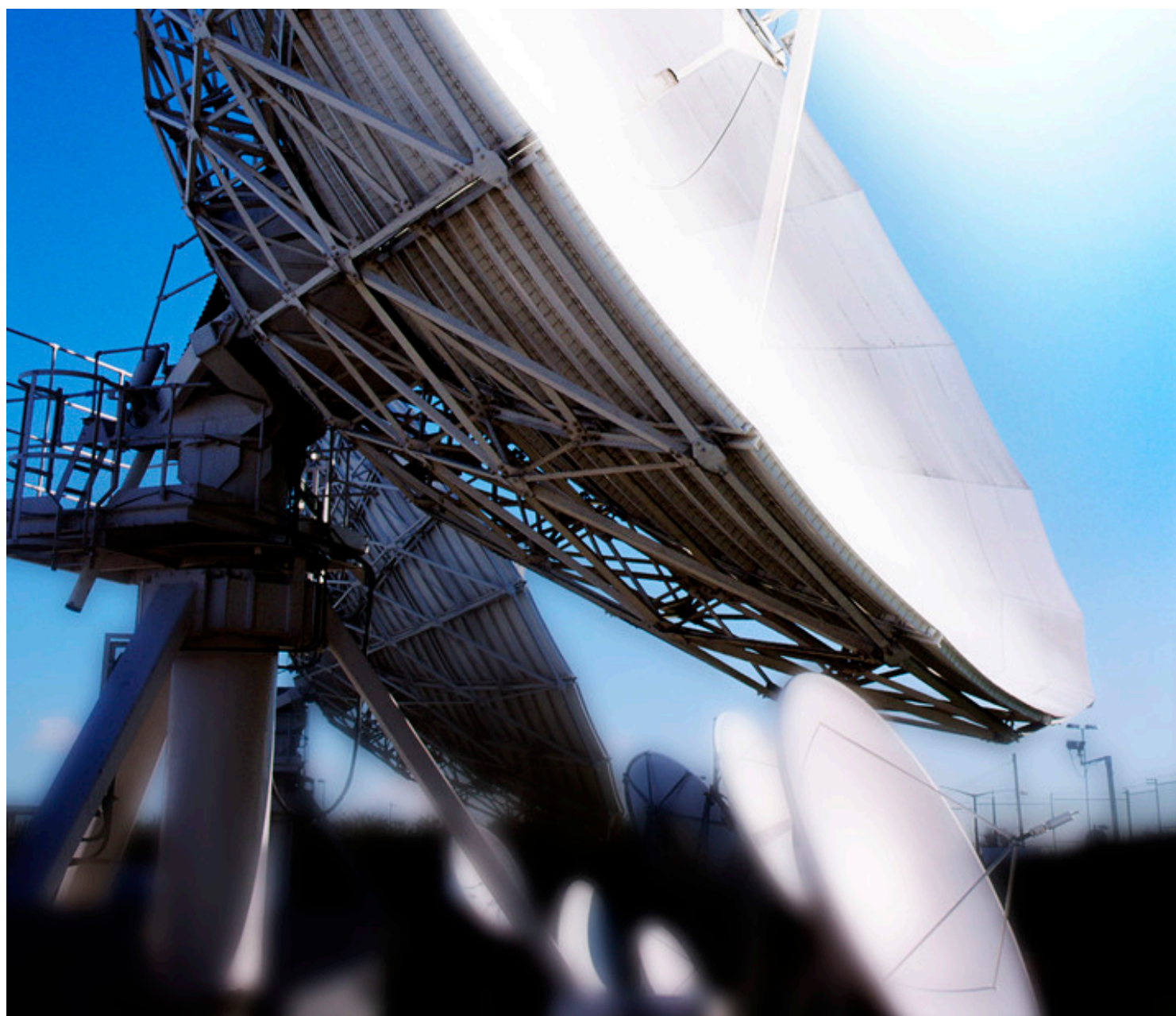


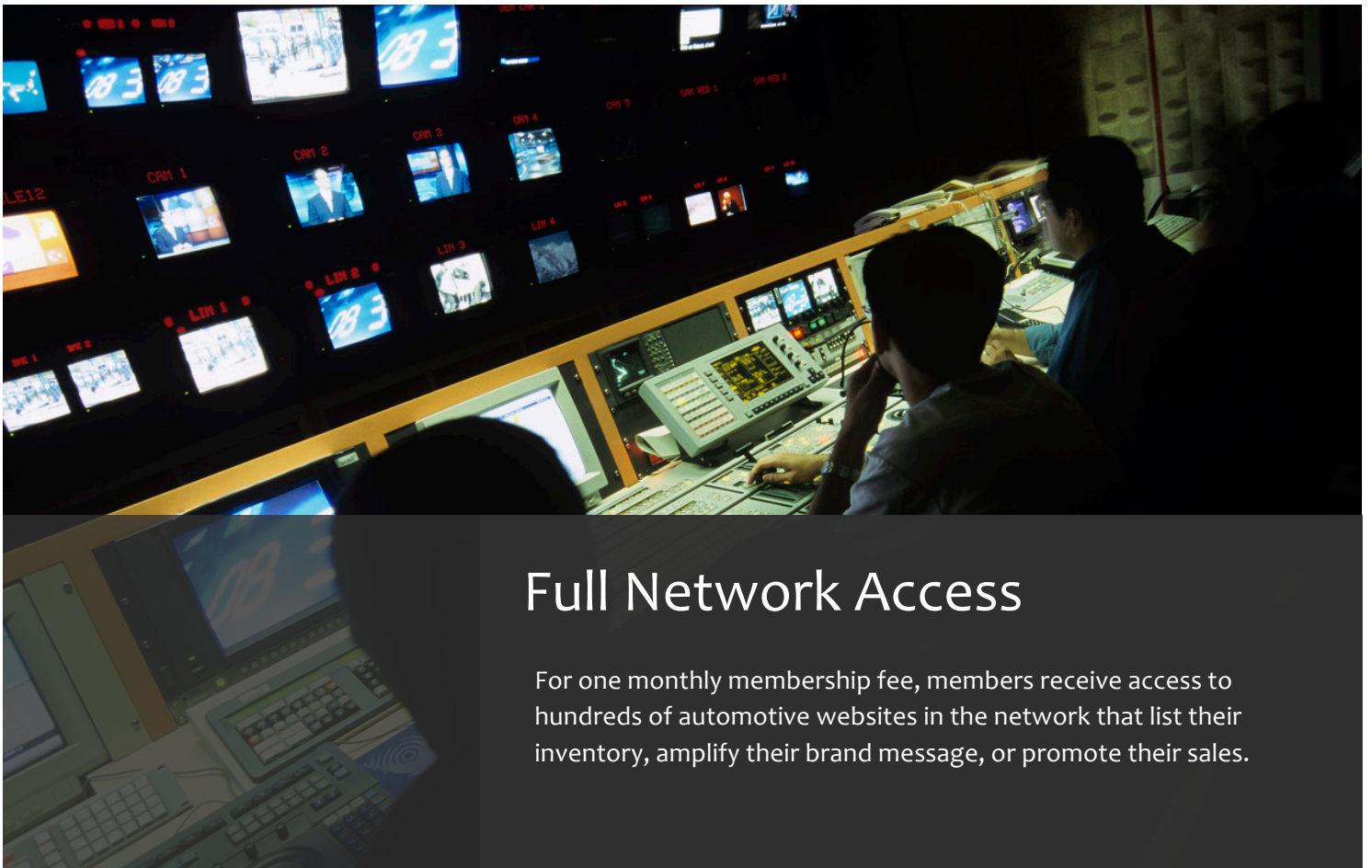


# Automotive Advertising Network (AAN)

*Digital Marketing Reinvented*

## Amplify Your Brand





## Full Network Access

For one monthly membership fee, members receive access to hundreds of automotive websites in the network that list their inventory, amplify their brand message, or promote their sales.

Car dealers are looking for a competitive edge and new strategies to increase their market share. The Automotive Advertising Network gives members unprecedented search authority to amplify their brand online.

The **Automotive Advertising Network** gives car dealers instant access to the largest collection of search optimized automotive websites. Members can leverage these sites to:

- Advertise their new and used car inventory
- Publish press releases, sales, and community events
- Advertise coupons and promotional offers
- Syndicate videos, brochures, and photos

Members see an increase in traffic, calls, leads, and also inlinks, which increases the search authority of dealer websites. Car dealers need the AAN's search authority and reach to compete with third-party lead collectors and competitor websites.

**Social Media** is playing an increasingly important role in reaching local consumers and the AAN provides members with the best tools to integrate their business with social media platforms.

