

# THE CHALLENGE



With more than 80% of car buyers starting their search for their next vehicle on the Internet, the Internet has forever changed the way consumers search, shop and purchase automobiles.

To thrive, dealerships must:

- Embrace technology
- Build consumer trust and confidence
- Effectively promote their brand image and inventory
- Adapt to the opportunity or risk becoming non-relevant
- Partner with vendors that will keep up with rapidly changing technologies

# THE SOLUTION



Liquid Motors has the competitive market intelligence, customizable tools and service-oriented industry experts to provide optimal Internet marketing performance for auto dealers.

Liquid Motors delivers:

- Auto industry experts
- Inherent market intelligence
- Internet marketing and technology experts
- Customization to each dealer's brand image
- Competitive advantage through best practices
- World-class account management and support
- The most comprehensive Internet marketing platform

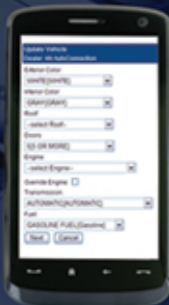
Whether your dealership is looking for an entry level Internet marketing service or a totally comprehensive Internet marketing solution, Liquid Motors products and services deliver results.

## AccuData Inventory Management

An accurate, timely and flexible inventory management solution and compelling marketing content are critical in building a successful Internet marketing program.

Inventory acquisition with safeguards to ensure accuracy:

- DMS polling
- Self-service mobile data collection
- Appraisal and inventory optimization systems
- 3rd party lot service companies



Inventory enhancement to create compelling marketing:

- Search Engine Optimized Title Builder
- Compelling description builder
- Unlimited photos with compelling overlays
- Vehicle videos
- Market pricing analysis

Inventory distribution with filters and customization by destination:

- Paid classified sites
- No-cost classified sites
- Dealer web sites
- Retail auctions
- Wholesale auctions



Use of the Liquid Motors AccuData Inventory Management solution will result in faster listing of vehicles, higher page views of your vehicles and more Internet leads.

## OptiSite

A dealer's web site may be the most important Internet marketing investment they will make. Their web site will be the first impression of the dealership for a majority of consumers.

OptiSite dealer web sites and mobile web sites provide:

- Customization to maximize dealership branding
- Search engine optimization architecture
- Content management system to manage coupons, featured vehicles, specials and other aspects of the web site
- Device detection to direct consumer to appropriate site and adjust content
- Support for 99% of web-enabled devices



OptiSite search engine optimization and marketing to achieve top placement on major search engines and drive traffic:

- Keyword analysis, monitoring and maintenance
- Landing page deployment
- Link building campaign
- Budget allocation and bid management
- Ad copy and landing page optimization
- Strategy, tracking and reporting with detailed results analysis

Liquid Motors' custom dealer web site solutions encapsulate the brand and community image while maximizing performance and results.



## SalesDriver

Effective lead management is critical to ensure that all leads are followed up and the dealer is maximizing their investment in Internet marketing.

- Capture leads from inbound emails, phone calls, web forms and direct from eBay
- Activity planner and prospect manager to track and manage sales process
- Bi-directional integration with other CRM systems
- Customized auto responders and email templates

SalesDriver provides the management reporting and metrics to allow management to track the effectiveness of the overall sales and marketing effort as well as the efforts of each individual salesperson.



## SocialFuel Marketing

With the explosive growth of web sites like MySpace, FaceBook and Twitter, social media is the fastest growing segment on the Internet. Due to the large number of active visitors to these sites and the ability for users to create content, auto dealers are looking for ways to promote their products and services in front of these large audiences.



- Market inventory on FaceBook, MySpace and other web sites
- Preferred placement of listings and links back to web site improving page rank
- SocialFuel RapidPost allows social media entries to multiple social sites and blogs
- SocialFuel Monitor tracks the dealer brand across multiple social media sites
- Notifies dealership personnel when their brand is mentioned
- Ability to rapidly respond to positive/negative brand statements

## Account Management

Liquid Motors is committed to providing their dealers the best customer service experience in the automotive industry. Accordingly, Liquid Motors provides two levels of customer service, Account Management and Support.

Each dealer has a knowledgeable Account Manager dedicated to improving the dealer's success by:



- Receiving a dealer specific monthly report covering more than 25 areas of Internet marketing
- Providing continuous product training and industry advanced training
- Ensuring dealers are aware of the new technologies, changes in the marketplace, and industry trends
- Providing dealers with industry best practices

## Support

Each Dealer has access to Liquid Motors support, 24 hours a day, 7 days a week, where they will:

- Talk to attentive, knowledgeable, helpful customer support specialists dedicated to providing world class support
- Receive proactive follow-up to ensure support cases are resolved
- Be able to provide continuous feedback to improve customer satisfaction



Contact us to expand your automotive Internet marketing success, our professional staff is here to assist you. Please take a minute to call us at 877-573-6877 or email us at [sales@liquidmotors.com](mailto:sales@liquidmotors.com) for a brief, no-cost evaluation and consultation.



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Right Cars, Right Prices, Right Sites.™