



## Car Dealership & Service Dept. Digital Marketing Partner

Hello! We're Harbour Pointe Creations, a digital marketing agency dedicated to driving success for local car dealerships and their affiliate auto body shops. We understand the unique challenges facing the auto industry in today's competitive landscape. That's why we've developed a range of tailored digital marketing strategies designed to attract new high-ticket car sales and service repair jobs, while building brand loyalty through nurturing lifetime customers.



**Harbour Pointe Creations**  
Designing Immersive Experiences

# Many car dealerships tell us these are their challenges with car buyers spurred by inflation



## Shrinking Pool of Qualified Buyers

- Inflation has drastically impacted affordability for many potential car buyers. Increased costs of living, rising interest rates, and stagnant wages mean fewer people can afford the higher car prices. Dealerships are facing a smaller pool of potential buyers who meet their financing criteria.



## Shifting Consumer Preferences

- Inflation has caused buyers to become more price-sensitive. Many are now looking for more affordable options like used cars, or are delaying purchases altogether. Dealerships need to adjust their marketing and sales strategies to appeal to these changing needs and preferences.



## Increased Competition

- While the pool of qualified buyers shrinks, competition from other dealerships and alternative transportation options (like ride-sharing) intensifies. Dealerships need to offer competitive pricing, financing options, and value-added services to stand out in a crowded market.



# Many Service Department Managers tell us these are their challenges



## Too busy, but need to hire good technicians

- Need more technicians? We find them FAST. We create video ads on social media and search engines that generate qualified leads in your area.
- Flexible service, pause when you're booked in the Service Department and restart when you need more clients for your mechanics. We adjust strategy over to Sales when the Service Department is full.



## Open service bays, and need more repair jobs

- We'll generate entry-level jobs for your new trainee, and more complex jobs for your experienced mechanics.
- We generate engine, transmission, and collision leads FAST, targeting the exact audience you need.
- We'll quality control the leads we generate by calling some leads and optimize your ads accordingly.



## Need more high-ticket repair jobs, and less small jobs like oil changes

- Imagine having high-ticket jobs ready to go the moment a car leaves your shop.
- We generate high-ticket leads, quality check them by calling them, and if requested, we can schedule sales appointments, so you can focus on what you do best.
- Grow your business and keep all your locations successful with our proven lead generation system.



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## About

With over 15 years dedicated to the automotive industry, I've built a reputation for delivering impactful digital marketing strategies that drive sales and brand engagement. My journey began with Cobalt, Inc., where I participated in launching General Motors newest marketing initiative following the 2007 bankruptcy and HARP funding to drive automotive further into online purchasing channels. Holding various marketing roles, I developed and ran successful digital marketing initiatives for a vast network of car dealerships, Collision Centers, and auto brands. Since 2018, I've expanded my freelance service to the automotive industry through my own agency, Harbour Pointe Creations, LLC. HPC, LLC. works with a stellar team of Marketing Specialists focus on driving local customers to grow automotive businesses. Your business is unique, and the different service packages are designed to be added on as we work with you to grow your business. Just as your business survives on life-long, repeat customers, we too, do not seek one-time connections.

- Von Galt, MBA, Owner of HPC, LLC.

