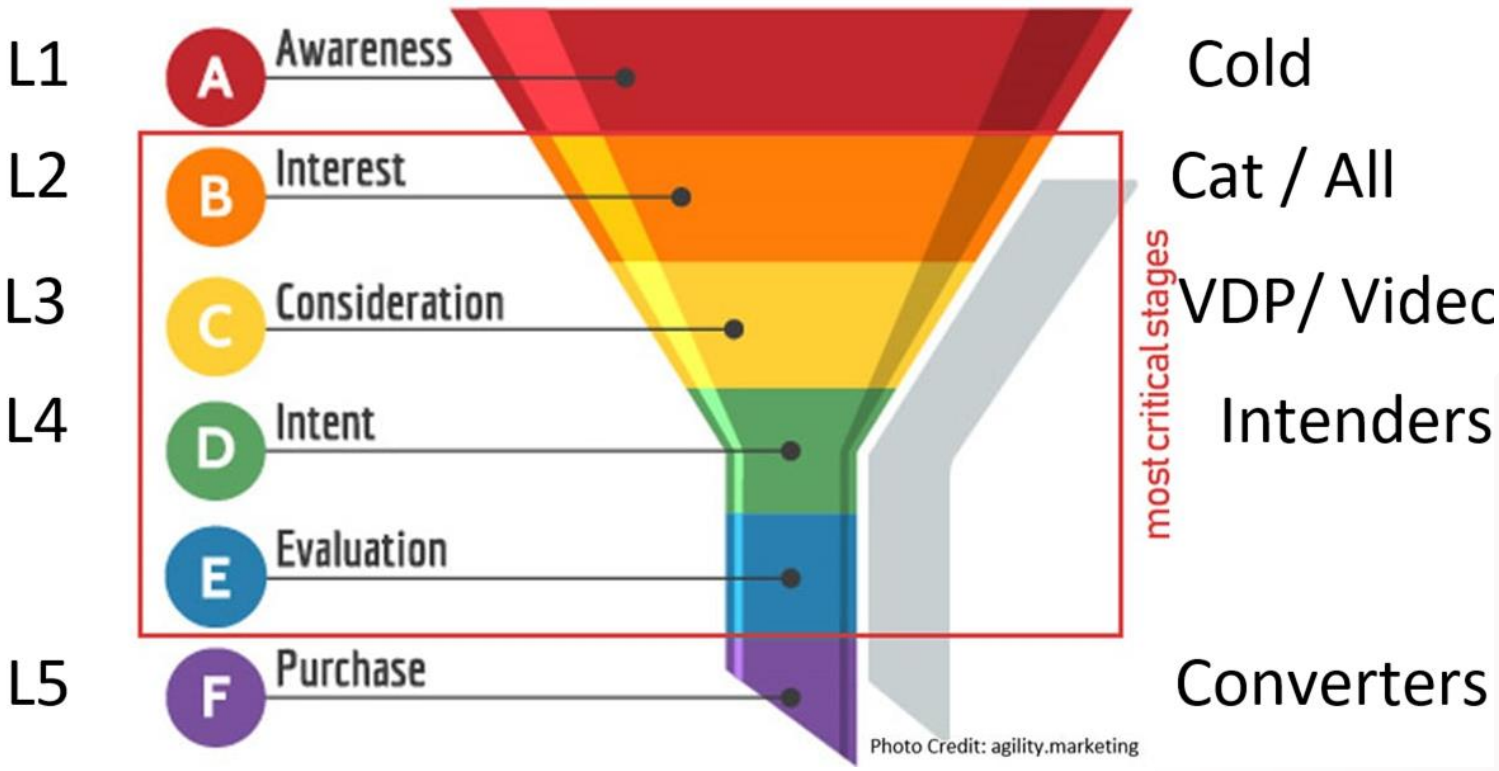
Relationship building

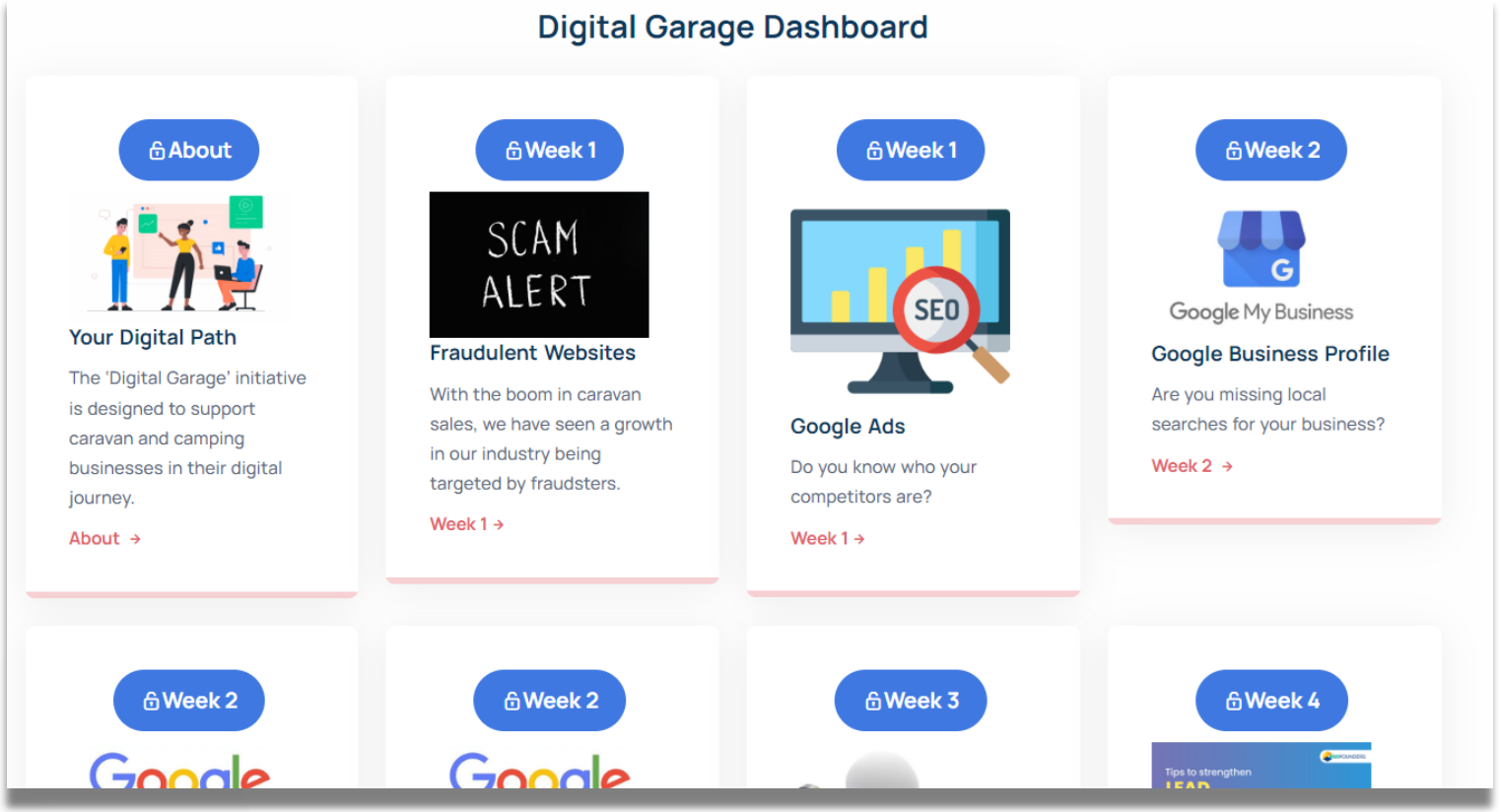
People don't come to Facebook to learn about a car, bike, boat etc. they come to look at cat videos and get updates from friends.

We are interrupting them!



WE IDENTIFY, NURTURE AND MOTIVATE YOUR BEST PROSPECTS TO BECOMES LEADS AND SALES.

