

# DIGITAL DEALER 27

## CONFERENCE & EXPO

Hijack Competitor Traffic



Ara Ghanbarian, CEO/Co-Founder  
[Ara@marcient.com](mailto:Ara@marcient.com)



Sam Errama, CMO/Co-Founder  
[Sam@marcient.com](mailto:Sam@marcient.com)

# Topics

- Hijack Competitor Traffic (Ethically)
- What is Your Burning **WHY**?
- **Step-By-Step Techniques** On How To:
  - **Combine** Traditional & Digital
  - **Optimize** Ad Spend
  - **Maximize** Reach & ROI
  - Fine-Tune Marketing Portfolio



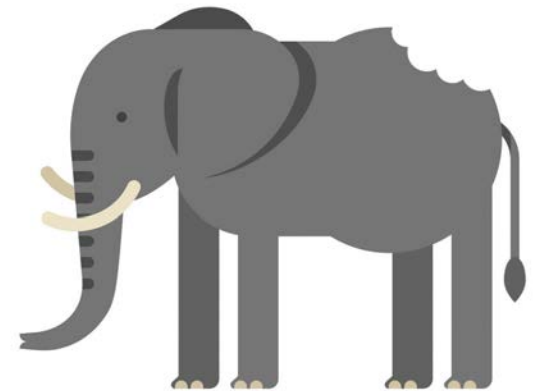
## Focus Points

- SEO / SEM
- Social Media
- Traditional Advertising: TV/Cable, Radio
- What Agencies DON'T want you to know



# Topics

- Marketing is Tough, But Doesn't Have To Be!
- These Steps Are Easy, JUST DO IT.
- Do It YOURSELF.
- The Tools Are Available.
- How Do You Eat An Elephant?



# Ponder

- Are smart Marketers part-time **Spies**?
- Monitor the competition
- Ethically **Spy** and **Model**
- Be First and Best



# Ponder

- What do you care?
- What can you do with the info?
- **Do we suck** more or less?



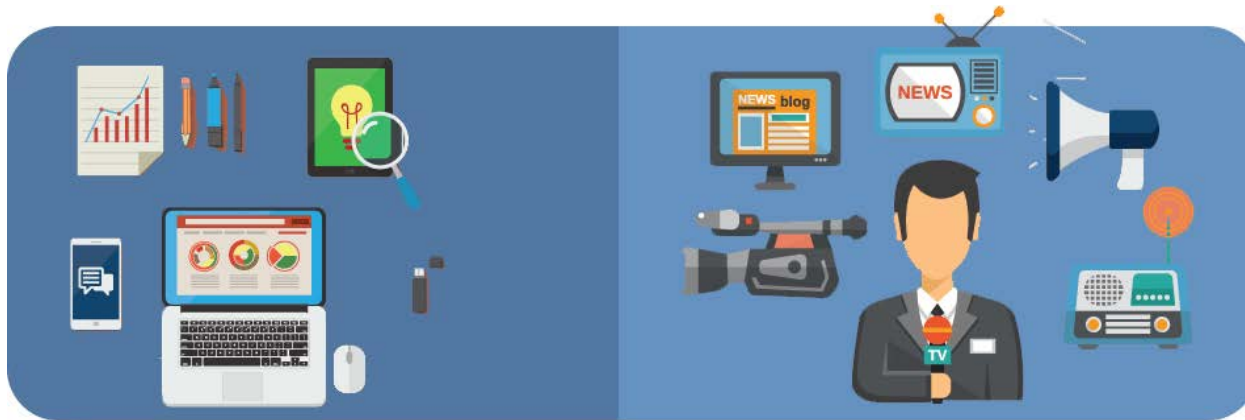
# Techniques

- Bridge The Gap
- What to look for
- Who to work with



# Techniques

- Combine Traditional & Digital
- Be Agnostic
- Buckshot Approach



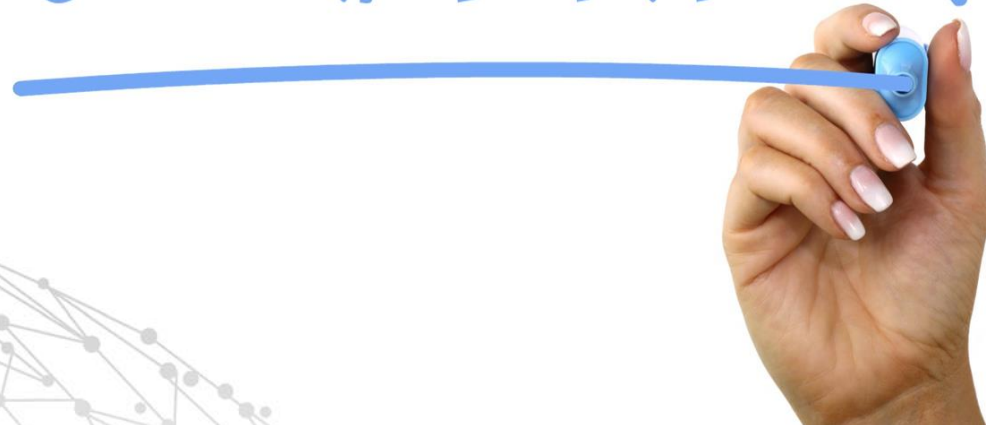




# Techniques

- Identify your competitors
- Identify the top available tools
- Identify their top performing pages