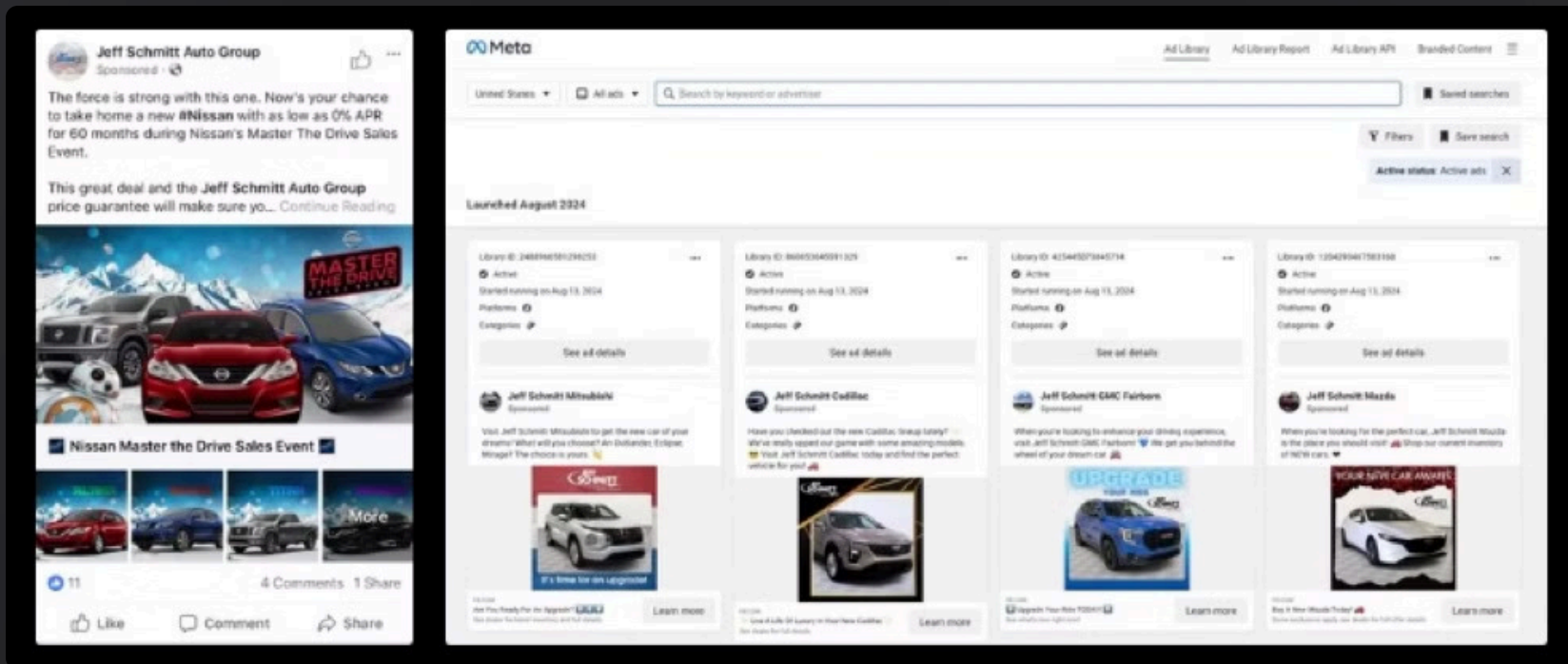




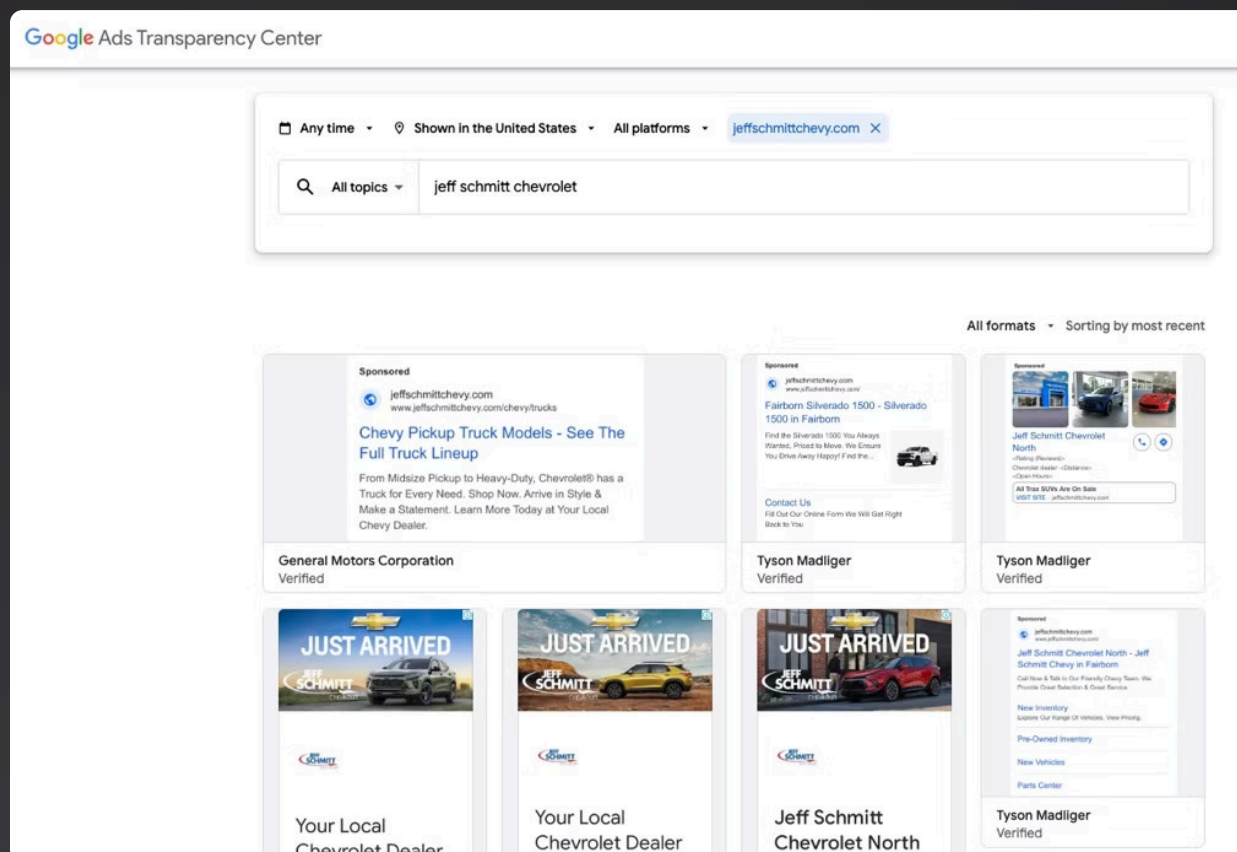
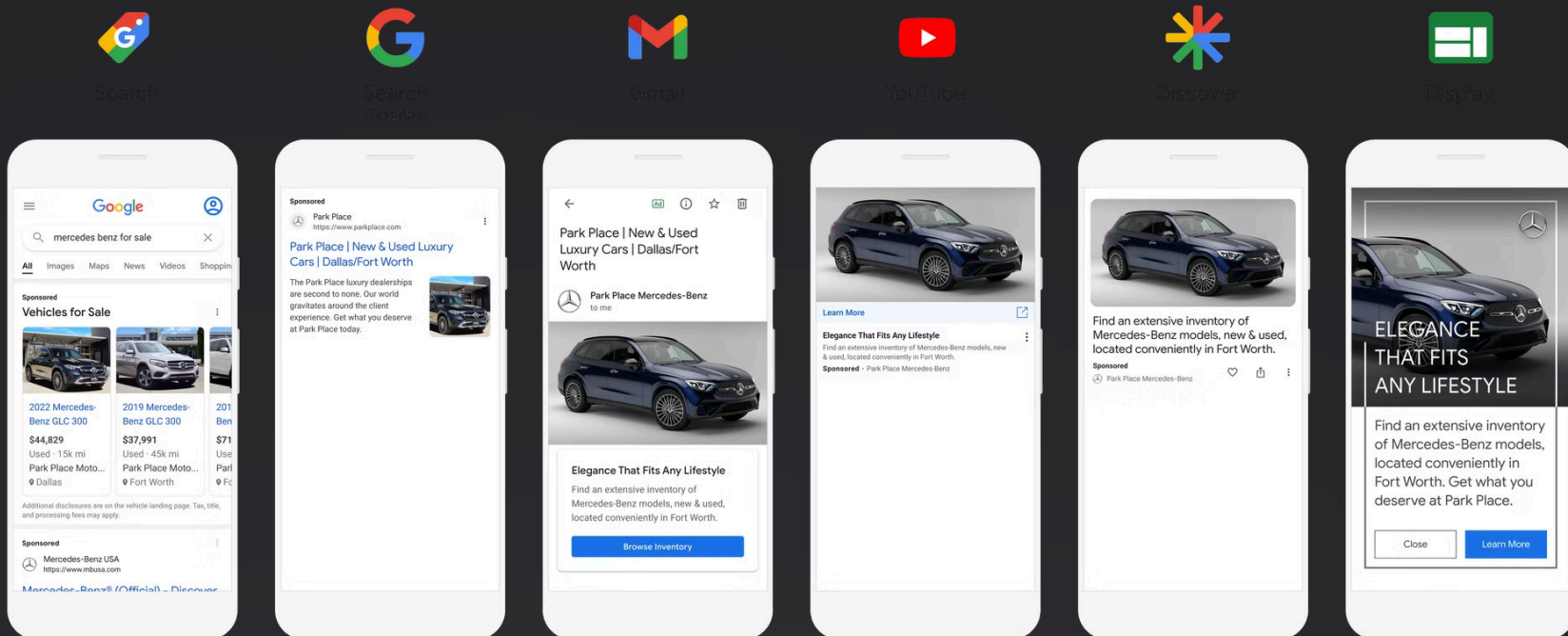
# Let's see what your competitors are doing with Meta ads & Google ads?

www.facebook.com

Ad Library



adstransparency.google.com



# Generate New Customers with *Social Media Marketing + Reputation Management*

You know your car dealership and service department, and we know how to use social media marketing to target your niche high-ticket customers. We go beyond A/B testing, and quality check the leads we generate for you. Social media works if you apply the skills, compelling creatives, and relevant audience targeting.

