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powered by-
"ebo"™



want ... more opportunities?

want ... more exposure?

want ... more market share?

want ... more customers?

BEING IN FIRST PLACE – IS NOT ENOUGH

-increase your search engine exposure and traffic up to 10x

"ebo"®

Definition - "branding" claim ownership- of a product or service!
"ebo" is the answer to claim ownership of your virtual market area!

- engine branding optimization

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"ebo"

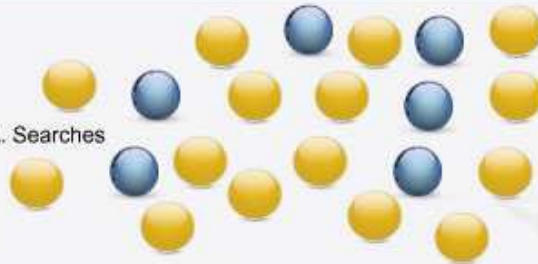
"ebo" - engine branding optimization
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"ebo" – how it can benefit you!

powered by-
"ebo"



= V.M.A. Searches



● -engine branding optimization
example of your exposure increased!

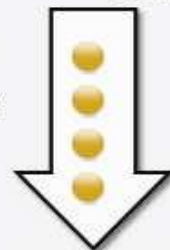
Searches for

SALES – SERVICE - PARTS

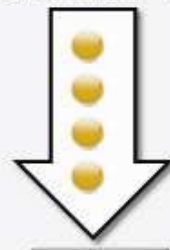
"ebo" targets online consumers that are currently in the market place searching for products and services. It utilizes the different search patterns in your own and your competitor's virtual market areas to bring these consumers to you.

"ebo" increases your visibility to these online consumers by branding across the main search engines!

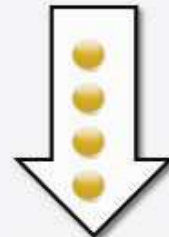
Increasing your online presence will brand your products, services and business and give more opportunity to all of the profit centers of your dealership.



YOUR WEBSITE



YOUR PHONE



YOUR DEALERSHIP

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Online Consumer Facts

-Consumers are no longer visiting 6-7 dealerships before converting to a sale

-Consumers are shopping, researching and eliminating products, services and businesses online.

-Consumers are visiting only 1-2 businesses ready to purchase with time saved from shopping online.

-67% of consumers consider other consumers experiences and reviews an important factor in their choice of products, services and place to do business with

"ebo" gives you the awareness and branding you need across the big-3 to stay competitive and capture more opportunities

The internet has changed our business dramatically over the last 10 years and is changing more everyday. The key to internet success was simply to stay in top position, however, that is no longer the case.

Being on top is just not enough – at least for forward-thinking dealers with the vision to embrace today's online consumer generation. We have adapted to new compliances, new selling techniques and processes over the last few years. Have you adapted and prepared for an industry that is completely virtual or will be in the near future?

The internet has empowered consumers more than ever. Having the lowest published price online is less effective today, and will be even less effective tomorrow, as consumers grow even more savvy, as well as more demanding. The environment has changed for our industry.

Today's consumers want a simple time-saving process with more value for their money and uses the internet more every day to select products, services and businesses.

Consumers are well aware that you need them more than they need you.

"ebo" – [power suite] is designed to attract serious shoppers, converting browsers into opportunities that are ready to buy for every one of your profit centers, including sales, parts, and service. It is one of the most complete and powerful online branding solutions that you will find anywhere and includes the same proven strategies, tools and processes that was developed, tested and implemented for over 3 years.



1 eHub- Dealer Private Review and Rating System

The Most Complete Online Marketing Strategy...



2 eKiosk- Niche Buzz Sites

3 Competitor V.M.A. Pump-Out eKiosk

4 "ebo" Power-Bridging

5 "ebo" - autos inventory indexing

6 Publishing Network: Reviews/Buzz/Auto 4Sale Netowrk

Can be used for you or against you!

Did you know that over 90% of all sales begin online? If you are seen only once in a search tier- you are not capturing you're share of opportunities in your V.M.A. (Virtual Market Area)

"ebo" ensures your seen in each search tier up to 10 or more times- Capture more of your v.m.a.'s opportunities for all departments.

Consumer reviews can have a huge impact on your business! 73% of shoppers will read online business and dealership reviews written by other shoppers. One (1) negative review seen online could cost you thousands if not hundred of thousand dollars per year. The answer!“ebo” power suite includes your very own review engine for online reputation. By having your own review engine, you can out rank the national review sites with hundreds of your own consumer reviews rather than one that gets posted with the national sites. (Yahoo!/Cobalt study 2008)

Industry Survey Reports:

Today’s consumers are not visiting 5-7 dealerships as they have in the past, they are shopping online narrowing down their interest and only visiting 1-2 dealers before purchase. Dealers have to take a more committed approach to today’s online line consumer generation. Nearly 90% percent of new car shoppers research auto dealerships online before they make their first visit to a lot.

