

## ADVERTISING Features



### Dynamic Inventory

Dynamic Inventory Advertising sets us apart from other Search Marketing providers. We advertise your inventory exactly as it's shown on your website. Add a new vehicle to your inventory – an ad is created. Sell three cars today? The ads will be removed.

### Search Marketing

Search Marketing, also known as, PPC or SEM, allows you to purchase ads on the world's biggest search engine, Google. Search Marketing offers great return-on-investment because you only pay when someone clicks on your ad.

Search Marketing amplifies quality traffic and leads to your website and lowers your overall customer acquisition costs with the strongest ROI metrics in automotive marketing.

### Google Premier Partner

As a Google Premier Partner, EDealer is among the top suppliers in North America offering fully managed SEM. Through our partnership, we leverage the knowledge and expertise of the top experts around the world. Stay ahead of the curve by gaining access to the newest features and products offered by Google to fit your marketing and advertising needs.

### Social Media Marketing

Facebook, who also owns Instagram, is no longer about comments, likes and shares for your Mazda dealership. While these are still important, these platforms now offer highly robust advertising platforms that allow you to drive traffic to your dealership website with creatively compelling ads. Advertising on Facebook and Instagram is a great way to drive traffic to your website from mobile devices and both are also hugely popular platforms amongst growing markets like millennials and women.

### Facebook Marketplace

As a Facebook Marketplace Inventory Partner, EDealer offers your Mazda dealership the ability to sell used and certified pre-owned inventory on Facebook Marketplace. If your dealership has a Facebook Page, we will syndicate your used & certified pre-owned inventory and list the units on Facebook Marketplace. Each vehicle will appear as a separate listing and include a photo, description, year, make, model, price, mileage, VIN, and the dealership's name and location. You can even communicate with the potential buyers instantaneously, via the Messenger chat.



# ADVERTISING Pricing

Search Engine Marketing -  
Google/Bing/YouTube True View

**23%**

Social Media Marketing with Ad  
Creation - Facebook/Instagram

**23%**

Programmatic Search and Retargeting

**27%**

Brand New Inventory  
VIEW VEHICLES

Pre-Owned Inventory  
SHOP NOW

Weekly Specials  
APPLY NOW

WELCOME TO NORTH HILL MAZDA  
WHAT CAN WE HELP YOU WITH?

SHOP NEW SHOP PRE-OWNED BOOK A SERVICE SPECIAL OFFERS  
NEWS & VIDEOS APPLY FOR FINANCING CUSTOMER REVIEWS INNOVATION

Search Inventory SEARCH

Find Us  
1211 Centre St NW, Calgary, Alberta, T2E 2H3

Contact Us  
Sales: 403-276-0962  
Fax: 403-276-7361

Hours Of Operation

Days	Hours
Monday - Thursday	9:30am - 7:00pm
Friday - Saturday	9:00am - 5:30pm
Sunday	Closed

Copyright © 2018, North Hill

**Mazda 3**  
MSRP from **\$17,695\***

Lease **\$478 /bi-weekly**  
12 Month Term | 0.8% Interest Rate

Finance **\$408 /bi-weekly**  
24 Month Term | 1.6% Interest Rate