



corkboard

LEVERAGING DATA

**FOR AN**

**EFFICIENT & EFFECTIVE**

**MARKETING  
STRATEGY**



# Who We Are

**Corkboard Concepts** is a strategic marketing agency providing data driven advertising campaigns through primarily digital mediums. Newer to market, Corkboard Concepts has seen fast pace growth in business, team and capabilities.

We are excited to bring **efficient** and **high performing** campaigns to our clients, and strive to exceed expectations of our clients.



# Today's Agenda

## Leveraging Data

Assisting your group on getting a better handle of your individual dealerships data and scaling with your group relationship.

## A Marketing Team, In Your Corner

An introduction to Corkboard Concepts services and how we can help you.





# Audience Modelling: Audience Sets, At Scale

If you understood the behaviors of 100 people before buying a product from you, would that help your business? If you understood the behaviors of 1000 people before buying a particular brand/model, would that help your business?



3rd Party Audiences are being removed, making targeting more difficult on Facebook and other platforms.

1st Party Audiences can provide better targeting, constantly get refreshed and can be fully manipulated.



# Corkboard Benefits



**Data-Driven Solutions:** Effective digital-conversion tracking, scalable audiences and data management.



**Strong Industry Relationships:** Google Partners, Facebook for Agencies, Multiple DSP Usage etc.



**Dealer-First Approach:** We are your marketing team, in your corner. We take your position first over all others, including advertising platforms & even manufacturers.



## Programmatic Display



## Programmatic Video



## Search Engine Marketing (SEM)



## Social



## Shopping Campaigns





# What We Do

## **Paid Advertising**

- **Programmatic Advertising:** Digital display, OTT, & pre/post roll ads served to targeted audiences
- **Search Engine Marketing (SEM / Paid Search):** Keyword-driven ads on Google
- **Social Media Marketing:** Targeted ads on Facebook, Instagram, and/or LinkedIn

## **Organic Management:**

- **Search Engine Optimization (SEO):** Ongoing work to increase visibility in search engines (Google)
- **Social Media Management:** Managing your social media presence

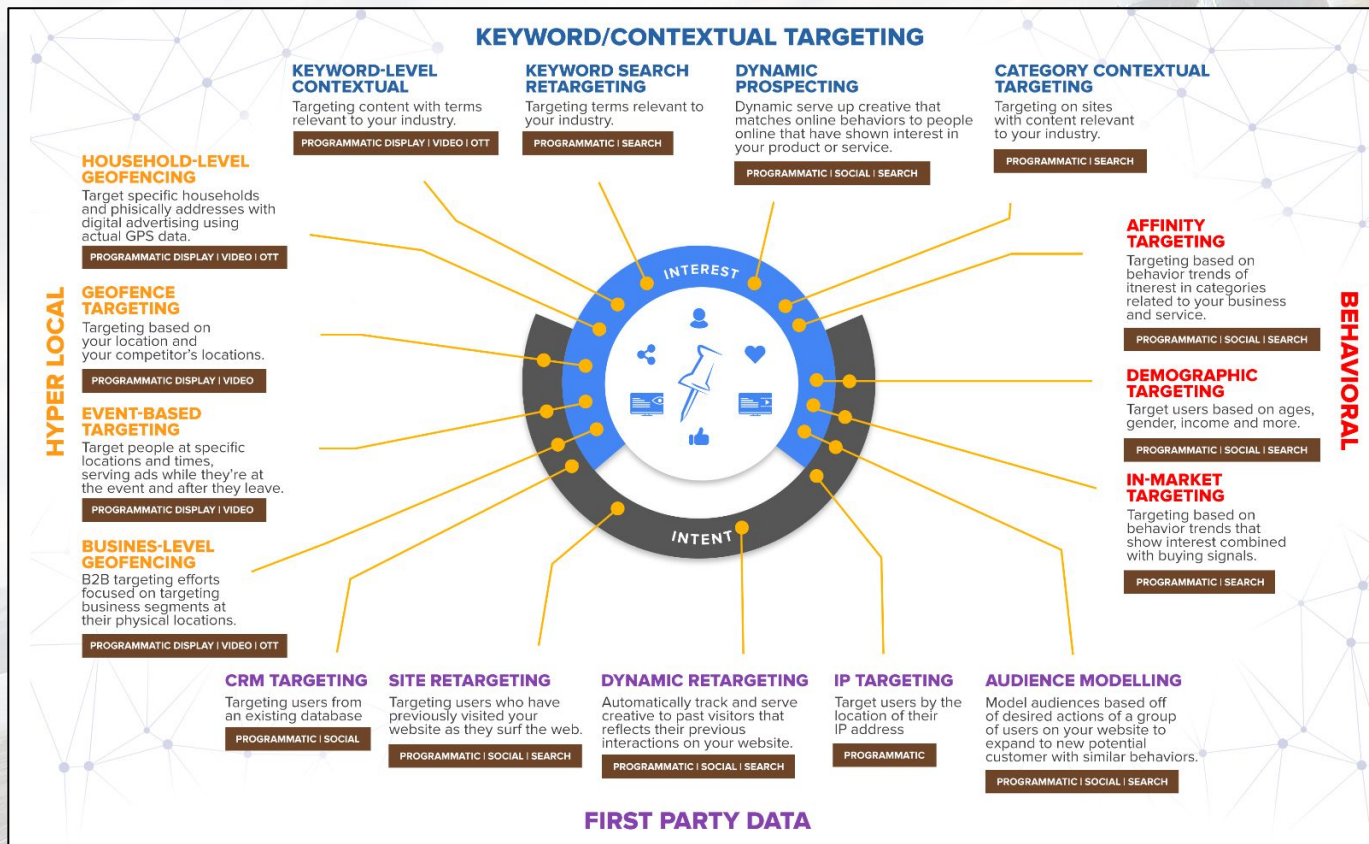
**Creative Services:** Digital Design/Editing, Marketing Collateral, Drone photography/video, still photography/video, 360° virtual photography