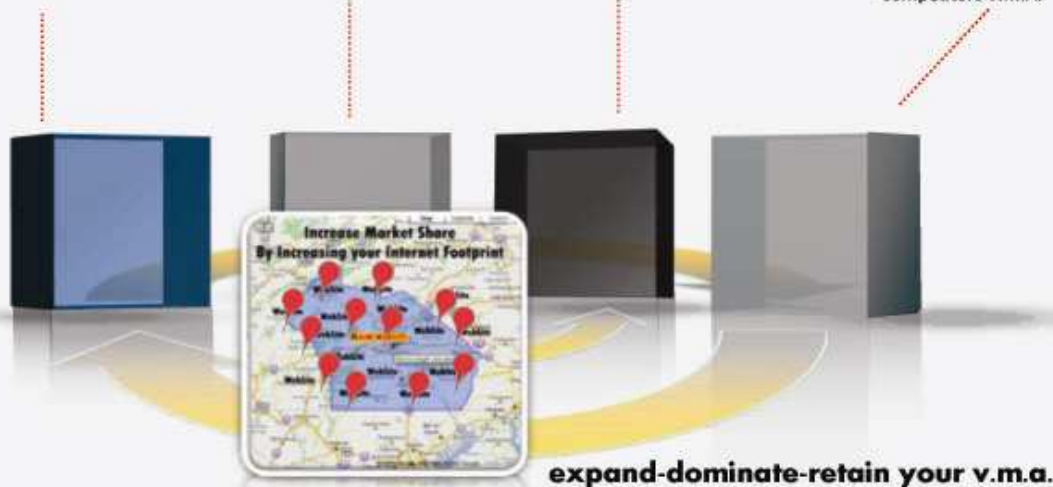
72% of consumers rely on search engines to choose the dealerships they will visit (Source: Yahoo! and 2007 Dealer eBusiness Performance Study Part I) 28% of consumers have reduced newspaper and magazine reading, and are watching less TV. It is time to shift budgets from old to new media. (Source: Forrester Research.)

Internet Marketing’s biggest strength is moving consumers from awareness to preference. Using the same approach as traditional media in creating brand awareness, Virtual branding across all 3-major search portals results in actionable opportunities for all of your dealerships profit centers.



“ebo” – V.M.A. Profile / Search Bridging-Linking Strategy

- Direct Search**
Protect your branding and offline advertising.
- Product/Service**
Brand your business in direct search patterns of your products and services
- Jump Search**
Been seen when consumers search for competitive products
- Virtual Market Area**
Gain the edge – being seen in each search pattern for your local vma and your competitors V.M.A.



“ebo”- Combines all the intelligence reports and bridges the different tiers of searches giving you the max dominating exposure to capture more organic opportunities when they are the hottest and ready to buy!

Understanding "ebo" ...

Tier 4- Traditional Lead methods- when consumers start considering the purchase of their next vehicle!

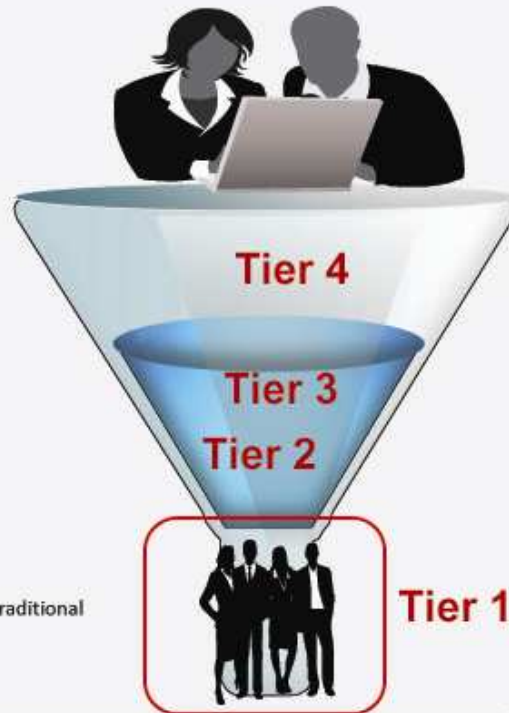
Tier 3- Consumers Researching: Consumers compare products and services which will best suite their needs and/or by eliminating products and services. Third party companies sell researching consumer leads to dealers that have a very poor closing rate of only 6-8%.

Tier 2- Consumers are not loyal: Industry data shows nearly 80% of all consumers defect from the original lead channel and trend to search locally

Tier 1- Buyers: "ebo" positions your company to target consumers that are currently in the market and ready to purchase

Note: Traditional leads time line to purchase is up to 90 days!
"ebo" strategy targets consumers that are ready to buy after they leave the traditional Lead channel and researching locally on where to buy!

