



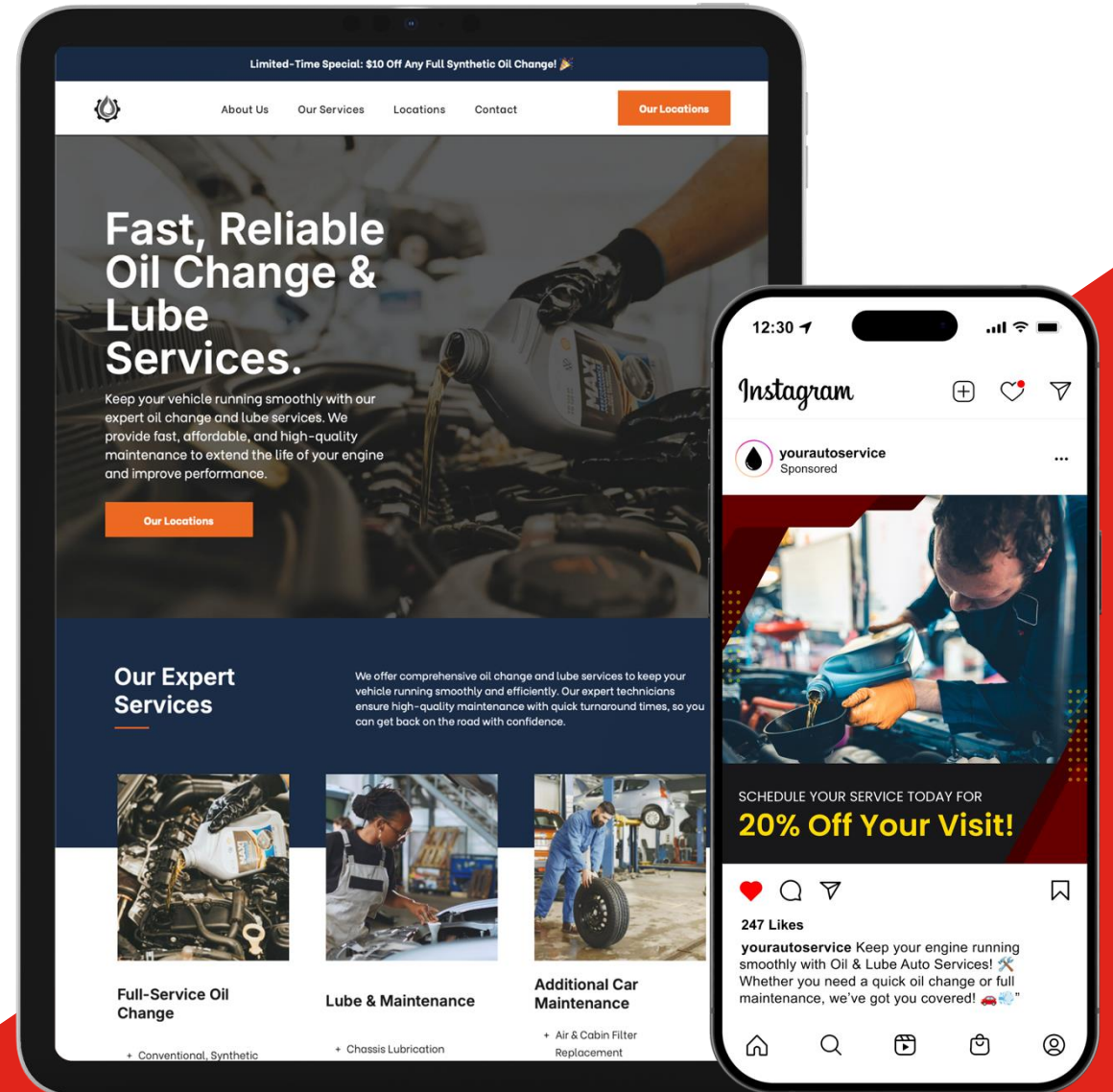
Transforming Oil & Lube

Visibility, Revenue, and Engagement

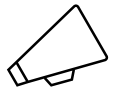


Why Trust Us

- ✓ 35+ years of expertise in the oil & lube industry
- ✓ One-Stop Marketing Solution
- ✓ Seamless integration with your POS system
- ✓ Leading Tech: AI-Powered Marketing Platform



Overview of **Services**



Paid Social
Media Marketing



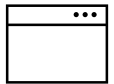
Google
Paid Search



Email/Text
Marketing



Oil & Lube
Insights



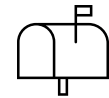
Premium
Websites



Reputation
Management



Search Engine
Optimization



Mailing
Program

Industry Trends

The marketing landscape is changing at a rapid pace.

- + AI is being integrated in search algorithms and platforms.
- + Digital advertising is expected to account for nearly 77% of total ad spending by 2025.
- + According to a McKinsey report from 2024, marketing saw the biggest increase in generative AI adoption from 2023, with adoption more than doubling.

THE WALL STREET JOURNAL.

OpenAI Adds Search Engine to ChatGPT, Challenging Google

Latest version of the AI chatbot will allow users to search up-to-date information from across the internet

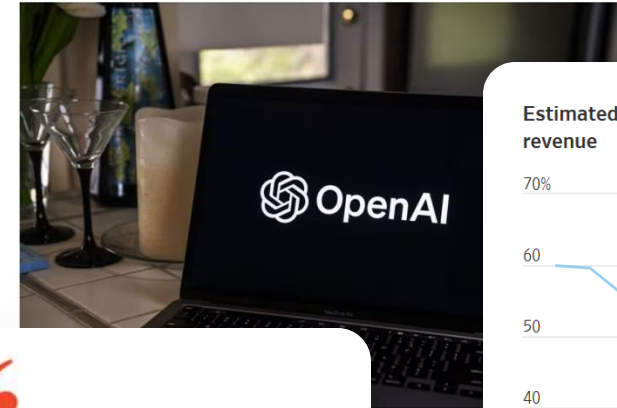
By [Kimberley Kao](#) [Follow](#)

Updated Nov. 1, 2024 7:50 am ET



Gift unlocked article

Listen (3 min)

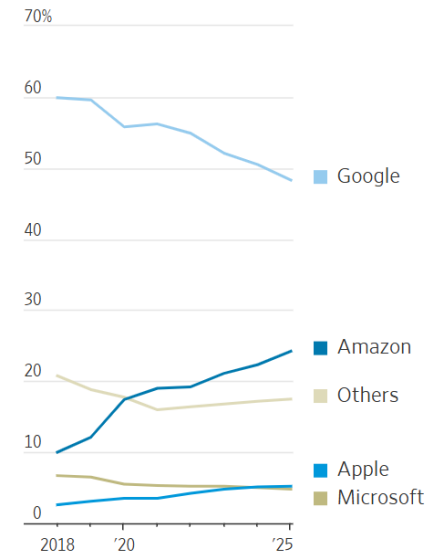


“

Does everybody understand that Google search is fundamentally dead within the next seven years? That everyone is going to AI?

