

WebStager / OBBAuto : Digital Management Increased Auto Sales

Surge ahead using our innovative digital sales solutions team at WEBSTAGER.COM

Digital Is The Most Important Dealership Function.

It's all changed. Nothing is the same. Everyone is researching, searching, comparing, shopping and buying online.

Shoppers use Google, social sites, and video shorts. They have become instigators for sales. People live on social and watch video more than ever. Billions of people are viewing video shorts. We'll pull it all together for you.

We've all heard of multichannel retail techniques, which enable customers to shop and purchase online, through social media or via the good, old traditional market place - the dealership showroom. The trouble with that approach is each channel tends to operate in a silo competing for the same budget. WebStager integrates all those channels together, thus offering a high-quality customer experience, uniting all sales and marketing into one cooperative wave.

At WebStager we've been ahead of the game inventing auto centric platforms and applications with the answers to those complexities. We've added \$10s of millions of dollars of sales to some of our dealer clients. Let us help you take back and grow your business, from competing multiple third-party agencies and services providers.

Check out the icons below for a neat summary of what we offer.



Our Virtual Digital Team

Digital is the most important dealer function so why allow someone with marginal skills to run it. Let our team of experts help. We understand auto. We'll make sure all your vendors work in unison, produce killer content, events and help your team sell.



Content Coordination & Management

"Content is king" has never been more accurate. We supply you with a team of professional auto writers led by a veteran automotive journalist to ensure you always get the best. Content that not only hits all the tech specs but wraps it in a story to glue your visitor's eyes to the screen. This is the fuel that powers your SEO rankings and marketing campaigns--only premium grade.



Artificial Intelligence Driven Inventory Accelerator

Read your customers' minds and then show them the exact inventory they've just viewed. With our proprietary AI-driven inventory accelerator, you'll get access to a team of digital robots selling cars on your behalf.



Fixed Ops

Your dealership won't just compete--it will dominate with our team of trusted auto consultants pulled from the top dealerships across Canada. Access our dedicated coaches, processing, best-practice guidelines, and tracking that'll supercharge your dealership. These are the hidden secrets your dealership can't live without.



Aged Inventory - Finders Keepers

Knowledge is power and you'll be the top of your class with our Finder's Keeper's program. You'll revel in the satisfaction that you've purchased your new vehicle at the best possible deal. Why? Because it's new and you'd rather purchase a new vehicle than used. Manufactures have aged inventory they want to move and are willing to strike a deal. We've got a direct link to those vehicles. Finder's Keepers!



One Auto

Spread your newsworthy content across this popular online marketplace that is read daily by top decision-makers, dealers, and manufacturers in the auto industry. Gain access to instant authority, credibility, and relationships other dealers dream about.

oneauto.ca



SEO Automation

Easily power your dealership to the top of the search engines, and leave your competition asking how you did it. Our custom-built multi-channel content engine helps you publish content at scale, in a way Google loves, so your dealership will quickly rank for thousands of terms your buyers are searching for.



One Click Broadcasting

One-click-broadcasting saves your dealership time and money. Push out all your content, video, events, and campaigns, at once—with a single click. Social media management has never been this easy. All powered by our custom software designed to grow your presence and turn followers into buyers all the while taking your brand awareness and SEO to new heights.



Personalized Video Production

Give your visitors video content that serves a purpose: entertaining and immersive video test drives, auto walkarounds, all produced by our own team of production experts. Capture what makes your brand “unique” hook buyers in an informative and educated way, driving massive amounts of traffic to your dealer site.



Search Marketing Plus

Pay-per-click advertising can be a huge money drain—when done the wrong way. Our team of advertising experts uses hard-won Google advertising knowledge coupled with our unique technology to deliver you ready-to-buy traffic with little up-front investment. Scaling your dealership with paid traffic has never been easier and more profitable!



Conquest Marketing

Snail mail isn't dead. Use our proven conquest marketing service to fill your lead database with hot buyers quickly. Plus, integrate this with your existing digital strategy to build a bond with your potential customers before you even pick up the phone.



Community Building

Turn your loyal buyers into brand evangelists and undercover salespeople. Our integrated community features give you 100% access and communication with your community of current and new car shoppers. Activate the future of online car buying with this innovative tool.



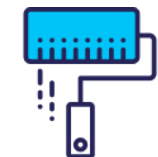
Custom Apps

Get your message and content out across social and search with ease. Instant access to our custom app library lets you instantly add useful features to your site. Facebook, Instagram, Testimonials, Photo Apps. Activate your staff and customers to spread your story—talk about SEO and sales gold.



Database Marketing & Management

An efficient database makes sales and marketing easier. Clean out old listings, remove duplicates, and set your database on fire with our proven database marketing plan. With our 24-month provided advertising plan, it's completely hands-off.



Creative Branding

Your dealership website and ongoing campaigns should speak to your local market. We'll create a signature look for your dealership then meld it with our robust platform. Turning your dealership into a beacon for organic search, and an active ecosystem attracting hungry auto shoppers.



Own Your Events

Dealerships that engage their local community sell more cars. Create a single online hub for your special events. Our event site generator will help you capture real-time engagement and excitement—strengthening all other aspects of your online strategy. You can use this to create fresh content and capture the ever-valuable customer testimonials.



Campaigns & Special Events

Your company events don't have to exist in a vacuum. Our platform will take your community or local event campaigns and broadcast them all over search and social. Plus, all this traffic and attention is directed back to your main website. Participation in community wins loyal shoppers. Say hello to a swarm of new leads.



Responsive Mobile Design

Without a mobile presence, your dealership is dead. Buyers start their journey on mobile—you need to meet them where they are at. Our mobile-first approach ensures you meet your mobile buyer's needs with ease and offer an experience that keeps them glued to their phones—while giving them exactly what they want out of your site.

Don't take our word for it, scan these independent observations on the value of what we at WebStager can bring to your business by visiting our website at WebStager.com. Webstager is the only provider in Canada offering a true Omnichannel experience powered by AI experience.