## Social Media Marketing + Reputation Management - \$1500/mo. + \$500 setup fee (once)

- 3-5/wk posts (1 video, 2 ads, 2 customer posts). **NOTE:** Videos can be created to promote events, technician job postings, & consumer education series, which are re-used for multi-channel marketing
- Facebook market place setup
- Monthly editorial calendar
- Create landing pages on your website to generate leads, and then we call your leads on your behalf, and book your sales appointments (if requested)
- Meta pixel setup on their website
- Influencer/testimonials branding strategy
- Upload new monthly CSV website subscribers list into Meta for re-targeting campaigns
- 4-monthly consultation calls
- REPUTATION MANAGEMENT: Facebook, Google, & Yelp Reviews only
- Optional: Included in SMM service
  - FACEBOOK, INSTAGRAM, TIKTOK, ETC. PAID ADS:
    - Recommended separate spend budget of \$1000 to start with + 10% ads management fee
    - Geo-located paid ads targeting your niche
    - Lead generation sent to Meta\* forms or your website landing pages + we call your leads for quality + book your sales appts (if requested)
- Optional: REPUTATION MANAGEMENT SERVICE ONLY \$500/Mo. : Facebook, Google, & Yelp Reviews only

The collage features four distinct digital marketing creatives:

- Top Left:** A promotional graphic for KingORourkeCadillac.com. It includes a photo of a Cadillac dealership building, the text "Courtesy Follow-Up After Delivery", the phone number "631-724-4700", and the website "KingORourkeCadillac.com". Below this, a list of services: "We offer Courtesy Follow-Up Delivery with your new vehicle.", "We will gladly answer any questions.", "We can do a remote video call or in-person.", and "We're here to help!".
- Top Right:** A "SERVICE CAREERS" advertisement for ZIMBRICK. It features a red play button icon, the text "SERVICE CAREERS", and the ZIMBRICK logo with "Parts & Service" underneath. The background shows a person working on a car engine.
- Bottom Left:** A "HEALTHCARE PROFESSIONAL DISCOUNT" advertisement for Barlow Chevrolet. It includes a photo of healthcare professionals, the text "Our communities owe a lot to the courage and selfless service of all first responders and healthcare professionals. This discount program is our way of giving back to those who always have our backs.", the phone number "(856)461-8400", and the Barlow Chevrolet logo.
- Bottom Right:** A "SAVE AN EXTRA 15% ON ALL SERVICE" advertisement for Barlow Chevrolet. It features a photo of a person in a uniform, the text "SAVE AN EXTRA 15% ON ALL SERVICE (856) 393-4036 BarlowChevrolet.com", and a testimonial: "We're all in this together and understand everyone's concern. We will pick up your vehicle and return it to you if you wish and we'll be sure to wipe down your steering wheel, door handles, etc. We also offer video calls and remote invoicing. Thank you for your continued business!".

At the bottom of the collage is a large banner for "CONDUCT BUSINESS DIGITALLY AT BARLOW". It lists several services: "CONTACT-LESS TEST DRIVES", "HD VIDEO WALK AROUNDS", "OFF-SITE APPRAISALS (WE COME TO YOU)", "WEB CAM DEAL PRESENTATION", "DIGITAL CREDIT APPLICATION", "SECURE DOCUMENT SIGNAGE", "VIDEO TUTORIALS", and "CURBSIDE PICKUP". To the right of the list is a laptop displaying the Barlow website. Below the list, it says "DO A DEAL FROM THE COMFORT OF YOUR LIVING ROOM. THEN SCHEDULE A TIME FOR PICK UP. IT'S THAT EASY!".



# Drive Customer Growth with Our Targeted *Paid Ads Management* on Google, Yahoo, Bing, Amazon & Social Media

We know lower and slower car sales leads generated and empty service bays are signs of tough times ahead. That's why we constantly optimize your ad campaigns around selling high-margin inventory, prevent loss by moving aged inventory, and generating high-ticket service leads when availability permits.