- Members can post their inventory alongside their blog posts.
- Members receive a customized Facebook tab, which lists their car inventory and search tools.
- Members gain access to popular sites that include CarDealerWiki.org, the largest Wikipedia platform for car dealers.
- Inventory can be integrated into WordPress microsites for open-source social engagement.



## Empower Me

Members receive training and coaching to leverage the network to gain competitive advantage in their local markets.

Members of the Automotive Advertising Network (AAN) are given a set of tools that amplify their sales strategies. Member dealers leverage their internal staff to keep marketing costs down.

For many dealers, their Digital Marketing Strategy consists of subscriptions to popular inventory advertising and branding platforms like Autotrader.com or Cars.com. As competition increases on these platforms, the AAN provides centralized and independent advertising solutions that amplify the reach of member dealers.

Members of the AAN see their cars on more search-optimized websites, which increase the search visibility of their inventory. The more paths that lead to a members primary website, the greater the opportunity to leverage their high converting asset.

Member dealers also leverage their staff to publish unlimited blogs, press releases, and sales on the network to match popular consumer search phrases. As more car dealers establish a content publishing strategy, the AAN provides members with an instant selection of websites to publish their brand message.

### Empowering All Profit Centers

The Automotive Advertising Network empowers car dealers with a set of tools that covers all profit centers. Members can promote new cars, used cars, warranty plans, tires, brakes, oil changes, and even their work in the community.

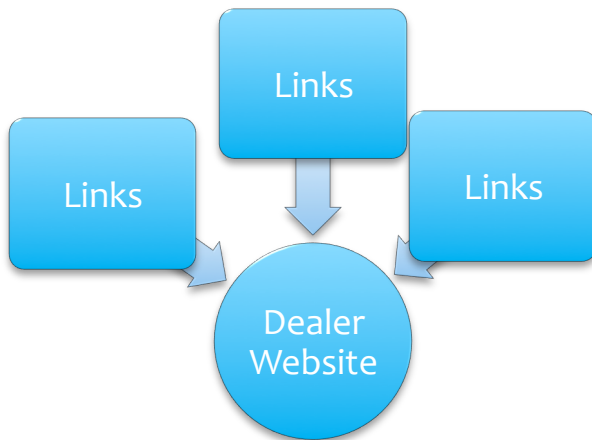
The AAN is the most powerful network of websites that syndicate dealer inventory and content across the United States. Every member also has access to regional and local websites to connect with local in-market car buyers or service shoppers.

## Powerful Automotive Digital Marketing Strategies includes Search Engine Marketing (SEM), Search Engine Optimization (SEO), and Social Media. The AAN supports all three channels.

**Automotive Search Engine Optimization (SEO)** strategies require dealers to invest in content publishing and link building to increase their search engine rankings. Dealers utilize Automotive SEO to place their brand at the top of Google search results to remain competitive and relevant.

As important as SEO can be, dealers don't often have the time and patience to build their own network of blogs and websites that can increase their search relevance. That's where membership in the Automotive Advertising Network (AAN) solves a strategic roadblock.

Members of the AAN receive instant access to highly ranked websites that already have the search authority to increase search visibility for dealer content. The network allows members to create powerful inlinks to their primary website on the most popular keywords for their market.



### The Power of Inlinks

The AAN simplifies building inlinks to car dealer websites by leveraging car dealer inventory to build links back to the members primary website.

The AAN also allows unlimited publishing of press releases, coupons, sales, and incentives that link back to the dealership website. These links come with free keyword research tools and guidance from your AAN account manager.

### Is It All About Leads?

Members in the AAN receive unlimited leads from the network directly into their CRM or email system. We are proud to say that member Vehicle Detail Pages (VDP) are free from competitor ads, or distractions from OEM or cross-selling promotions.

The AAN is the first search optimized, dealer centric network of advertising and marketing websites that don't run advertisements on member inventory detail pages. This design increases the chances that consumers will click or call about your car.

### Tracking Phone Calls From AAN Websites

Trends show that consumers are calling more about cars they see online rather than submitting a lead form. All AAN members receive tracking numbers for the dealership brand so that calls from the AAN can be measured as well as leads.

Members of the AAN will also have their inventory installed on Facebook so that if your fans want to shop inside of Facebook, they can. With the network's inventory syndication tools member dealers can place their inventory virtually anywhere online.