Gary Vaynerchuck -
VaynerMedia

Estimated share of U.S. search advertising revenue



Note: 2025 is a projection.
Source: eMarketer

Premium, High- Converting Websites



Google optimized for **top search ranking**



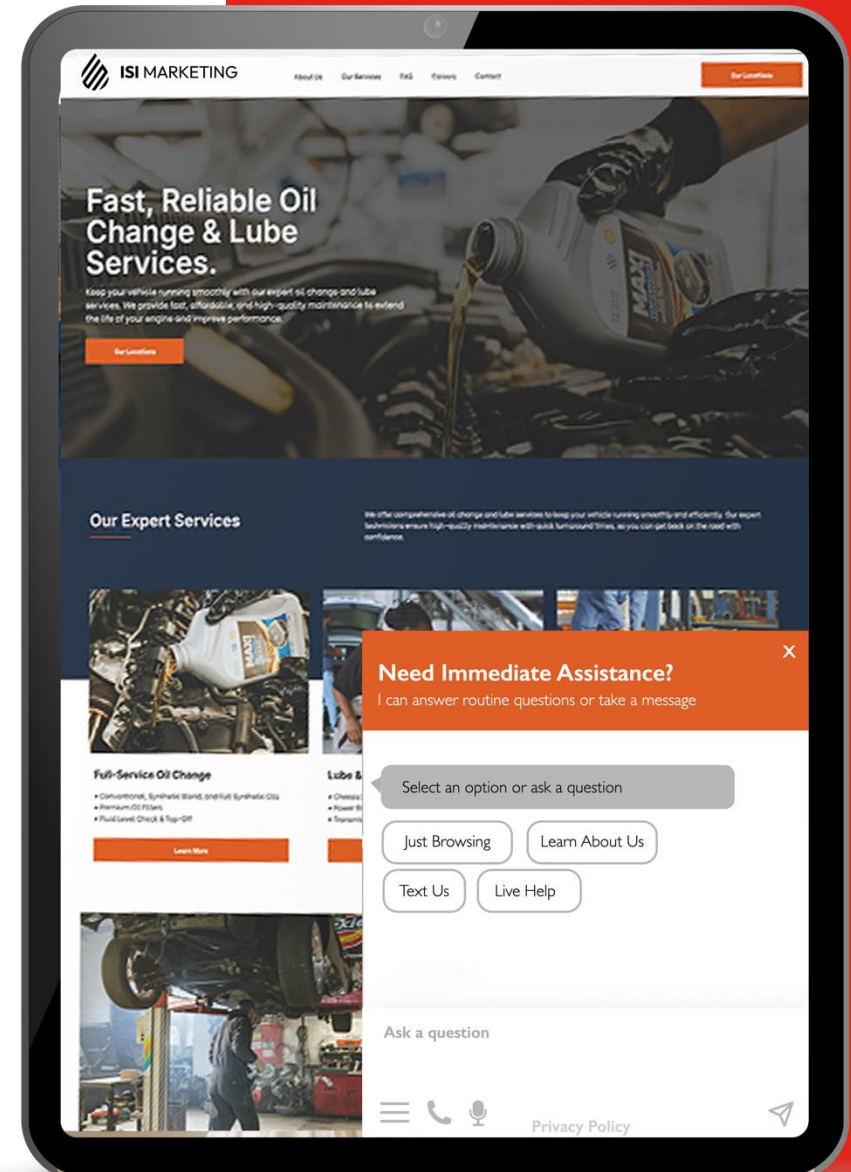
Booking integration to **drive revenue**



