

15TH ANNUAL KAIN CLIENTS & FRIENDS WORKSHOP

Vendor Shark Tank



Dealer-To-Dealer Digital Marketing



Formed in 2011 at Acton Toyota of Littleton.

A true dealer-to-dealer agency & consultancy.

30 years & counting of dealership experience.

Expectations For Vendors

What we wanted from our vendor partners:

- ✓ Prompt turnaround time
- ✓ True understanding of our business
- ✓ Proactive in recommending & executing initiatives that deliver results

Dealer-To-Dealer Digital Marketing



What we do:

- ✓ Web Creative Development
- ✓ Search Engine Marketing (SEM)
- ✓ Email Marketing
- ✓ Consulting



Google My Business (GMB)



=

Local, Mobile
SEO Gold

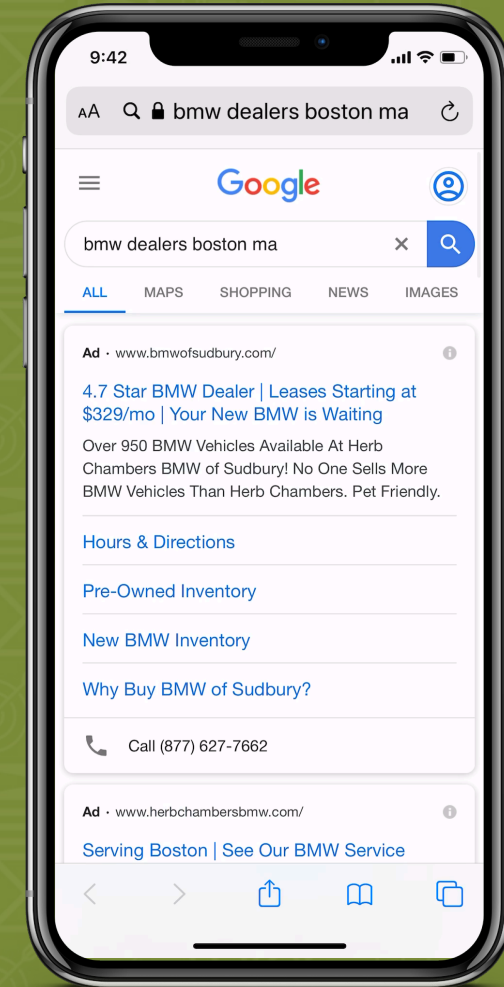


Google My Business (GMB)

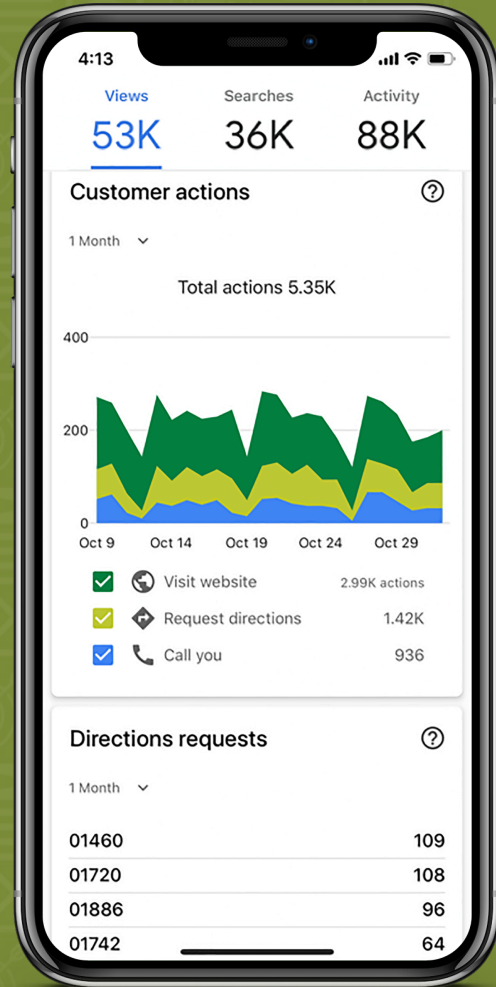
Friends of Kain Don't Let Clients of Kain Own Crappy GMB Listings

“Providing and updating business information in GMB can **help your business's local ranking** on Google and enhance your presence in Search and Maps.”

- *Google*



Google My Business (GMB)



- ✓ Categories
- ✓ Attributes
- ✓ Google Posts
- ✓ Reviews
- ✓ Photos
- ✓ Products (Beta)
- ✓ Messaging

GMB: Categories & Attributes

Category

Categories describe what your business is, not what it does or sells.

