

Get found on all major search engines!

Delivering Local Automotive Buyers Through Targeted Online Marketing

Search Engine Marketing (SEM) Drives Qualified Leads

www.midealersolutions.com

INSIGHT

Now that online search is the number-one resource used by consumers looking for local products and services, how can you make sure they find your business?

miSearch is a cost-effective search engine advertising solution that gets your name in front of consumers in your area who are ready to make a purchase. miSearch puts your ad on all major search engines, including Google®, Yahoo!®, Bing™ and Ask®, plus an extensive range of powerful local directories and specialty sites. That's over 98% of where consumers are searching online.

WHAT WE DO

Capture More Leads

Thousands of local consumers are looking for automotive products and services on search engines and local directories. We help you capture those leads by intelligently placing your ad on our extensive search network with Google, Yahoo, Bing and many more, ensuring you are covered wherever consumers search.

Track True Conversions

We track true conversions from your campaign, including phone calls, e-mails, Web forms and more. We provide detailed online reports (available 24/7), complete with call recordings, so that you can listen to the calls and see the value of each advertising dollar spent.

Optimize Your Campaign

We optimize your campaign daily based on your conversions (phone calls, e-mails, Web forms) – not clicks. This means we dynamically allocate your budget to the keywords and search engines that bring the most consumers to your business.

Your reach, multiplied

miSearch lets you

- Reach local consumers specifically looking for what you have to offer
- Generate leads more cost-effectively than offline advertising methods (e.g., local print directories)
- Only pay when consumers click on your ad and visit your website.

With miSearch, you get

- An extensive search network reaching over 98% of the places consumers search
- Optimization that drives more phone calls and e-mails from your ad
- Robust reporting that shows all calls and e-mails, and even lets you listen to your calls
- Service from a Minacs marketing consultant backed by a team of digital marketing experts.



Write to sales@midealersolutions.com or call us at **1.866.575.8731** for more information or to meet with a miDealer Solutions Marketing Consultant.



Minacs Marketing Solutions