Abandoned cart reminders to **capture every lead**



ADA & cookie compliant for **enhanced accessibility & legal protection**



AI – Chat Digital Assistant

88%

of people

held at least one
AI conversation
in the past year

80%

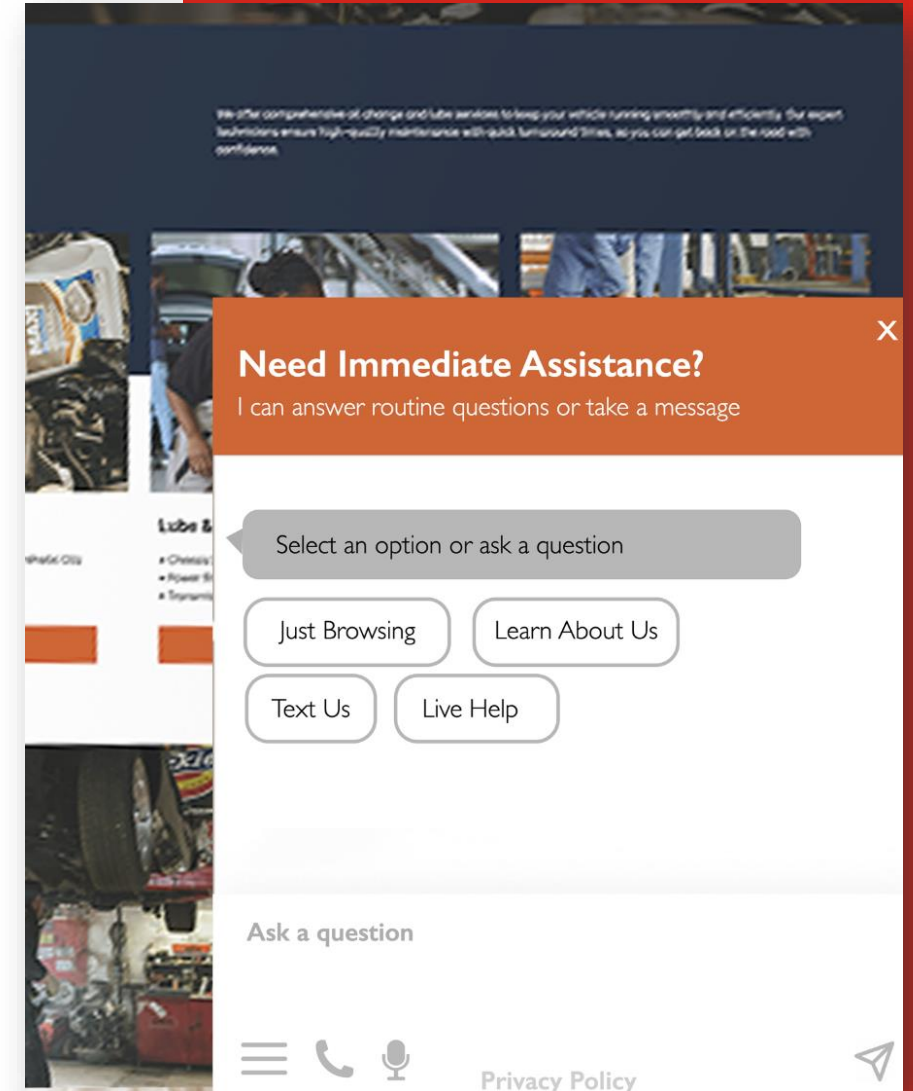
of consumers

report a positive
experience using
AI bots

70%

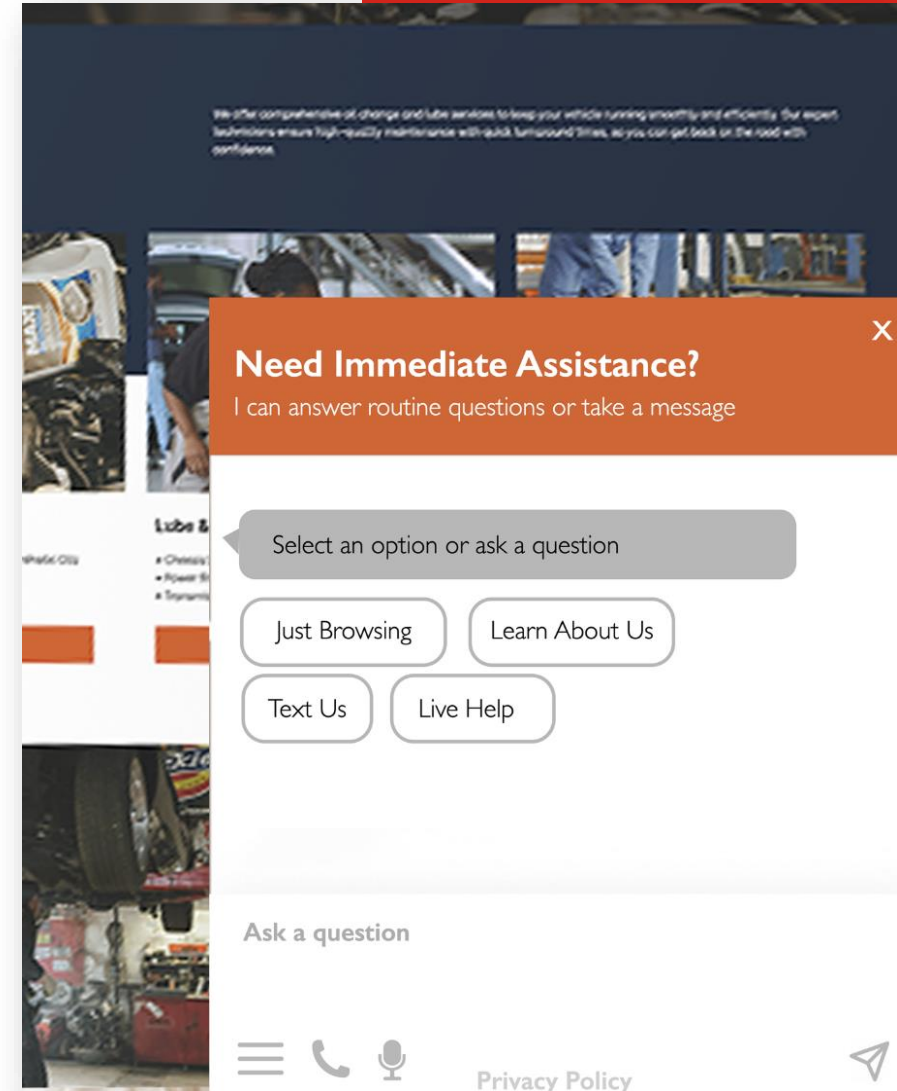
AI conversations

are completed
successfully
without a human



AI – Chat Digital Assistant

- + I'm missing messages – quick response
- + I feel I'm wasting marketing spend
- + I need to reduce operating expense – 66% reduction
- + It is difficult to manage the growing # of communication channels