## Paid Ads Management - \$1500/mo. + \$500 setup fee (once)

- Creation of 5 promotional video clips (15-30 seconds, 30-60 seconds, or 1-3 minutes each)
- Creation of 10 creative image ads (various sizes for different platforms)
- PPC Campaign setup and management across Google Ads, Yahoo, Bing + A/B testing
- Social Media Ads on Meta, Instagram, TikTok, Twitter and other social ads platforms also include in the Paid Ads Management package (You just need to select your desired platforms and allocate budget appropriately)
- Amazon Ads setup and management (if client has an Amazon Merchant account)
- 4 monthly consultation calls (1 call/week) + reporting
- We'll quality audit the leads generated by calling some leads + book sales appt. for you if requested
- Recommended ads spend budget: starting at \$1000/month + 10% management fee

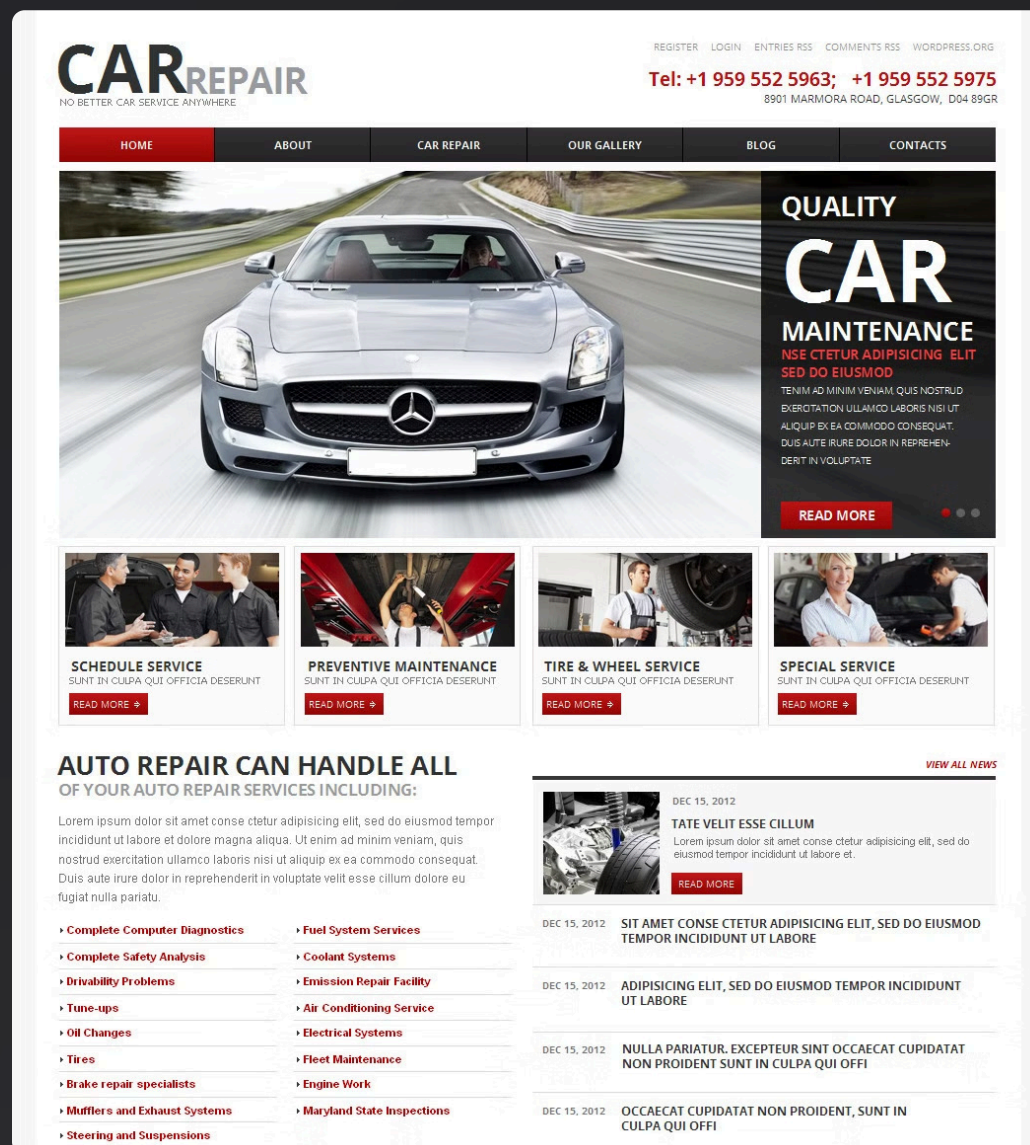


# Build Consumer Trust with *Website Development*

We've seen simple clearance websites that are nice, but only 5 people visit it every month. Our websites are built to perform with aggressive built in SEO and enterprise level Google Analytics tags. So, you measure its growth analytics in your Looker Studio dashboard. We don't build shells with empty vessels.

