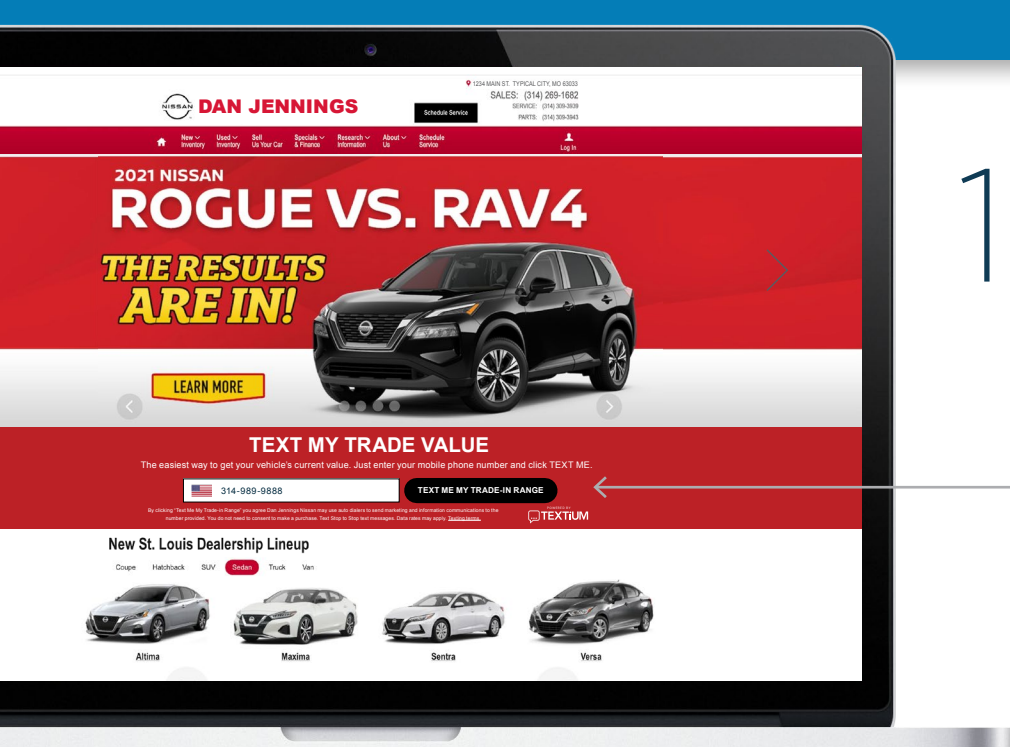


How to get the most from a Magic URL subscription.



Magic URL is the most versatile trade value tool ever created for car dealers. Installing it on your website is just the first step. Unlike any other tool, you can use it across all your marketing to drive additional leads to your CRM.



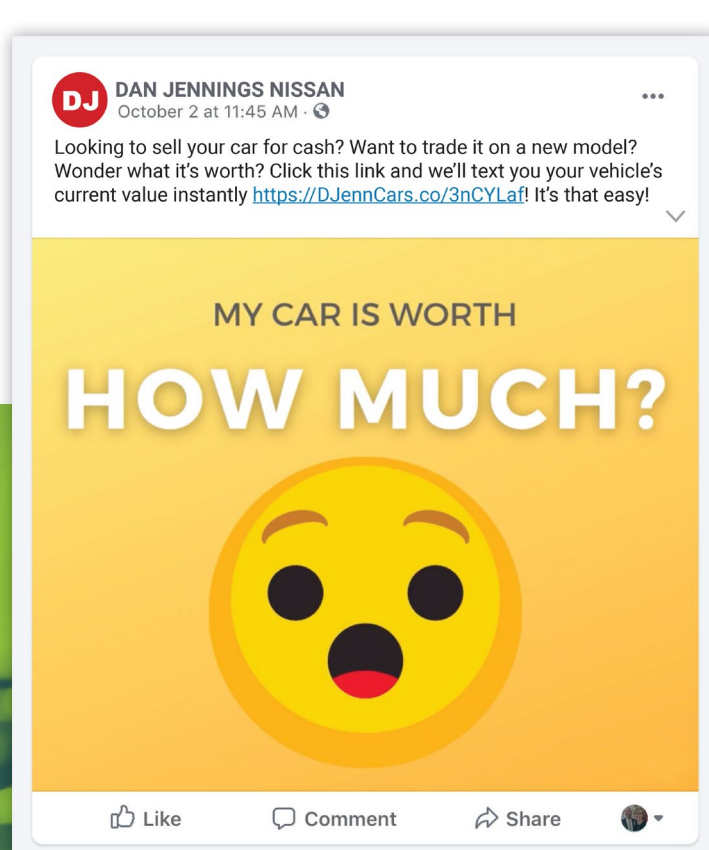
1 Website installation.

Magic URL's support team will work with your provider to install your website tools, including banners for your homepage and SRPs/VDPs. Also included is a teaser button, an iFrame landing page, and a homepage slider image.

This simple step will instantly improve the quantity and quality of your website leads.

2 Copy-and-paste into anything digital.

Magic URL can easily be applied to every digital and social media channel on Day One. It really is as simple as pasting your URL as a link or embedding it as a clickable button or image.



EASILY GENERATE LEADS FROM YOUR DIGITAL MARKETING.

- Website pages and descriptions
- Facebook ads, posts, and events
- Instagram ads and stories
- Google display and retargeting ads
- Google My Business listing
- YouTube ads and videos
- Mobile ads
- PPC ads
- 3rd party listings
- Blast emails
- CRM autoresponder emails
- BDC emails
- Dealership blogs
- Email signatures

3 Includes keywords for traditional marketing.

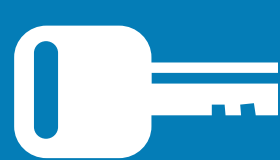
Not all marketing is digital. Dealers still utilize radio, television, outdoor, and direct mail. That's why Magic URL includes your choice of text keywords (i.e TRADE, VALUE, TEXTMYVALUE, etc.) and a local text-to phone number. With it, you can include a powerful trade value CTA to your traditional advertising, as well.



4 Instore opportunities.

Lead generating doesn't have to end with your big budget line items. You can add your text keyword to:

- Instore POP
- Service department banners
- Hang tags
- Forms
- Business cards



The key to your Magic URL success is taking full advantage of its unmatched flexibility. Your dealership has dozens of places to use it without adding a dime to your marketing budget.

THE MORE PLACES YOU USE IT, THE MORE LEADS YOU GENERATE, THE GREATER YOUR ROI.

LET'S TALK ABOUT YOUR NEXT STEP



Call **1-833-839-8486**
Email **sales@magicurl.com**