Reputation Management



Ensure consistent, accurate online listings



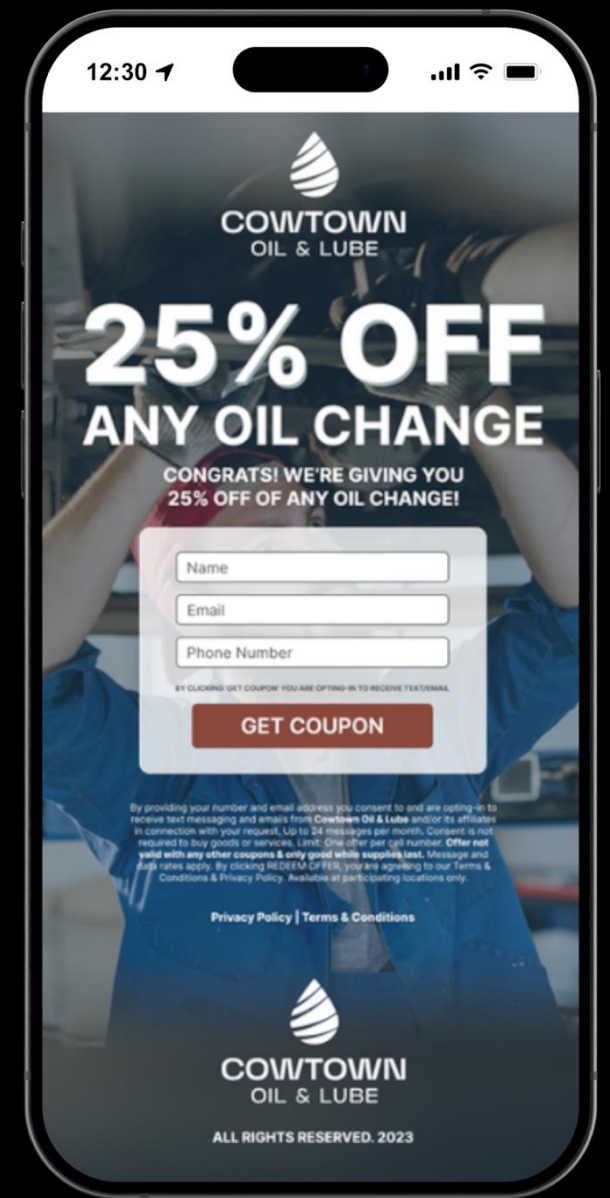
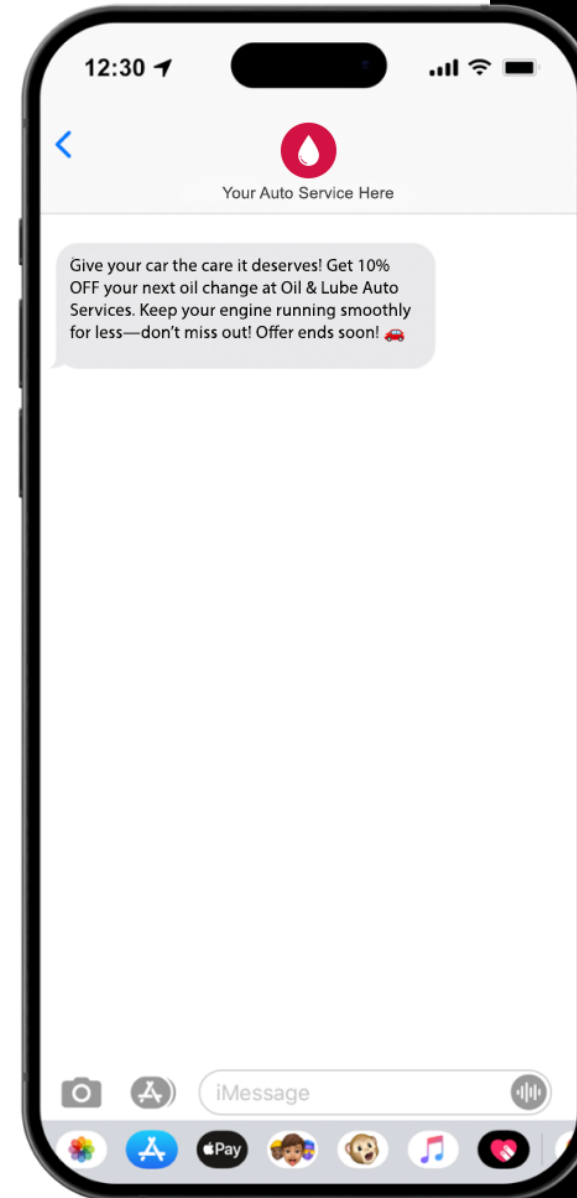
Proactively manage and respond to reviews



