

Paid Media

Digital Marketing Problems

- Sales needle doesn't move
- Spending more for the same/lower returns
- Can't outbid or outspend competitors
- Low conversions
- Low floor and website traffic
- Can't monitor if marketing campaigns are effective/working

The J&L Marketing Solution

- Targets CRM data through Paid Search, Display and Social Media
- Utilizes the most advanced audience targeting capabilities based on in-market data
- Persuades shoppers with relevant and effective ad copy to drive conversions
- Monitors competition and market data for continual strategy enhancement
- Provides transparent reporting
- Utilizes Inventory Feed to serve dynamic ads to in-market audiences

Why It's Hard to Solve The Problems

- Average cost per click has increased
- Current keyword strategies aren't enough
- Agencies lose focus and don't give enough attention to their clients
- Saturation of local competition
- Static reporting
- Aggressive competitor pricing
- Lack of transparency

Our Key Features

- Proven strategy built from years of research and industry experience
- Paid Search, Display, CTV and Social Ads
- VIN-Specific Dynamic Advertising
- Enhanced Strategy curated from Online and Offline Analysis
- On-Call Digital Analyst
- In-House Creative Team for all Digital Ad Needs
- 24/7 Interactive Reporting

3.9x Higher Than the Industry Average Paid Search Conversion Rate

	J&L Marketing	Industry Avg.
Avg. Cost Per Conversion	\$13.05 ✓	\$33.52
Avg. Conversion Rate	16% ✓	6.03%
Avg. Cost Per Click	\$2.09 ✓	\$2.46
Avg. Click Thru Rate	8.17% ✓	4%

* J&L Marketing paid search data is based upon all accounts in 2019

Request A Demo

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