"ebo" targets consumers that are ready to purchase now!



Program Content

•eHub and Buzz Kiosks

- Reviews/Ratings system
- Car video reviews
- Car Buzz
- Referral System
- Niche Buzz Kiosk
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eHub + eReview Engine that delivers the most advance functionality in the industry, by providing interactive environment for researching new and used cars, supported reviews and news, giving online consumers all the information they need to make buying decisions. Resulting in more quality opportunities for your team too close. Consumers are in control today and our program/solutions will provide them the confidence in buying, servicing at your dealership.

eReview Engine all-one solutions built into your eHub , unseen anywhere else in the marketplace, that includes: Reputation management (online CSI/consumer reviews) and a strong closing tool. FACT- over 76% of consumers stated they consider reviews of other consumers an important factor when deciding where to purchase from.

eKiosks – are additional optimized Buzz sites built for organic searches and total brand domination in the search results. Each virtual kiosk is designed independently around different profit centers including financing, service and parts.

ePump-out Kiosks– Selecting key competitors outside your PMA, we optimize additional kiosk that are targeted for search results from within their PMA providing our clients the ability to gain market share and additional sales, service opportunities directly in their competitors v.m.a.

"ebo" Power Bridging – A powerful technique developed to ensure your main site stays in first/top position as well as branding in other search patterns previously not ranked by bridging search tiers and your "ebo" power suite displaying throughout search results in your V.M.A. and your competitors V.M.A.

"ebo" Publishing Network- Offsite SEO with relevant content is an important part of our program success, bridging the content back to your network and main website. We have a large publishing network that we publish content to weekly directing articles and content back to your site and your "ebo" power suite.



PUBLISHING NETWORK

"ebo" Authority Publishing Network

Our sites provide quality information on products and services across a comprehensive range of industries internationally. They focus bringing businesses and customers together quickly and efficiently and to encourage meaningful long term business relationships.

Authority sites are classified by search engines that provide informational reviews, business ratings and higher volume traffic sites. These sites are indexed much more often than normal websites.

Our main network publishing sites:

- Auto uTube www.autoutube.com
- My Car Geni www.mycargeni.com
- My Dealer Reviews www.mydealerreviews.com
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- Neivo www.neivo.com
- Haggle 4autos www.haggle4autos.com
- Genie Buzz www.geniebuzz.com
- Auto ecafe www.autoecafe.com plus 100's more overall



Your "ebo" network published on our network weekly- with live car-buzz inventory listings daily



A: client website
B: power suite – "ebo"
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"ebo" Branding defined!

Benefits

- Increase main sites rankings in all search patterns
- Protect off line advertising
- Increase footprint in V.M.A.
- Gain competitors opportunities and more
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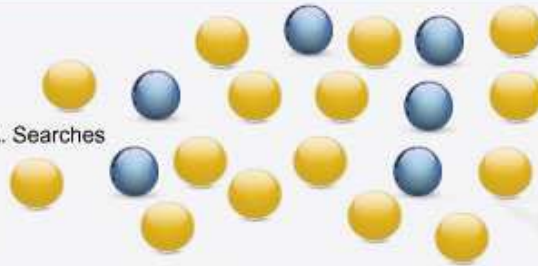
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example of your exposure increased!

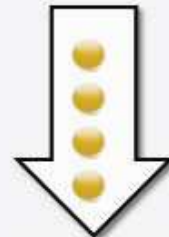
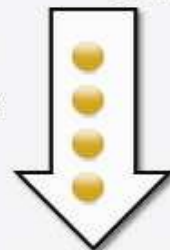
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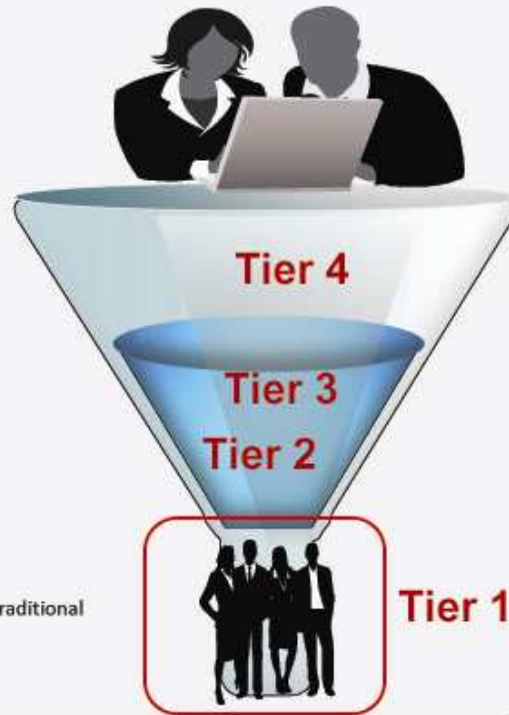
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