### Tracking Visitors and Leads from AAN

One of the added benefits of membership in the AAN is increased traffic to the member dealer's website. For most car dealers their website is the highest converting source for leads.

AAN account managers will show members how to identify visitor traffic from the Automotive Advertising Network in Google Analytics. The combination of lead tracking, inlink tracking, call tracking, and referring traffic measurements show how confident we are in the value that the AAN represents.



Dealers engaging in blogging, social media, and content publishing will be able to gain a powerful competitive advantage with their membership in the Automotive Advertising Network.

“The AAN has significantly increased the visibility of my dealership online.”

Jon Sherrell, DMD  
Rairdon Auto Group

#### **Rairdon Group Finds Success with AAN**

“The leads we get from the network have a much higher closing ratio and gross profit because we are the only dealer getting our leads” said Jon Sherrell, Internet Director at the Rairdon Group in Washington.

“We also get more leads from our dealer Web site because we inherit the network’s search authority and that dramatically improved our placement on the search engines for highly competitive phrases for the vehicles we sell.”

In 2010 Rairdon Group hired a full-time content writer to support their digital marketing strategies for their six franchise locations in Washington. The Automotive Advertising Network (AAN) jump-started the success of this new role in the dealership but allowing access to dozens of websites the writer could use to post and publish content.

#### **AAN Offers Content Creation Services**

If you want to leverage all the features offered in the AAN but don’t have time to create content, don’t worry. Your customer service team can offer content creation packages that can fit into your budget.

Keep in mind that the network produces search visibility and authority without custom content publishing. Dealers who want to dominate their markets should be implementing a content marketing strategy and until that is an internal task, the AAN can offer outsourced content services at a low cost.

The Automotive Advertising Network has partnered with the largest automotive website companies to drive more traffic to member's primary website; their highest converting lead source!

#### Drive More Traffic To Your Website

Increase the visibility of your brand online to drive more consumers to your main website. The AAN was designed with the understanding that car dealers convert more leads from their website than any other source.

Since this is the case, we created a set of tools and websites that connect with consumers and easily link them back to your website. The AAN works closely with website vendors to increase the integration points for a seamless customer experience.

#### Certified Website Partners

Certified AAN compatible website vendor platforms provide members with an additional benefit; direct inlinks to their vehicle detail pages.

By increasing links to dealer websites for the cars they have on sale, dealers increase the search authority of their website.

The AAN is continually adding new partner platforms and we are proud to have certified integration with TK Carsites.


 The logo for TK Carsites, featuring the letters 'TK' in a stylized font followed by 'CARSITES' in a bold, sans-serif font, all contained within a red rounded rectangular background.


Driving more consumers to your branded websites and car inventory with unprecedented power and reach.

The Automotive Advertising Network is available only to members. Gain access to the largest search optimized network of automotive websites, tools, and support resources for your membership fee.



### Social Media Tools

Members of the AAN can syndicate their inventory on blogs, social networks, Facebook, Craigslist and on popular content publishing platforms. With unlimited publishing tools, car dealers who want to increase their investment in digital marketing can amplify their brand message at a low cost.



### Inventory Syndication

Members of the network will have all their new and used cars listed on our national website located at [www.CarDealerSale.com](http://www.CarDealerSale.com). Members will also have their cars listed in at least one local inventory advertising website that is custom branded for their dealership. Inventory publishing tools for WordPress create timely marketing pages for new and used cars that create an ANNUITY of leads.



### Content Publishing

Consumers read blogs and dealers need to engage in content publishing as part of their digital marketing strategy. The AAN provides member dealers with access to dozens of WordPress websites that are easy to post blogs, news, videos, and customer testimonials. Publish your original works or OEM press releases and watch your brand visibility increase. Every piece of published content can be keyword optimized to enhance your search marketing goals.



### Press Release Marketing

Members have the ability to publish unlimited press releases each month on national, regional, and local websites in the Automotive Advertising Network. To achieve the same search exposure, dealers would be spending thousands of dollars of month on popular PR services.



### Fixed Operations and Coupons

Members of the network can publish their coupons to increase traffic and revenue in dealer Fixed Operations profit centers. There are no practical limits on how you can market all your sources of new business. All posted content can be keyword optimized and tracked for leads and calls.



Amplify Your Brand

TKCARSITES

Certified Partner