AI-powered social media scheduler

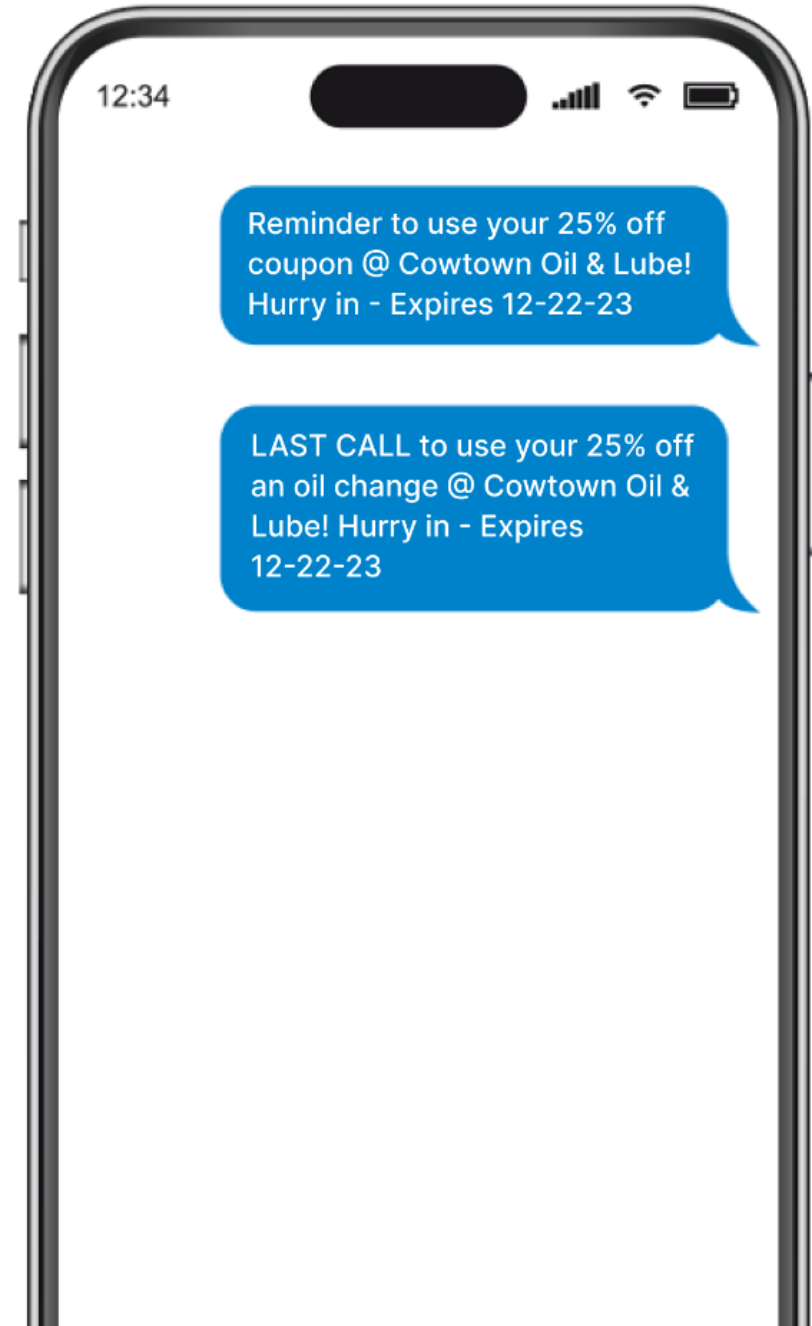
Text & Email Customer Communication

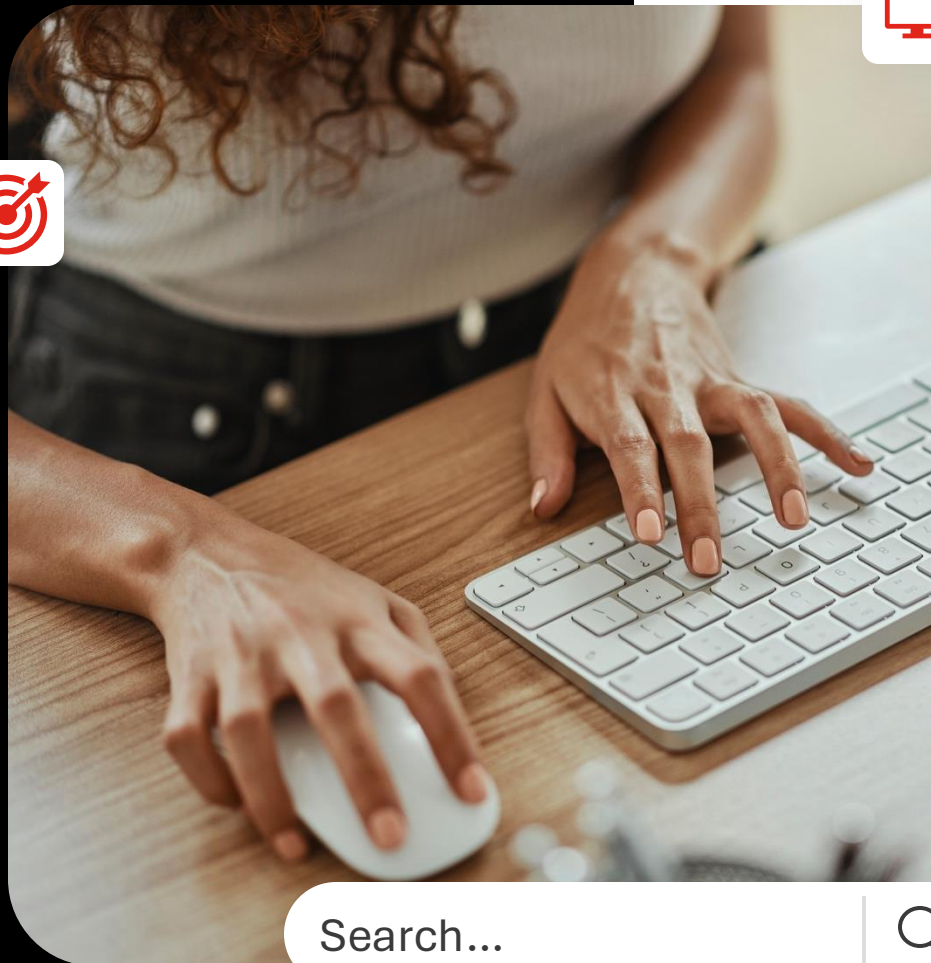
- ✓ Effortless Automation
- ✓ POS Integrated
- ✓ Highly Targeted
- ✓ Proven Engagement - Over **90% open rates** with FlexText and strong email performance.



Stay Connected Through **Integrations**

Automation		
Welcome from owner flow with additional car coupon <small>can include survey link</small>		•
Oil service due reminder	Sms, email and mail offerings	•
State Inspection and Emission Reminders		•
Ongoing drip campaigns with upsell offerings	*with paid ads only	•
Refer-a-friend with digital campaigns flow	*with paid ads only	•
Offer Reminder flow	*with paid ads only	•
Opt in messaging flow		•
Google review generation flow		•
One Time Blasts		•
Win-back smart flow		•





Search...



