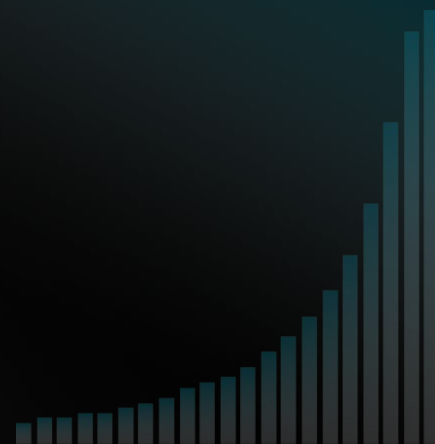




# Key Initiatives Proposal



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Based on the findings & opportunities, let's look at possible strategic web & marketing deliverables that will position your company as a true consultant. Together we'll select which best solve your highest priority pain points.



# Website

## Marketing Initiative to Launch in Mid August

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**Goal:** The site should convey that you are a highly knowledgeable advisor who will match users with the right vehicle and the ultimate experience. The customer is the hero, and you are their guide.

**Creative Considerations:** The site should elevate the brand, convey the white-glove, relationship-based buying experience that you provides to your customers, and own its area of specialization with a beautiful front-end experience.

**Technical Considerations:** We can set ourselves apart by being mobile optimized, built with digital marketing opportunities in mind, and elevating the discoverability of new inventory. The site should also be able to collect extensive customer information while remaining easy and inviting to use.

# Website

## Marketing Initiative to Launch in Mid August

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Continued

**The target audience should feel** as though they are entering your new, luxurious lounge, and are experiencing the relationship-focused, tailored service offered by an in-person visit to your facilities. The site should appear high-class but understated, and welcoming. It should make use of larger fonts and manageable amounts of content to account for mobile use-cases.

### **Actions They Should Take on the Website:**

- Input contact details, as well as information related to what car(s) they are looking for
- Be prompted to reach out to an advisor
- Be driven to read more about the experience you offer
- Create an account on the site

# Paid Search & Paid Social

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## Possibilities:

**Refine existing ad campaign on Instagram, which is by far the most suitable platform for being discovered and inspiring interest.**

Currently, the ads often showcase vehicles which were previously sold, and which link to a linktree profile that features the website and pages for 3 products, one of which is 404ing. Ads can be divided into brand-centric (pushing the people and relationship) and product-centric (products that need to be sold).

## Potential Impact:

Drive interest in the brand as a whole, and more effectively move inventory.

## Technical Considerations:

Website launch dependant. In the short term, identify whether Linktree is appropriate, versus just linking straight to a page on the site which corresponds to the car featured in the ad. Need to ensure better communication so ads are paused when products are sold, or if the Linktree continues to be used, ensuring that links to unpublished car profiles are removed.

## Proposed Marketing Initiative

# Custom-Tailored SMS Marketing

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### Possibilities:

- Internal email or SMS notification system that prompts your sales team to text a specific customer about a new product
- Automated SMS system that integrates with the website and automatically contacts customers about relevant products, linking them to a landing page
- Build gated, members-only inventory page

### Potential Impact:

- Move inventory more quickly
- Expedite the sales process and expand the reach of your salespeople
- Deliver more value

### Technical Considerations:

- CRM integration
- Dependant on website launch

Proposed Marketing Initiative

# Paid Search & Paid Social

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## Possibilities:

**Take advantage of low hanging fruit**, such as with an introduction series that outlines what a customer's relationship is with you and what to expect.

Segment customers by product interest and deliver semi-customized newsletters featuring relevant products.

## Potential Impact:

- Create brand awareness in a crowded, faceless market
- Thoughtfully and intentionally increase customers' touchpoints
- Move inventory

## Technical Considerations:

- Must use Klaviyo

# SEO

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## Possibilities:

Creating product & brand focused pages designed to rank for specific manufacturer keywords

**Retaining profiles of already sold products and moving them over to a collection of featured products**, so that you don't lose that SEO value and the site could potentially rank for searches involving very unique product.

## Potential Impact:

- Increased visibility and discoverability on Google.

## Technical Considerations:

- Some research is necessary to identify how feasible it is to rank for different tiers of keywords (e.g. keywords relating to a product's brand as a whole, versus perhaps ranking for searches involving very niche products).

# Social Marketing Strategy

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## Possibilities:

Developing image templates that make it easier for your in-house team to generate high-quality social content.

Creation of VIP Facebook Group and private Instagram page that create a sense of exclusivity.

Consult on the creation of invite-only Zoom group that meets every month (or on whatever schedule) to share knowledge about products, industry, etc.

## Potential Impact:

- Elevate brand awareness
- Show up where your customers are
- Create exclusivity and inspire fandom

## Technical Considerations:

- Find the best platforms for your business
- Personnel & content management



## Proposed Marketing Initiative

# Brand Photography & Videography

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### Possibilities:

Develop strategic content for the site and social media about the founders and other people behind the brand, as well as the business value proposition, and what working with you is like.

### Potential Impact:

- Distinguish brand from competitors
- Increased interest from new customers, excitement from existing customers
- Increased time-on-site and cross platform interaction
- Generate warm leads

### Technical Considerations:

- In collaboration with our content creation agency

Thank You

# Next Steps

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- **Select Initiatives by April 19th**
  - Initiative timeline to follow based on selections (Three 29)
- **Website Next Steps**
  - Site Architecture
  - Wireframes (2x)
  - Design Rounds (2x)
  - QA (3x)
- **Agency Retainer Kickoff** based on strategic initiatives
  - Weekly Check Ins
  - Monthly Reporting