



 omni.auto

FCA CERTIFIED PARTNER

OMNI.AUTO, A **PREFERRED** DIGITAL MARKETING AND TECHNOLOGY PLATFORM PROVIDER FOR FCA CANADA

Manufacturers everywhere are realizing they need to alter their approach to sales and marketing. Now, FCA Canada has selected omni.auto and their proprietary platform as a preferred partner for disrupting the automotive space.

omni.auto has a proven capacity for realizing double-digit dealership growth through their OmniChannel retailing strategy, which unites

sales and marketing efforts for operations excellence. The proprietary technology is an all-in-one solution, pushing content out at scale that circles back to your dealership and provides massive search results—all with a click of a button.

DISRUPTIVE.
DYNAMIC.
POWERFUL.

Forward-thinking manufacturers like FCA are waking up to the disruptive, results-focused power of a content-first strategy. omni.auto's in-house digital platform and CMS works in tandem with exclusive digital dealer publications to put your brand's defining features and benefits at the forefront. All the best of what you do and what makes you "you" gets pushed to hundreds of web touch spots with one click. It'll be impossible for buyers to not find you.



CHOOSE OMNI.AUTO, SAVE 50%*

FCA Canada believes in omni.auto's enterprise-grade content delivery, at scale and at your fingertips. And when you select omni.auto as a preferred website and technology platform provider, FCA will reward your dealership with up to 50%* co-op funding to support what they consider is the future of consumer research and shopping.

Here's how omni.auto will disrupt your local automotive space and put you in a position to own your market:

PROPRIETARY WEBSITES



omni.auto's custom CMS enables the quick creation of websites tuned for stunning SEO results and mobile-first optimization. Google will

love you.

CUSTOM CONTENT CHANNELS



The future of consumer research. omni.auto's proprietary Custom Content Channels offer your dealership a stream of

tailored editorial content for organic SEO.

VEHICLE DETAIL PAGES



Vehicle Detail Pages (VDPs) with more relevant content than ever before. Rich multimedia, payment plan exploration, window stickers,

and much more.

ONE-CLICK BROADCASTING



Turn followers into buyers. omni.auto boosts your brand awareness by pushing all content, events, videos, and campaigns live with a single

click.

CAMPAIGN MICROSITES



omni.auto's microsite generator is a single online hub for special events & unique campaigns. Auto-publish to search & social;

capture real-time engagement.

DIGITAL ADVERTISING PLUS



Ready-to-buy traffic with little up-front investment. omni.auto's specialized team delivers search, social, PPC, YouTube, and more,

all while sharing ROI.

DATABASE MANAGEMENT



omni.auto's proven database marketing is smart, lean, and powerful. The 24-month provided plan

CONQUEST MARKETING



omni.auto's sophisticated conquest marketing integrates with your digital strategy to build a fast bond

DEALERSHIP TRAINING & PERFORMANCE

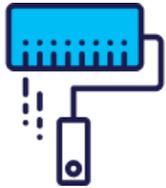
Learn from the former #1 Canadian dealership with a custom 250-point performance map paired with on-site training for powerful sales performance.

handles creative, tracking, distribution, ROI, and follow-up.

with potential customers. Real synergy, real results.



CUSTOM BANNERS



omni.auto's in-house graphics design team develops and refines your web presence, guiding your prospective customers

toward the sale with dynamic content.

SEO AUTOMATION & OPTIMIZATION



Leverage omni.auto's custom-built, multi-channel content engine to publish content at scale. Rank for thousands of terms on

Google and disrupt your local market.

EYESONAUTO COMMUNITY



omni.auto's eyesonauto community lets you tap into geo-specific service specials, 20 of Canada's finest automotive writers,

and an aged inventory clear-out system.

PLANS DESIGNED FOR YOU

FCA CANADA DEALERSHIP | OMNI.AUTO VS THE COMPETITION

FEATURES		OMNI.AUTO	COMPETITION
	Proprietary, multi-channel automated content distribution platform (non-WordPress)	✓	NO
	Proprietary intuitive custom Content Management System (CMS)	✓	NO
	Photo testimonial app (promotional sales agent tool)	✓	NO

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Sales team profiles and promotional tools - lives on dealership website	✓	
Custom Content Channels (CCCs)	✓	NO
Third-party publications	✓	NO
Anchored SEO (search engine optimization)	✓	
Inventory accelerator application	✓	NO
Targeted auto research content with automated delivery to VDPs	✓	
One-click publication reaches hundreds of digital touch points & ALL your social accounts	✓	NO
Scheduling media calendars	✓	NO
Automated social casting	✓	NO
Custom, responsive mobile-first dealer websites	✓	
Integrated community platform	✓	NO
Community special event campaign accelerator	✓	NO
Event microsite generator	✓	NO
Unique blog news feeds per Custom Content Channel	✓	NO
Digital flyer integration	✓	NO
Professional video production	✓	NO
Access to eyesonauto's dealer manufacturer inventory lead generation	✓	NO
Blogs and digital content provided by in-house, auto-centric writers	✓	NO
Social account accumulator	✓	NO
New feed of content on homepage to include VDPs	✓	NO

New feed of content on every page, including VDPS	✓	NO
Integrated eCommerce harnessing and broadcasting content	✓	
Content syndication	✓	NO
Compliance with manufacturer marketing guidelines and brand standards	✓	
Facebook Marketplace integration and optimization	✓	NO
Apple Wallet & Google Pay integration for coupon manager	✓	NO

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PRICING**

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ENROLL NOW