**Website Development - \$1000 (Info only) - 2000 (Minimal Inventory) OR \$3000 (Growth) OR \$4000+ (Enterprise) + \$500 setup fee (once)**

- BASIC Informational Website (\$1000 [Info Only] - \$2000 [Minimal Inventory]) + \$500 Setup:
  - Develop a website with 3-5 pages (including about, services, contact).
  - Measure success with Google Analytics 4 (GA4) + Google Looker Studio BI dashboard setup
  - GA4 pixel tracking + Meta pixel tracking
  - Google Tag Manager tracking of data layer, utm ad campaigns, link/CTA button tracking, etc.
  - SEO (500 backlinks + NAP citations + submission to local directories + sitemap submission)
  - Google Business Listing/MAPS + Reviews
  - Yelp Business Listing + Reviews
  - Subscriber CTA button + 1 optimization call on how to turn subscriber list into converted leads.
  - Lead generation landing page + link to Meta forms + Google Ads forms (if client has set up ads)
- GROWTH E-commerce Website (Medium Inventory) (\$3000) + \$500 Setup:
  - Develop a 5-10 page website with basic e-commerce functionality, supporting up to [X number of products]
  - Includes all features from the Basic Informational Website package, plus: enhanced SEO (1000 backlinks)
- ENTERPRISE E-commerce Website (Large Inventory) (\$4000 - \$5000+) + \$500 Setup Fee:
  - Develop a highly customized website with robust e-commerce features, supporting [X number of products], multiple product categories, and advanced customization options (e.g., product filtering, sorting, dynamic pricing). Includes all features from the Standard E-Commerce package, plus: advanced SEO (2000+ backlinks)



NOTE: On-going Google Tag Manager analytics & SEO is an add-on that's part of the *Monthly Website Management* package.