Google Overview



Targeted Paid Search Campaigns



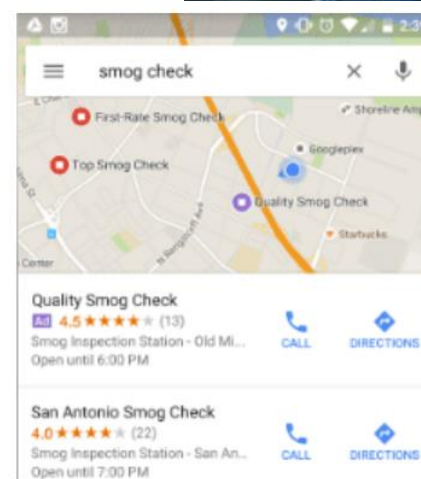
Maximize ROI with Optimized Keywords



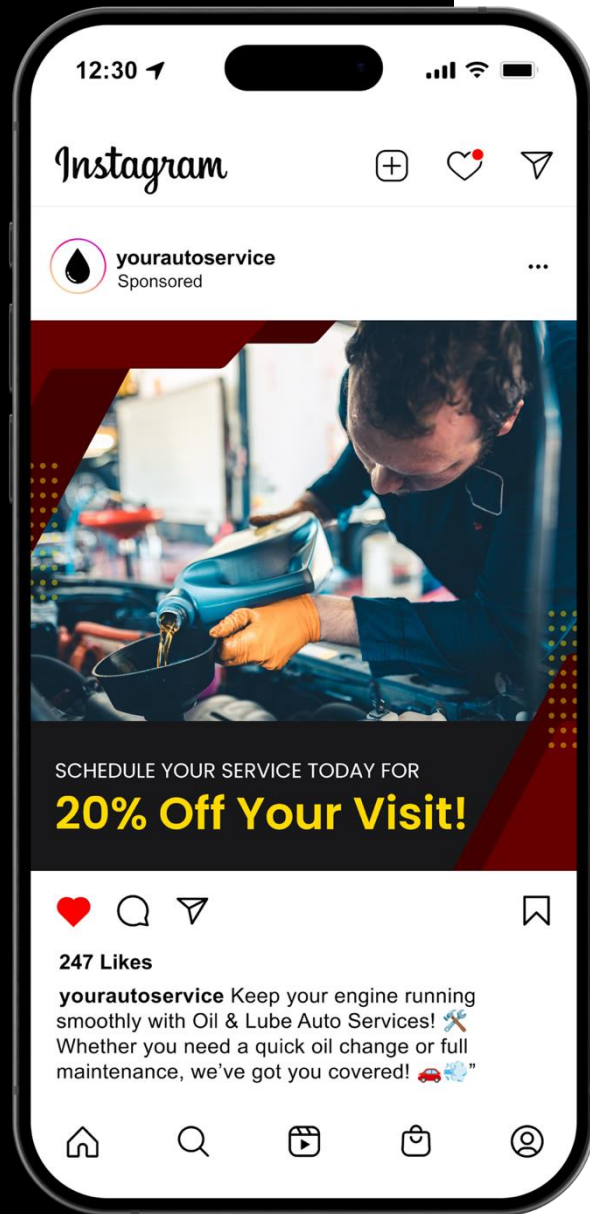
Landing Pages Designed to Convert

Google Campaigns – Intent & Display – OTU Flow

Data-Exchange



A large graphic for a Cowtown Oil & Lube promotion. At the top, the Cowtown Oil & Lube logo is displayed. Below it, the text "25% OFF ANY OIL CHANGE" is prominently featured in large, bold, white letters. Underneath this, it says "CONGRATS! WE'RE GIVING YOU 25% OFF OF ANY OIL CHANGE!". A form with three input fields for "Name", "Email", and "Phone Number" is shown, followed by a "GET COUPON" button. Below the form, there is a small disclaimer: "BY CLICKING 'GET COUPON' YOU ARE OPTING-IN TO RECEIVE TEXT/EMAIL. By providing your number and email address you consent to and are opting-in to receive text messaging and emails from Cowtown Oil & Lube and/or its affiliates in connection with your request. Up to 24 messages per month. Consent is not required to buy goods or services. Limit: One offer per cell number. Offer not valid with any other coupons & only good while supplies last. Message and data rates apply. By clicking REDEM OFFER, you are agreeing to our Terms & Conditions & Privacy Policy. Available at participating locations only." At the bottom, there is a "Privacy Policy | Terms & Conditions" link, the Cowtown Oil & Lube logo, and the text "ALL RIGHTS RESERVED. 2023". On the right side of the graphic, there is a vertical banner with the text "25% OFF ANY OIL CHANGE" and a photo of a mechanic working on a car. At the bottom right, there is a small search bar with the text "oil change near me" and a "Sponsored" result for Cowtown Oil & Lube with the link "http://www.cowtownoil.com". Below the sponsored result, it says "Find a Cowtown Oil & Lube Location - Save on Your Next Oil Change" and "Get an oil change in Fort Worth at Cowtown Oil & Lube. Schedule an oil change appointment online for fast service! Schedule an Oil Change in Fort Worth, TX. For ...".



Social Media Overview



Retarget high-intent visitors who didn't convert




Target ideal customer profile



Increase conversions & reduce ad cost

Meta Campaigns – (Instagram & Facebook)


Data-Exchange


 Cowtown Oil & Lube
Sponsored

Is it time for an oil change? Get 25% off at Cowtown Oil & Lube

2125 IRA E Woods Ave, Fort Worth, TX
New Customers Only

25% OFF
ANY OIL
CHANGE






OILCHANGEOFFERS.COWTOWNOIL.COM

Claim 25% Off Your Next Oil Change
Claim Your Offer Now!

Get offer



COWTOWN
OIL & LUBE

25% OFF
ANY OIL CHANGE


CONGRATS! WE'RE GIVING YOU
25% OFF OF ANY OIL CHANGE!

BY CLICKING 'GET COUPON' YOU ARE OPTING-IN TO RECEIVE TEXT/EMAIL

GET COUPON

By providing your number and email address you consent to and are opting-in to receive text messaging and emails from Cowtown Oil & Lube and/or its affiliates in connection with your request. Up to 24 messages per month. Consent is not required to buy goods or services. Limit: One offer per cell number. Offer not valid with any other coupons & only good while supplies last. Message and data rates apply. By clicking REDEEM OFFER, you are agreeing to our Terms & Conditions & Privacy Policy. Available at participating locations only.

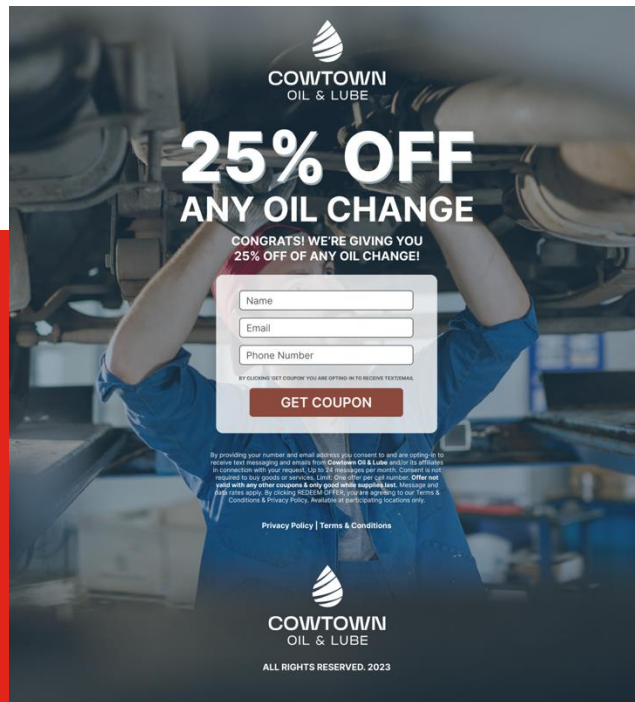
[Privacy Policy](#) | [Terms & Conditions](#)



