

OWN YOUR LOCAL MARKET

Why compete when you can dominate?



DON'T GET LEFT BEHIND...AGAIN



Remember when Google Adwords first hit the streets? It was new and unproven. But, the dealers that jumped on this were able to grab a lion's share of the market. Today, everyone else is playing catch up.

How about print ads? TV ads? Magazines? Remember when those used to work? If you were the first to start advertising that way it payed off tremendously. Today, these no longer work (unless you love wasting money).

The question is: are you going to get left behind, AGAIN? Are you going to let your competitors slip past you and dominate the market while you sit grinding your teeth, beating yourself up that you didn't pull the trigger?

What we're doing is that next revolution, that next shift, this is THE thing.

...Now, you've probably been burned before. Digital marketing, SEO, online advertising, all these terms probably make you feel the same way Ford did when they created the Ford Pinto...Let down, embarrassed, and maybe a little pissed off.

Now, we're a little pissed off too. And that's why we're here.

STOP THROWING MONEY IN THE TRASH

If consumers can't find you online, then you're invisible. No matter what deals you run, no matter how cool your site looks. None of this is going to matter if Google can't see you. Your buyers will never "get to your site".

But that's not all.

Everything related to any business is now online. Over 95% of company research starts their journey with search. If your dealership dominates local and regional search auto shoppers will come to purchase from your dealership.



- You need to **'own'** the organic search marketplace – not just rent search position like you do with digital advertising - only to have it disappear when your budget runs out (which happens very quickly).
- **BUT**, every other dealership in your local market knows this. You are all trying to race with one another while achieving little using outdated or fragmented third party tools and sources.

YOUR COMPETITORS KNOW THIS, BUT THEY DON'T KNOW ABOUT US.



See Google is like the crush you had in high school that you could never impress no matter what you did. Well, we found what impresses her, and she loves us. The moment she sees our work she pushes us to the top of search results, no bribe necessary.

**What if you had 'the' secret weapon that none
of your competitors knew about?**

OWN THE SECRET WEAPON

Machine Learning, Data Science, AI, Automated Marketing & Android Driven SEO. No matter what you call it or where you look, machines are doing everything these days — and they are here to stay in the auto industry.

But machines should do more than just power our cars, they should power your online marketing strategies too.



Imagine having a factory of automated AI robots that distribute and power your content at scale, pushing your dealership to dominate local organic search results, crushing your competition.

You'll control the secret weapon.

We have a professional team of automotive writers that fuel this content machine. Simultaneous apps and proprietary software take this content and blasts it out to thousands of digital touch points.

Couple that with physically responsive content that adjusts based upon buyer preferences. Re marketing to target browsers who didn't buy. Social media integration. And that's just the beginning.

We're talking about the closest thing to a turnkey system that exists in dealership marketing today. There is nothing else like this in the marketplace today, NOTHING.

Imagine how your competitors are going to feel when you easily soar past them in the rankings? Or how about when you totally dominate your industry across every digital front?

**Don't compete,
be the ONLY
dealer.**

THIS COULD BE YOUR DEALERSHIP

How do results like this sound?

This is a tiny slice of what we've been able to achieve for our partners. You could be next.



Your website receives 36x more organic search traffic



You dominate local and regional search



You close 30% of new leads



You move to #1 spot in your dealership mfg. area



You double the number of vehicles sold



People dig 8.5 pages deep into your site via organic search (mostly on VDP pages)



You receive over 70% of your traffic from organic search

All without you having to lift a finger.

Novlan Brothers Ford Takes Online Presence to Next Level

“Steven and his team were referred to us at a time when we knew we needed to get to the next level with our digital presence but struggled to find a website solution that would meet our unique needs. OneBigBroadcast offered a level of customization that allowed us to display all our products from each industry - automotive, agriculture, lawn & garden - in a way that would make sense to each type of customer. The blog channels and integration of these blogs to the rest of the site gives us a huge competitive advantage online. We have enjoyed working with Steven and his team over the years and look forward to growing with them into the future.”

— Nicole Novlan, Digital Media Expert

THIS IS WHAT SUCCESS LOOKS LIKE TODAY



Your website dominates tens of thousands of search results crushing your competition in organic long tail search rankings.



You control the 'secret weapon', fueled by professional automotive writers, and a factory of AI robots and automation tools.



Simultaneous apps boost your existing content campaigns. Things like community events, Instagram contests, and print ad integration.



Your brand extinguishes the competition. Your dealership totally dominates organic search. Buyers must work hard *not* to find you online.

WHAT OUR AUTOMATION FACTORY DOES

We go beyond content. We go beyond SEO. We offer a completely unique automated content factory that Google loves.