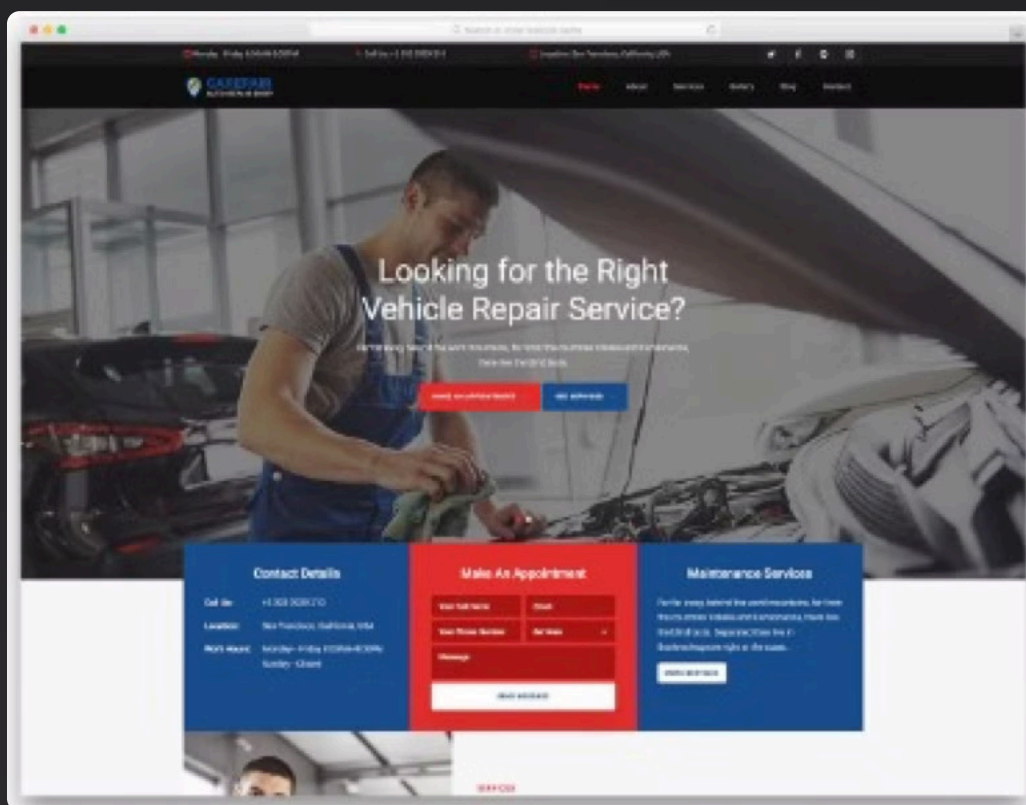


# Nurture Lifetime Customers with *Monthly Website Management*

We know you're busy working with your customers. So, we free up your time by doing the monthly website maintenance for you. Plus, we keep your website performing with the web crawlers by implementing on-going SEO and local optimization.

Monthly Website Management - \$500/mo. (Basic) OR \$1000/mo. (Growth) OR \$1500/mo. (Enterprise) + \$500 setup fee (once)

- Updating assets such as holiday specials, video testimonials, new staff introductions, etc.
- Add new lead generation landing pages and gallery
- System monitoring
- Monthly SEO optimization
- On-going Google Tag Manager tracking of data layer, utm ad campaigns, link/CTA button tracking, etc.
- Measure success with Google Analytics 4 (GA4) + Google Looker Studio BI dashboard
- 2 Monthly Consultation Calls
- SEO (up to 2,000 backlinks + NAP + Marketing Landing Pages + Local Directories/Citations + Sitemap Submittals)
- Google Business Listing/MAPS + Reviews
- YELP Business Listing + Reviews
- 1 email newsletter sent to subscribers list (website subs list + customer database list)
- 1 monthly blog for SEO
- SUMMARY: Website Management is only for non-OEM websites such as independent Collision Centers.
  - **Basic (Informational):** \$500/mo. + \$500 setup
  - **Growth E-commerce (Minimal Inventory):** \$1000/mo. + \$500 setup
  - **Enterprise E-commerce (Large Inventory):** \$1500/mo. + \$500 setup (consider additional fees for extra large inventory management)



# Drive Acquisition through Dynamic *Email Marketing*

We understand that not every customer who calls you or leads we generate for you are ready to buy immediately. So, we nurture your customer relationship with enticing video email campaigns that jumpstarts buying interest. Your sales funnel of buyers grows for you.

## Email Marketing - \$500/mo. + \$500 setup fee (once)

- Create 4 email marketing newsletters.
- Send email newsletters to subscriber list.
- Upload updated monthly subscribers list into Facebook for re-marketing purposes.
- 4 monthly consultation calls (1 call/wk)
- 1 blog/mo. (also used in website, ads, etc.)
- 1 YouTube\* podcast episode edited/produce w/you (also used in website, ads, etc. + 15 mins - 30 mins)
- 2 videos/mo. (15-Sec., 30-Sec., 1-3 mins. etc.)
- Promotional creatives for email newsletters, which can be reused in multi-channel marketing
- Reporting consultation
- A/B testing



NOTE: Email CRM must be separately bought by client (GoDaddy, Constant Contact, etc.). The volume of emails sent is dependent on your Email CRM capacity. This is labor cost only.



# If You Have a Distribution Warehouse Selling Parts, then Boost Customer Acquisition with Our E-Commerce Merchant Monthly Management on Amazon, Ebay, and Etsy

There are more customers buying from e-commerce marketplaces such as Amazon and Ebay. Move your high-ticket merchandise by optimizing your product listings and paid ads strategy. Your competitors are utilizing these channels to gather new partnerships with consumer brand enthusiasm.

**E-Commerce Merchant Store Management (Amazon, Ebay, Etsy, etc.) - \$1000/mo. (Basic, Small Inventory) OR \$2000/mo. (Growth, Medium Inventory) OR \$3000+/mo. (Enterprise, Large Inventory) + \$500 setup fee (once)**

- **Basic Package (\$1000/mo. maintenance + \$500 Setup) - Small Inventory:**
  - Creation of 1 product video (30-60 seconds) for each product listing (up to [X number of new products per month])
  - Creation of engaging product titles, descriptions, and bullet points
  - Design of product creatives (images and graphics) for listings
  - SEO Optimization of product listings for searchability and conversion + A/B testing
  - Management of web storefront (product organization, category structure, etc.)
  - 4 Monthly Consultation Calls (1 Call/Week)
  - Optional: Paid ad management (Amazon, eBay, Etsy) with a recommended starting ads spend budget of \$1000\*/month + 10% management fee