Q & A


Digital Garage Dashboard
About
Your Digital Path
The 'Digital Garage' initiative is designed to support caravan and camping businesses in their digital journey.
About →
Week 1
SCAM ALERT
Fraudulent Websites
With the boom in caravan sales, we have seen a growth in our industry being targeted by fraudsters.
Week 1 →
Week 1
SEO
Google Ads
Do you know who your competitors are?
Week 1 →
Week 2
Google My Business
Google Business Profile
Are you missing local searches for your business?
Week 2 →
Week 2
Week 2
Week 3
Week 4

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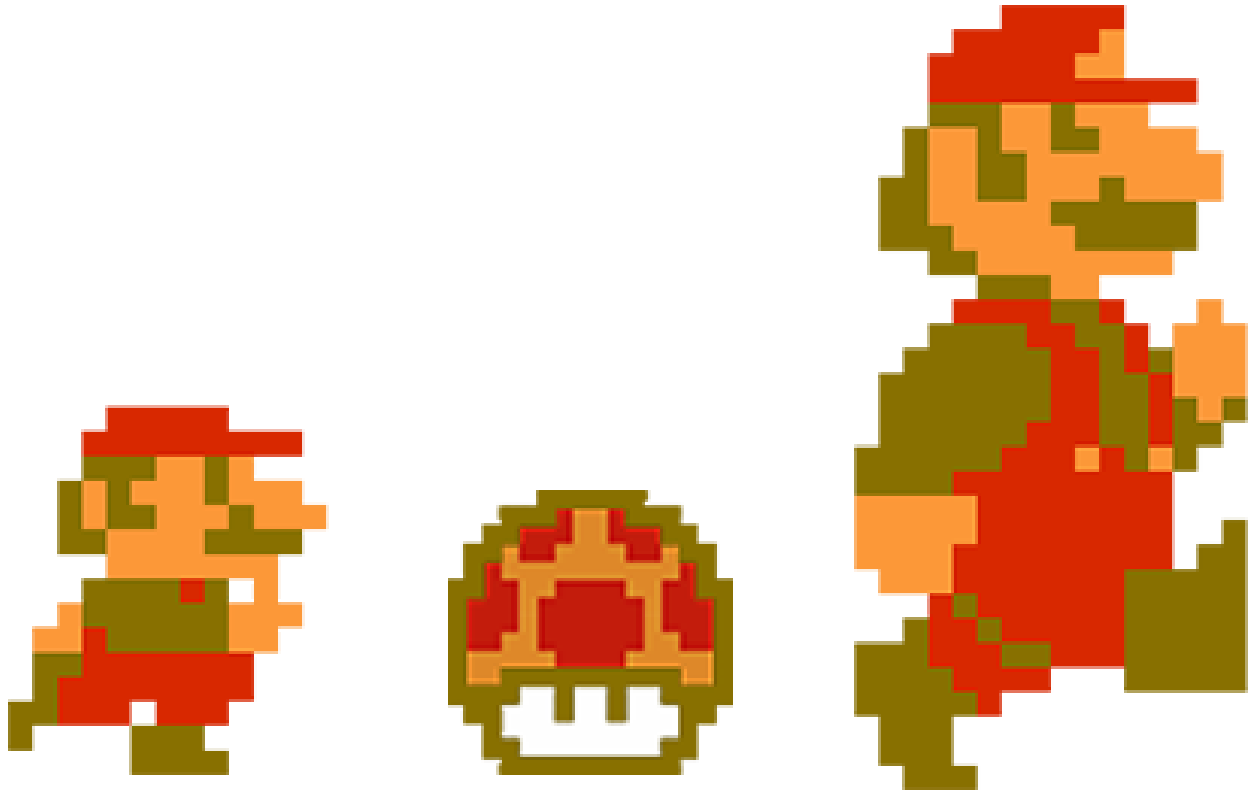
MEDIA



Other agencies may sell you mushrooms. We deliver Super Mario

RETAIN MEDIA

STRATEGY

DATA & INSIGHT

MEDIA PLANNING

SEO

GOOGLE AD

DISPLAY ADVERTISING

SOCIAL MEDIA

RETARGETING

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