COMPETITOR



# Techniques

- Create superior content
- Boost content
- Ethically Hijack traffic



## Tools for Success



WhatRunsWhere



# Tools for Success



- Tool suite for digital marketing management



- Site Explorer Tool



- Competitors Traffic

# Tools for Success



- Blog Content



- How popular your competitor social profiles

**WhatRunsWhere** • What Ads your competitor are running



## Tools for Success

**builtWith**

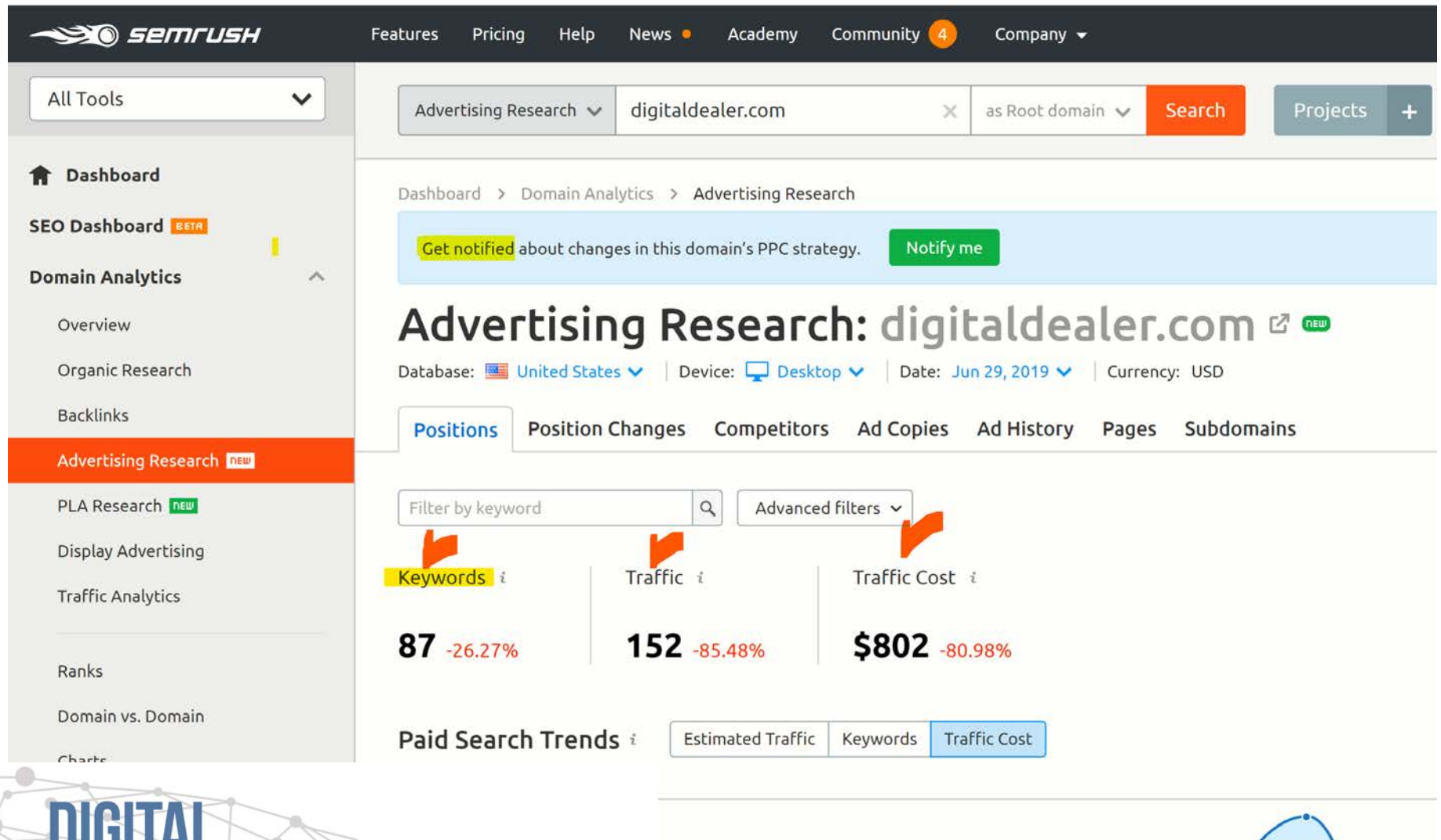
- The technology that your competition's using