**Development and Website Maintenance:** Designing, building, and maintaining websites, scripts, custom programs, and more.



# Staying Targeted:





# Our Approach: Search Example

## Three Types Of Search Queries:

- Navigational
- Informational
- **Transactional - this is where we focus search dollars**

## The Process:

1. Establish Goals (with client and on site)
2. Set up a highly organized campaign structure
3. Build out targeting, match with ads (3-5 ads per group)
4. Analyze and Continuous Optimization
  - a. Layer, Separate, Enhance, Negate Targeting
  - b. Continuously Updating Ads & Extensions
  - c. “Defending” Your Presence



# Change Tracker: 1 Year



All changes	Account changes	Ad changes	Bid changes	Budget changes
22K	12	135	38	40

# Ad Fraud Prevention:

Account Overview

Reload

Total of 10 domains

Total Ad Clicks	Total Savings	Fraud Score
37,668	\$ 2,905.3	 96.72%  3.23%  0.05%

# Pound for Pound Comparison

Product	Before Cost	Before Results	Now Cost	Now Results
Programmatic Display	\$6,000	168,597 imp. 362 clicks	\$6,000	841,000+ imp. 1,230 clicks
Programmatic Video	\$1,094	23,404 imp.	\$2,600	96,100+ imp.
Social Media	\$1,094	84,302 imp.	\$1,000	97,124 imp.
Search Engine Marketing	\$7,311	12,680 imp. 1,288 clicks	\$3,000	22,100 imp. 2,010 clicks

**Comparison:** Dealership using a preferred vendor vs. Corkboard Concepts marketing campaign.





# Live Reporting



# Next Steps

## Audience Building:

For any of those interested, please contact us about setting up your analytics, conversion tracking updates, and more.

## Advertising Audits & Feedback:

Each of you should have a brief Digital Audit in the folder's we've provided. This is just a surface report, using external tools. If you would like us to provide a more detailed report, contact Zack or I to gain access to some of your digital properties and we'll get started!

*Selfishly, we'd love to work with you all in some capacity or another but the options above do not require a transaction.*



# Questions?

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