



An introduction to LOCALiQ Motors.

An automotive marketing platform driving digital performance through SMART technology.

LOCALiQ
MOTORS
The **Smart** Automotive Platform

Who we are.

LOCALiQ MOTORS is a smart marketing platform that specialises in automotive digital marketing services. We help businesses remove the over-reliance on third-party platforms by nurturing and developing their own automotive digital marketing channels. With the help of smart technology, we deliver data-driven digital marketing campaigns that are proven to get results.

If you're in the automotive industry, we can help you maximise your automotive digital marketing performance. Whether you're a new or used car dealership, a service centre, or a finance company, we have experience of driving success in all aspects of automotive digital marketing.



Automotive Experts



SMART technology

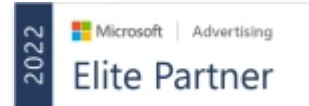
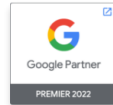


Measurable results



A platform you can trust.

We're a Google Premier Partner, Meta Business Partner, Microsoft Elite Partner and Snapchat Marketing Partner. These badges of authority reflect our expertise and the outstanding results we achieve for our customers.



Proud to be recognised.

We're a proud bunch and these industry recognitions have been a result of our hard work, dedication and real results we have delivered for our clients.



Our Services.

Our team of automotive digital marketing specialists provide you with expert marketing support – from PPC campaign management, professional SEO and content marketing services, to paid social, digital display advertising, custom websites and much more.

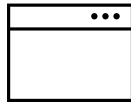
Whether you're looking for growth in one particular area, or you'd like a bespoke strategy targeting multiple platforms, our multi-channel digital marketing services will help to increase your brand awareness – sky-rocketing your business growth, profits and return on investment. Explore some of our services across the following pages and see how your business could start converting leads into sales.



*Search Engine
Marketing*



*Social Media
Advertising*



*Display
Advertising*



*Multi-channel
marketing*



Our Technology.

Our technology

In today's world of automotive marketing, you're only as great as the technology behind you. Thankfully, ours takes some beating.

So, what's the power inside our platform?

Our advertising campaigns are built and executed using proprietary AI technology to maximise positive outcomes for our customers.

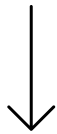
That's right, we use powerful AI to help you win online!

How does it work?

The AI technology can outperform human decision-making through its machine learning capabilities. In short, it can process, analyse, and then act, upon hundreds of thousands of data points instantaneously. That means our campaigns are being optimised 24 hours a day, 7 days a week!



Advanced Audience Targeting



Reduced Cost per Lead



24/7 Optimisation





Paid Search Advertising.

Our paid search advertising services will help to increase your brand awareness – skyrocketing traffic to your website and your budget’s return on investment.



Our lead-based targeting utilises smart technology bespoke to LOCALiQ. Within weeks of your campaign we’ll help you to lower your cost-per-click and cost-per-lead, while increasing your click through rates.



Paid search advertising provides first-page exposure to stay ahead of your competition and boost brand awareness. You’ll also benefit from an increase in traffic to your website - 40% of people click on paid ads.



Cost-effective spending with insights into your best-performing keywords. We’ll provide transparent reporting every step of the way, so you’ll always know exactly how your budget is being utilised.



Search Engine Optimisation.

SEO is a series of processes which are implemented to improve a website's organic visibility on search engines. We have SEO experts that specialise in on-page, off-page, local and technical SEO.



As part of our process, we conduct an audit of your website, reviewing key data from a range of software and our own expertise – we'll then use this to identify areas that need improving.



At the beginning of your SEO campaign, your SEO analyst will construct a comprehensive document outlining the SEO strategy and specific tactics we have chosen to implement for your campaign.



Our team of SEO experts are experienced in conducting in-depth keyword research. We'll uncover keywords tailored to your business and implement them as part of our SEO service. We use industry-leading software such as SEMrush to conduct our research.



Display advertising.

Display advertising is a form of online advertising combining text, images, and a URL, encouraging a user to click-through to a landing page and take a specific action (make a purchase or learn more about your services and products).



Our mobile responsive display ads place you across the Google Display Network and in front of Newsquest's local online audience. We cater for any business or budget, covering local, regional, national and international campaigns.



Granular targeting allows you to target the right audience at the right time, minimising wastage from the start. You can even remarket your product to previous website visitors



We also offer end-to-end campaign management (copy, creatives and design) at **no extra** cost. Alternatively, if you have something already designed, we can use this to inform your campaign creatives.





Social Media Advertising.

Our paid social advertising services provide you with the chance to speak directly to your audience online – displaying your brand’s personality while building positive, personal relationships with your leads and customers. We cover the key social networks; Facebook, Instagram, TikTok & LinkedIn.



Facebook

Connect with more than two billion monthly active users with Facebook’s highly targeted advertising platform. Reach the right audience and generate cost-effective leads with Facebook Ads.



Instagram

It’s all in the visuals – engage your customers with Instagram’s advertising service. Combined with Facebook’s wide-reaching ad network, we’ll place your picture ads directly in front of your audience.



LinkedIn

The home of the world’s largest professional network – advertise to more than 800 million users with LinkedIn’s business-related targeting. Partner with LOCALiQ and hit your B2B marketing goals.

Cross Media Optimisation.

Streamline your marketing budget across your paid advertising campaigns with our market-first technology. Cross Media Optimisation makes it easier to allocate your paid advertising budget across successful channels and networks, helping you achieve results for your business at a lower cost-per-click.



One budget

Save time making decisions on where to allocate your budget – we'll do this for you. One budget for each channel, diversified and continuously reallocated to achieve your objectives.



Quick and simple reporting

Our market-first technology makes immediate changes when they're needed. LOCALiQ's AI technology analyses and optimises your campaigns with every click.



System-optimised decisions

With advanced data science and a wealth of industry knowledge, 'cold starts' and 'learning periods' are a thing of the past.





Analytics & Reporting.

Discover how your customers find your business & effectively maximise your advertising budget with Client Centre, our UK-first software. Manage your leads, enjoy instant results and much more.



Real-time reporting

Enjoy on-demand, instant reporting – analyse your campaigns, number of conversions and new customers. Manage your marketing activity via phone, tablet & desktop, so no opportunities are missed.



Single dashboard

The LOCALiQ Client Centre is your all-in-one marketing hub for managing leads and analysing activity via our easy-to-use dashboard. Automate your emails and view lead sources in real-time, our platform does it all.



Client transparency

Leave no stone unturned – assess previous campaigns to understand their routes to success and discover potential areas for improvement. Generate better results for your business with our powerful insights.

Get in touch.

Whether you're interested in our services or want more information before you decide, our team of automotive marketing experts are always happy to answer your questions.

Just drop us a message or give us a call for a friendly, jargon-free chat. You can get in touch via the methods below:



01202 036137



[Drop us a message](#)

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localiq.co.uk/motors