Primary category

Car dealer

Additional categories

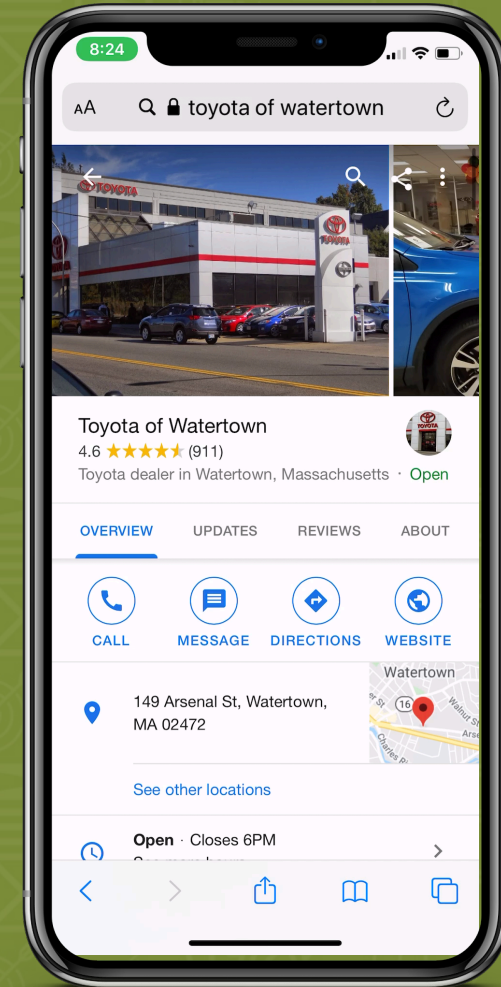
Toyota dealer

[Add another category](#)

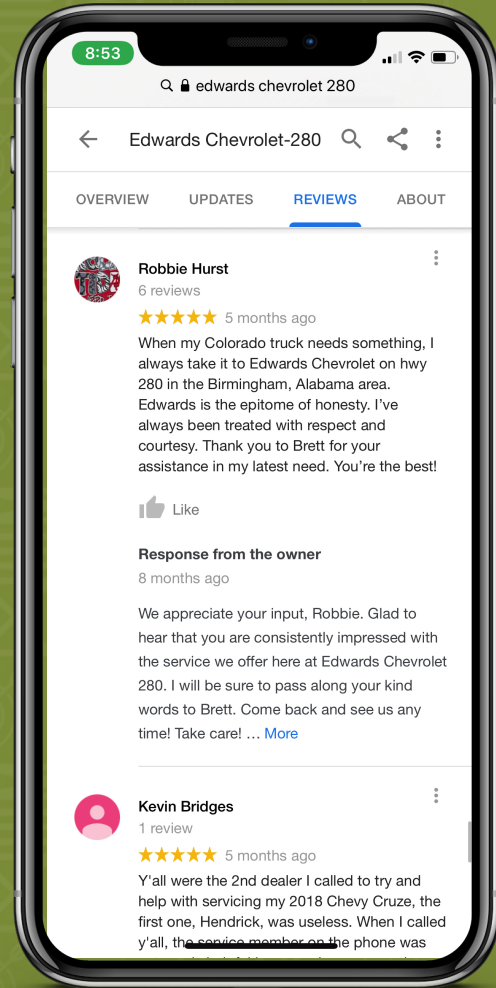
Cancel Apply

GMB: Google Posts

Promote **timely special offers**
and limited-time sales events for
your dealership with Google Posts.



GMB: Reviews



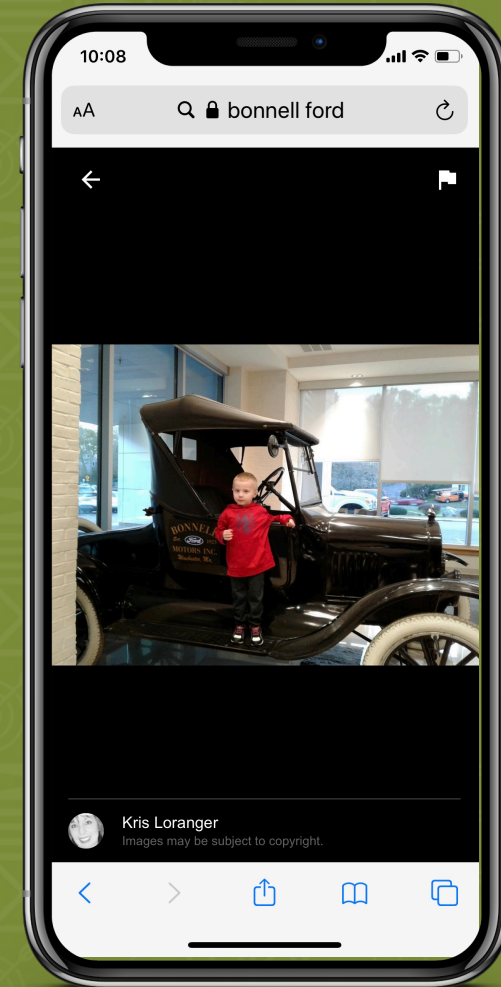
“In fact, reviews that contain keywords are the **second biggest SEO factor** for determining where a local business shows up in the 'local pack'.”