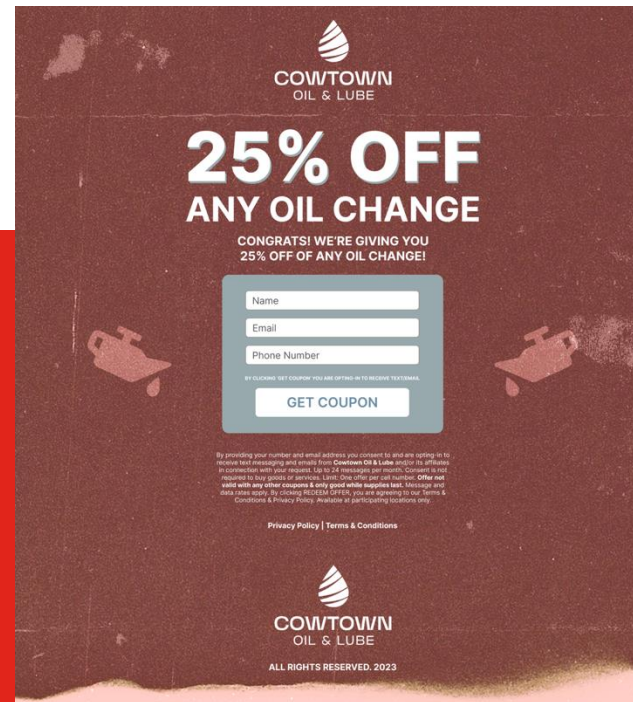
COWTOWN
OIL & LUBE

ALL RIGHTS RESERVED. 2023

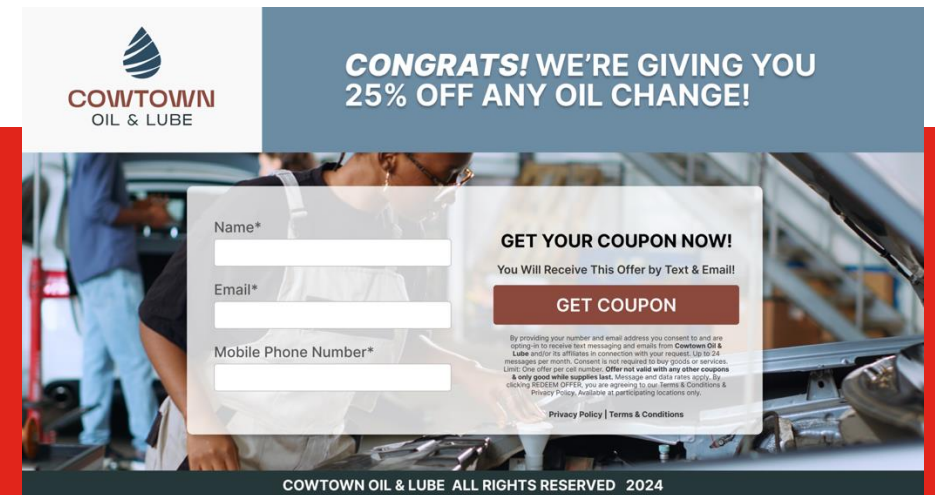
Leverage **Smart Traffic** For Digital Optimization



A



B



C



SEO & AIO Overview



Boost your local search visibility



Content that drives traffic and converts



Ongoing SEO & AIO effort to maintain and improve rankings



LOCAL PACK/FINDER
RANKING FACTORS



- 32% GBP signals
- 19% On-page signals
- 16% Review signals
- 11% Link signals
- 8% Behavioural signals
- 7% Citation signals
- 6% Personalization

LOCAL ORGANIC
RANKING FACTORS



- 36% On-page signals
- 26% Link signals
- 9% Behavioural signals
- 9% GBP signals
- 7% Personalization
- 7% Citation signals
- 6% Review signals

Local SEO

Google

pasadena oil change

Rating Hours Sort by

Valvoline Instant Oil Change
4.5 ★★★★★ (288) · Oil change service · 10+ year...
Open · Closes 7 PM · Pasadena, CA · (626) 765-0173
"... great coupons that make it easy to save money on oil changes."

Website Directions Call Share

Pasadena Motor Cars
4.9 ★★★★★ (225) · Auto repair shop · 15+ years ...
Closes soon · 5 PM · Pasadena, CA · (626) 449-6686
Provides: Oil And Filter Change

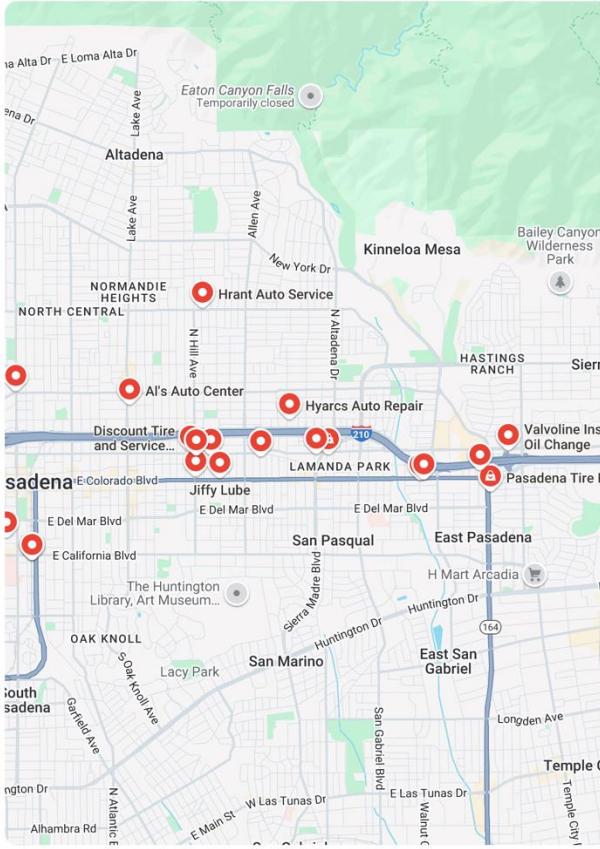
Website Directions Call Share

Crown City Tire & Auto Repair - Best Auto Repair Shop in Pasadena CA
4.9 ★★★★★ (450) · Auto repair shop · 100+ year...
Closes soon · 5:30 PM · Pasadena, CA · (626) 793-...
Provides: General repairs & maintenance

Book online Website Directions Call

Pasadena Test Only & Smog Check
4.9 ★★★★★ (293) · Smog inspection station · 10...
Closes soon · 5:30 PM · Pasadena, CA · (626) 395-...
"Very professional polite and quick service at a reasonable price."

