

Internet Marketing



Sean V. Bradley

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Crush Your Competition With Video Search Engine Optimization

are a lot of companies spinning details, telling dealers this is the best way to go. Not true. Not as a tier one initiative at least. The fact is, according to Google: Only 20 percent of people "Click" "Pay Per Click" or "Sponsored" links. Eighty percent of people skip this and go straight to the organic or natural search results.

Organic search is great but it takes four to six months to "Kick In."

Video Search Engine Optimization is the automotive dealership's Holy Grail, the Mecca of online advertising because not only can you get on the first page of the natural search results, but you can achieve first page ranking within days, not months.

Not sure about Video Search Engine Optimization? Then as soon as you are done reading this article go to your computer, visit www.google.com and search for "Toyota Corolla Torrance" with or without the quotation marks. What you are going to see on the first page is not just one first page result, not just two first page results or even three first page results but four first page results for Scott Robinson Honda. That is correct you just went to Google and typed in a search for Toyota Corolla Torrance and four out of the top 10 search returns were for a Honda dealer! It gets better... Watch the videos! You click the very first MySpace video and you will see the sales manager from the Honda dealership say something like "I know you were looking for a Toyota Corolla but you should really be thinking about a Honda Civic!" Now that is powerful marketing. With video search engine optimization you can literally correlate the key words or phrases with the video content. Whenever someone is searching for anything automotive in your area, new or used vehicles, service, parts, financing, literally anything, you can make it so your videos come up "On Demand." Videos of your managers, videos of your happy client testimonials, video walk a rounds, whatever you want to show the customers.

Sell with the Internet not against it.

I was watching CNN the other day and Donald Trump as well as Robert Kiyosaki were on the "Larry King Show" discussing the economy and the "Bail Out". I was glad to hear I wasn't the only one who didn't want to sit around and wait for divine intervention. Both Donald Trump and Robert Kiyosaki agreed the best thing Americans could do right now in this economy is to be proactive and entrepreneurial. Please do not just do nothing... Do not continue what you have been doing if it isn't working and don't believe all the doom and gloom. The fact is that dealers out there are selling vehicles, dealers are making money, and the smart dealers out there are taking full advantage of the situation. Let's be real with each other for a moment. There has always been a cast system in life. Darwin has his theory of evolution, "Natural Selection". The stronger of a species will survive while the weaker organism will succumb and become extinct. Sound familiar? Look at what is going on in our community. There are dealers that are closing their doors forever, dealerships that have been in business for decades. Why? Because they cannot or will not evolve.

This article is for dealers who want to continue to grow even in difficult times. This article is for dealers who not only want to survive but to utterly crush their competition. One of the best ways to crush your competition is through Video Search Engine Optimization. The facts are clear...

- You only have a six percent closing ratio from OEM leads.
- You only have an eight percent closing ratio from third party leads.
- Over 70 percent of the traffic you buy from third party lead source providers originates on the search engines!
- Your dealership Website leads close at 16 percent.

It is clear, it makes far more sense to drive traffic to your dealership Website.

Now, it gets interesting... Other companies will try to spin the facts and details of search strategies to their benefit. For example SEM, or "Pay Per Click." There

Sean V. Bradley is the founder and CEO of Dealer Synergy Inc. Dealer Synergy, an international automotive training, consulting, and technology company that specializes in full business development, CRM, Internet sales, owner retention, phone sales, special finance, and advertising/marketing. For more information please call 888-379-6374.