- *Social Media Today*

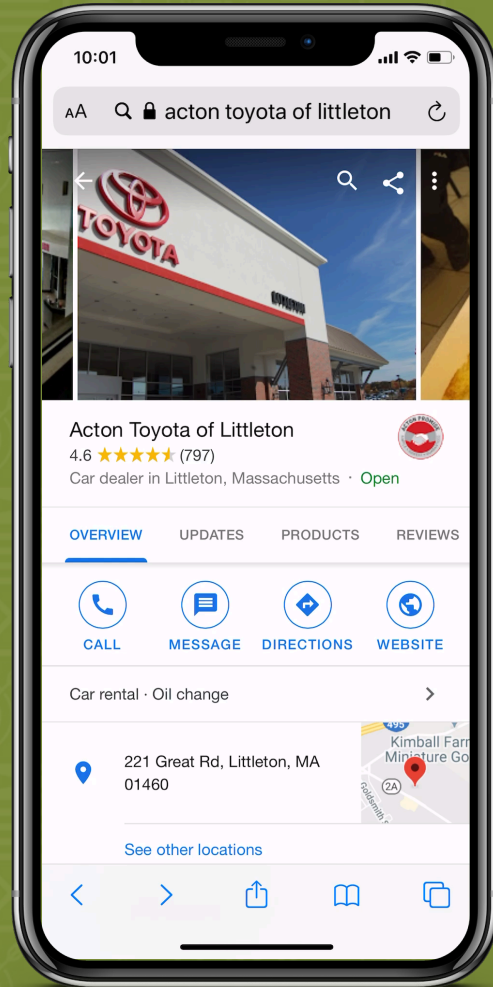
GMB: Photos

“Business profiles with photos get **30%** more calls and **42%** more direction requests than those without photos.”

- *Google*



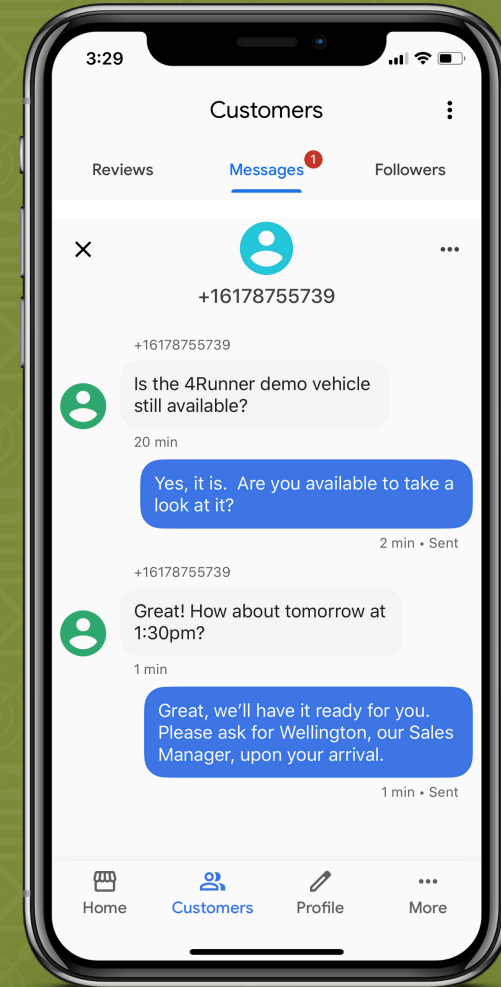
GMB: Products (Beta)



Spotlight select inventory on your GMB profile and deep link directly to your website VDP.

GMB: Messaging

Once you turn on messaging, customers will see a "Message" button on your GMB listing, and be able to **message you at any time through the app.**



Google My Business (GMB)



More robust than ever, the **GMB app is a must-have** to manage your business listing.

Thank You

Download a copy of our vendor tank presentation:

dynamicbeacon.com/kain2019

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