The OBB factory harnesses and broadcasts content at massive scale while boosting online visibility through several custom-built applications. Our Multi-topic turbo blog engines distribute content at scale integrating across hundreds of digital touch points, including social.

Ready? Here's the process.

1

Our own teams of North American based **Professional auto writers create multi-category articles** auto distributed by our content distribution factory, blanketing organic search with your website's diverse content.

2

Our **Digital Broadcast Factory** sends your message to hundreds of digital touch points with one post creating huge SEO visibility to your website. We put your dealership ahead of your competition and in front of buyers before they ever leave their house.

3

Other multi-factory processes energize VDP visibility using tools that leverage Instagram, traditional print media, community building & more. Your original content attracts organic search rankings dominating your market. Greater brand awareness increases traffic, leads & sales.

4

RESULT: Your brand and sales dominate. Your auto dealership is plastered all over search. Hell, it will be hard for your customers not to find you.

OUR SYSTEM IN ACTION

Your site starts showing up for 10s of thousands of keywords. Sometimes multiple times on a single page. Your website is everywhere, so buyers are forced to land on your site and check you out.

A potential buyer is searching for a Ford Focus. They do three different searches and your website comes up for all three! They're impressed, they pick up the phone and call your dealership. **Now imagine this x 1000.**



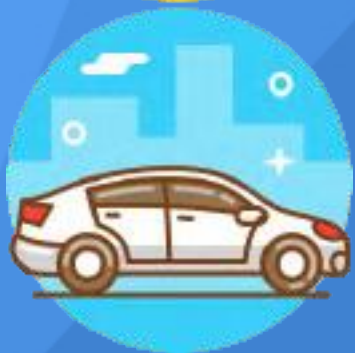
WANT ANOTHER EXAMPLE?



A potential buyer clicks on one of your Vehicle Accelerator VDP pages from the organic search results. They see a complete summary of the vehicles in your fleet, custom tailored to exactly what they are looking for.



Our built-in AI analytics platform analyzes which pages are your strongest and converting the most browsers into customers. The strategy then adjusts to focus on these pages and create similar pages.



But, we go beyond getting you traffic. Because traffic doesn't mean jack squat if these browsers aren't becoming customers. With our in-depth analytics, we can tell you what your visitors are doing, if they like your stuff, what's working and what isn't.

Put simply, we measure what's working and multiply your results. No money is left on the table, ever.

LOOK

We're not forcing your hand here. We know this works.



We're not selling you on our service. If you don't want to work with us, fine. We'll partner with another dealer in your area and you'll see them start to rise past you in the rankings. Their business will grow, it might even take over.

And we don't say this to scare you. We say this, because what we do works. It almost works too well. Now, this didn't happen overnight. But, 100 years of combined experience and we've cracked the code.

I know, this might sound too good to be true. But, it's not. Look at these results we've gotten for our partners. You could be the next case study.

Truck Master Plus Crushes Their Competition With Automation

“Creating a private member community exclusively for our growing dealer base was on the checklist along with an automated content distribution platform that could power us the top of search. OBB delivered that to and more, along with a super easy to use CMS - a real bonus. Now everything is automated. We can schedule content delivery using the integrated media calendar plus a list of other apps and features that crush our competition. Well done Steven and your team at OneBigBroadcast!”

— Darren Churra, Partner

Key West Ford Doubles Sales Numbers

“Since partnering with OBB, our sales numbers have jumped from \$32.5 million to just over \$83 million – a yearly average of over 32% annual increase and still climbing! OBB worked to design and develop custom, dealer-centric lead generation tools, all aimed at increasing our bottom line. We’ve tried many different dealer tools and platforms out there, but none of them came close to what OBB continues to do for us every day. We dominate local search and have powered to the #1 volume Ford dealer in the entire Province of BC. These guys have some sort of lightning in a bottle solution that has stomped on our competition!”

— Flynn Yeo, Operations Manager

THIS IS YOUR CHANCE

We just covered a lot. Technically, you could do all this on your own. If you were a cyborg, or maybe Elon Musk.

But, imagine not having to do any of it. Imagine being able to sit back and relax, and show these results to your boss. Imagine seeing website traffic rise and sales continue to scale upwards.

This is where we come in.

Don't let fear hold you back from making the best decision you've ever made for your business.

You know that fear you're feeling? That's the same fear your competitors are feeling.

...What are you gonna do?

Let that fear win and regret not hopping on board.

Or, are you gonna act despite fear and transform your business NOW!

DOMINATE YOUR SPACE

A lot of companies make promises based upon future results. “First page rankings in 60 days or your money back.” You know the sort, you probably have hundreds of calls like these clogging up your phone's every single day.

We don't make these airy-fairy false promises. And we don't do it for this reason—we don't have to.

We get results. When you work with us you will take over your local market.

GET IN TOUCH WITH OUR TEAM TODAY