**Growth Package (\$2000/mo. maintenance + \$500 Setup) - Medium Inventory:**

- Includes all Basic Package services, but labor cost is adjusted for volume
- Optional: Paid ad management (Amazon, eBay, Etsy) with a recommended ads spend budget of \$2000\*/month + 10% management fee

**Enterprise Package (\$3000/mo. maintenance + \$500 Setup) - Large Inventory and Complex Operations:**

- Includes all Growth Package services, but labor cost is adjusted for enterprise volume
- Optional: Paid ad management (Amazon, eBay, Etsy) with a recommended ads spend budget of \$3000+\*/month + 10% management fee
- Additional Services: Inventory management, order fulfillment coordination, and fulfillment optimization strategies (may have additional costs)

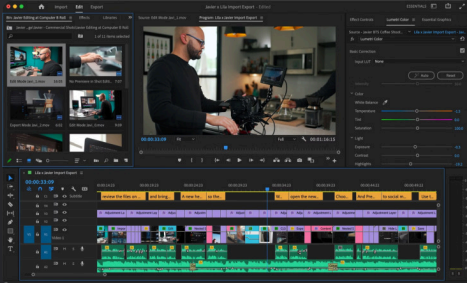
**SUMMARY:**

- If you need a new web-store developed on Ebay, Amazon, Etsy, etc., then here are the package break-downs for website development on a e-commerce marketplace.
  - Basic (small inventory) - \$2000 dev.+ \$500 setup fee
  - Growth (medium inventory) - \$3000 dev.+ \$500 setup fee
  - Enterprise (large inventory) - \$5000+ dev.+ \$500 setup fee

**NOTE:** For labor cost only. Client must provide a separate merchant account with chosen e-commerce market channel.



# Elevate Your Competitive Edge with Our Trendsetting Services



## Video Editing: Custom Quote

- Edit and produce videos.
- Enhance audio, remove background, and improve sound quality.
- Podcast episode editing and consultation.
- Consultation calls.



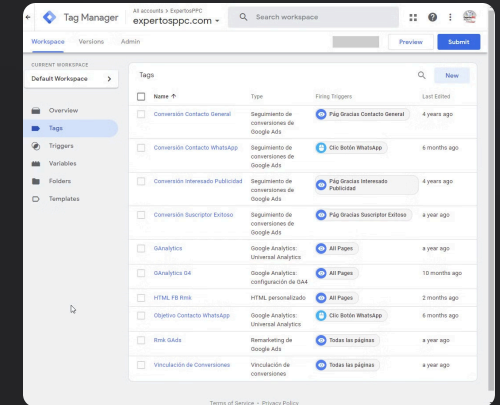
## Content Creation: Custom Quote

- For local businesses only in Snohomish County & King County, WA, USA.
- On-site content creation.
- Create ads and video ads.
- Consultation calls.



## Google Looker + BigQuery + GCP: Custom Quote

- Setup and audit Google Looker BI Dashboard.
- Setup BigQuery database.
- Setup Google Cloud Platform schema.
- Consultation calls.



## Google Analytics 4 + Google Tag Manager: Custom Quote

- Setup and audit Google Analytics 4.
- Tag events in GA4 & Google Tag Manager (cost dependent on tag volume).
- Consultation calls.



# Local Businesses We've Worked With

**BOMNIN CHEVROLET**  
**DADELAND** *Committed to Excellence*

**ZIMBRICK**  
Hyundai West

**Sawyer**  
CHEVROLET

**MASSIVE**

**Jim Hudson**  
BUICK | GMC

**Rudolph**  
CHEVROLET

**FTG**  
FAMETEK



**BARLOW** CHEVROLET  
*Family owned and operated since 1977*



**MINI OF MADISON**

# Let's Get Started!



## Sign DocuSign Agreement

- Statement of agreed service contract are signed via DocuSign.



## Pay Invoice

- We accept PayPal, Venmo, Zelle, SquareUp, checks, cash, and all major credit cards.



## Schedule Onboarding Call

- Onboarding calls are scheduled shortly afterwards.



**BOOK A CONSULTATION ON THE WEBSITE: [HarbourPointeCreations.net](https://HarbourPointeCreations.net) OR (206) 809-1999**