Website Directions Call Share



Organic SEO

pasadena oil change

Sign in

Jiffy Lube
https://www.jiffylube.com · Locations · State

Quick Oil Change at 1420 E Walnut St in Pasadena, CA
Hours · Today. 8:00 AM to 6:00 PM · Tomorrow. 8:00 AM to 6:00 PM · Saturday. 8:00 AM to 7:00 PM · Sunday. 8:00 AM to 5:00 PM · Monday. 8:00 AM to 6:00 PM.

Jiffy Lube
https://www.jiffylube.com · Locations · State

Quick Oil Change at 1603 E Colorado Blvd in Pasadena, CA
Hours · Today. 8:00 AM to 7:00 PM · Tomorrow. 8:00 AM to 5:00 PM · Monday. 8:00 AM to 6:00 PM · Tuesday. 8:00 AM to 6:00 PM · Wednesday. 8:00 AM to 6:00 PM.

Valvoline Instant Oil Change
https://store.vioc.com · California

Pasadena CA Oil Change Services & Coupons
Find Valvoline Instant Oil ChangeSM locations in Pasadena, CA. Download coupons. Save on oil changes, tire rotation and more.

Pep Boys
https://www.pepboys.com · stores · oil-change

Schedule Your Oil Change Service in Pasadena, CA
1135 e colorado blvd, pasadena, CA 91106. Get Directions. (626) 793-8181. Open today 9:00 AM - 6:00 PM. Service & Tire Center. Electric Vehicle Service.

Groupon
https://www.groupon.com · local · pasadena-ca · oil-ch...

Oil Change in Pasadena - Deals Up to 70% Off
Oil Change in and near. Pasadena, CA · Full Synthetic or Synthetic Blend Oil Change at Valvoline Express Care · Up to 31% Off Oil Change at Jiffy Lube · Full ...

Firestone Complete Auto Care
https://www.firestonecompleteautocare.com · oil-change

Oil Changes & Coupons in Pasadena, CA
Firestone Complete Auto Care is the go-to spot for oil changes in Pasadena, CA. Get oil change

AI Optimization

- ✓ **62%** of people now use tools like **ChatGPT** or **Google Gemini** for product and service searches
- ✓ **Gen Z (51%)** and **Millennials (45%)** are leading the shift to AI-based search
- ✓ **58%** have **replaced traditional search** engines with generative AI for recommendations

Looking for a highly rated oil change service in Dallas—any recommendations?

Here are some **highly rated oil change services in Dallas** that consistently earn great reviews for speed, service, and reliability:

Valvoline Instant Oil Change

- **What people love:** Fast, stay-in-your-car service (usually 15 mins), friendly staff
- **Multiple locations:** Popular spots on Abrams Rd. and Lemmon Ave.
- **Bonus:** No appointment needed

Kwik Kar Oil Change & Auto Care

- **What people love:** Comprehensive services, fair pricing, great customer care
- **Location highlight:** N Fitzhugh Ave in central Dallas
- **Bonus:** Offers other maintenance services while you're there

Speedee Oil Change & Auto Service

- **What people love:** Thorough inspections, great communication, value deals
- **Location:** Snider Plaza near SMU
- **Bonus:** Combos available with tune-ups or filters

Mailing Program



Targeted Outreach to
New Residents



Automated Service Reminders
for Existing Customers



Boost Conversions with
Personalized Mailings





Brian, here is a special offer
for your 2020 Ford F-150

\$15
GIFT CERTIFICATE
Valid Toward Oil Change

Not valid with same service offers/discounts (including fleet). See store for additional details or restrictions, valid only at participating locations listed below. No cash or credit back; cash value \$0.0001.

Offer Valid For 30 Days
Code: 2515

20% OFF
ANY ANCILLARY SERVICE

Maximum discount - \$75. Excludes batteries and state inspections. Not valid with same service offers/discounts (including fleet). See store for additional details or restrictions, valid only at participating locations listed below. No cash or credit back; cash value \$0.0001.

Offer Valid For 30 Days
Code: 2515





Dashboard



ISI MARKETING

Overview

Ad Campaigns

FlexText & Email

Organic Digital

Local SEO

Call Tracking

Websites

Overview 14 Active Campaigns

New Leads
Last 7 Days

321

↑ 25



Weather Impact
Last 7 Days

Today's Forecast
50°

Today's Weather Will
Likely Have A High
Negative Impact



Referrals
Last 7 Days

25

↑ 3



Star Reviews
Average Rating

4.00

Based on 2256 reviews
Industry Average
4 Stars



Cost Per Lead
Last 7 Days

\$0.96

↓ \$0.05



Listings
Last 7 Days

89
Request
Directions

14
Call Your
Business

784
Visit Your
Website



White Glove Customer Service



Fast, responsive service



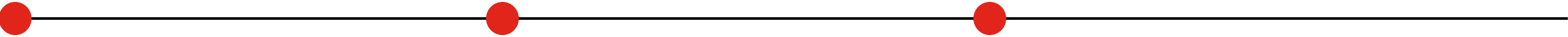
Expert guidance



Above and beyond

Timeline & Expectations

Every campaign is unique, but here's a general overview of what to expect in the first few weeks:



Week 1: Kickoff

1. Contract is signed, billing begins
2. You'll receive a "Next Steps" email from Sales
3. Your Project Coordinator is introduced
4. SEO Analyst will reach out to schedule an onboarding call (if SEO is included)

Week 2: Setup

1. You provide all required access and materials
2. First drafts of your website and ad campaigns are shared for feedback

Week 3: Website & Google Ads Launch

Website and Google Ads campaigns go live (Meta launches later)

Timeline & Expectations

Every campaign is unique, but here's a general overview of what to expect in the first few weeks:



Week 4: Optimization Begins

1. Google Ads enter the learning phase
2. Strategy team collects data and begins early optimizations
3. Note: Results should not be measured until 30+ days post-launch

Week 5: Meta Launch

1. Meta (Facebook/Instagram) campaigns go live
2. These campaigns retarget users who interacted with your Google campaigns
3. Your Account Manager is introduced

Week 6: Dashboard Review

Your Account Manager will reach out to schedule your first dashboard review call

Ongoing

1. Monthly email updates from your Account Manager
2. Optional monthly video calls for SEO performance reviews (if applicable)
3. Ongoing support for edits, optimizations, and reporting