**WayBackMachine**

- Page Variation



# Semrush- Advertising Research



The screenshot displays the Semrush Advertising Research interface for the domain **digitaldealer.com**. The top navigation bar includes links for Features, Pricing, Help, News, Academy, Community (with a notification badge), and Company. The left sidebar lists various tools, with Advertising Research highlighted. The main content area shows the Advertising Research results for digitaldealer.com, including a notification banner, a breadcrumb trail, and a summary of key metrics: 87 Keywords (-26.27%), 152 Traffic (-85.48%), and \$802 Traffic Cost (-80.98%). The interface also includes tabs for Positions, Position Changes, Competitors, Ad Copies, Ad History, Pages, and Subdomains, as well as a filter by keyword and advanced filters section.

**SEMURSH** Features Pricing Help News Academy Community 4 Company

All Tools

Advertising Research digitaldealer.com as Root domain Search Projects +

Dashboard > Domain Analytics > Advertising Research

Get notified about changes in this domain's PPC strategy. Notify me

## Advertising Research: digitaldealer.com

Database: United States Device: Desktop Date: Jun 29, 2019 Currency: USD

Positions Position Changes Competitors Ad Copies Ad History Pages Subdomains

Filter by keyword Advanced filters

Keywords	Traffic	Traffic Cost
87 -26.27%	152 -85.48%	\$802 -80.98%

Paid Search Trends Estimated Traffic Keywords Traffic Cost



# Semrush- Advertising Research

SEO Dashboard DATA

Domain Analytics

Overview

Organic Research

Backlinks

Advertising Research NEW

PLA Research NEW

Display Advertising

Traffic Analytics

Ranks

Domain vs. Domain

Charts

Keyword Analytics

Projects

Marketing Insights

Gap Analysis

Topic Research NEW

SEO Content Template

SEO Writing Assistant DATA

Lead Generation Tool

Get notified about changes in this domain's PPC strategy.

[Notify me](#)

## Advertising Research: digitaldealer.com NEW

Database: United States Device: Desktop Date: Jun 29, 2019 Currency: USD

[Positions](#) [Position Changes](#) [Competitors](#) **[Ad Copies](#)** [Ad History](#) [Pages](#) [Subdomains](#)

Filter by product title



Advanced filters

Ad Copies 1 - 84 (84)

Sort by: [Number of](#)

[Automotive Marketing Training | Learn To Sell More Cars](#)

Ad [www.digitaldealer.com/](#)

Learn how to market your dealership & increase cars sales at Digital Dealer . Get VIP access to 100...

Keywords: 2

[Automotive Marketing Training | Build Your Dealership Sales](#)

Ad [www.digitaldealer.com/Digital-Dealer/Register-No](#)

Take your auto retail marketing to next level & maximize your profitability. Get access to 130+ dealer resources. Drive sales, improve your marketing . Network With Top Experts. Discover New Technologies. Peer Strategy Roundtables. 100+

[Automotive Marketing Training | Learn To Sell More Cars](#)

Ad [www.digitaldealer.com/](#)

Learn how to market your dealership & increase cars sales at Digital Dealer. Get VIP access to...

Keywords: 2

[Digital Dealer Conference 2019 | August 19-21, Las Vegas](#)

Ad [www.digitaldealer.com/](#)

100+ expert seminars and sessions. Grow your auto dealership sales in 2019. What will you gain by attending the most innovative auto expo in the U.S.? Network With Top Experts. Discover New Technologies. Register Now & Save \$300. Get Hands-on Help. Peer Strategy Roundtables.

Keywords: 1

[Digital Dealer Conference 2019 | August 19-21, Las Vegas](#)

[Automotive Marketing Training | Learn To Sell More Cars](#)

Ad [www.digitaldealer.com/](#)

Learn how to market your dealership & increase cars sales at Digital Dealer.

Keywords: 2

[Automotive Marketing Training | Learn To Sell More Cars](#)

Ad [www.digitaldealer.com/](#)

Learn how to market your dealership & increase cars sales at Digital Dealer . Get VIP access to 100+ dealership marketing experts. Supercharge your sales . Discover New Technologies. 100+ Educational Sessions. Peer Strategy Roundtables. Get Hands-on Help. Register Now & Save \$300.

Keywords: 1

[Automotive Marketing Training | Learn To Sell More Cars](#)

[Digital Dealer 19-21, Las Vegas](#)

Ad [www.digit](#)

Demo the late focused technr sales skills, ne Hands-on Help Educational S Network With

Keywords: 1

[Automotive M Learn To Sell f](#)

Ad [www.digit](#)

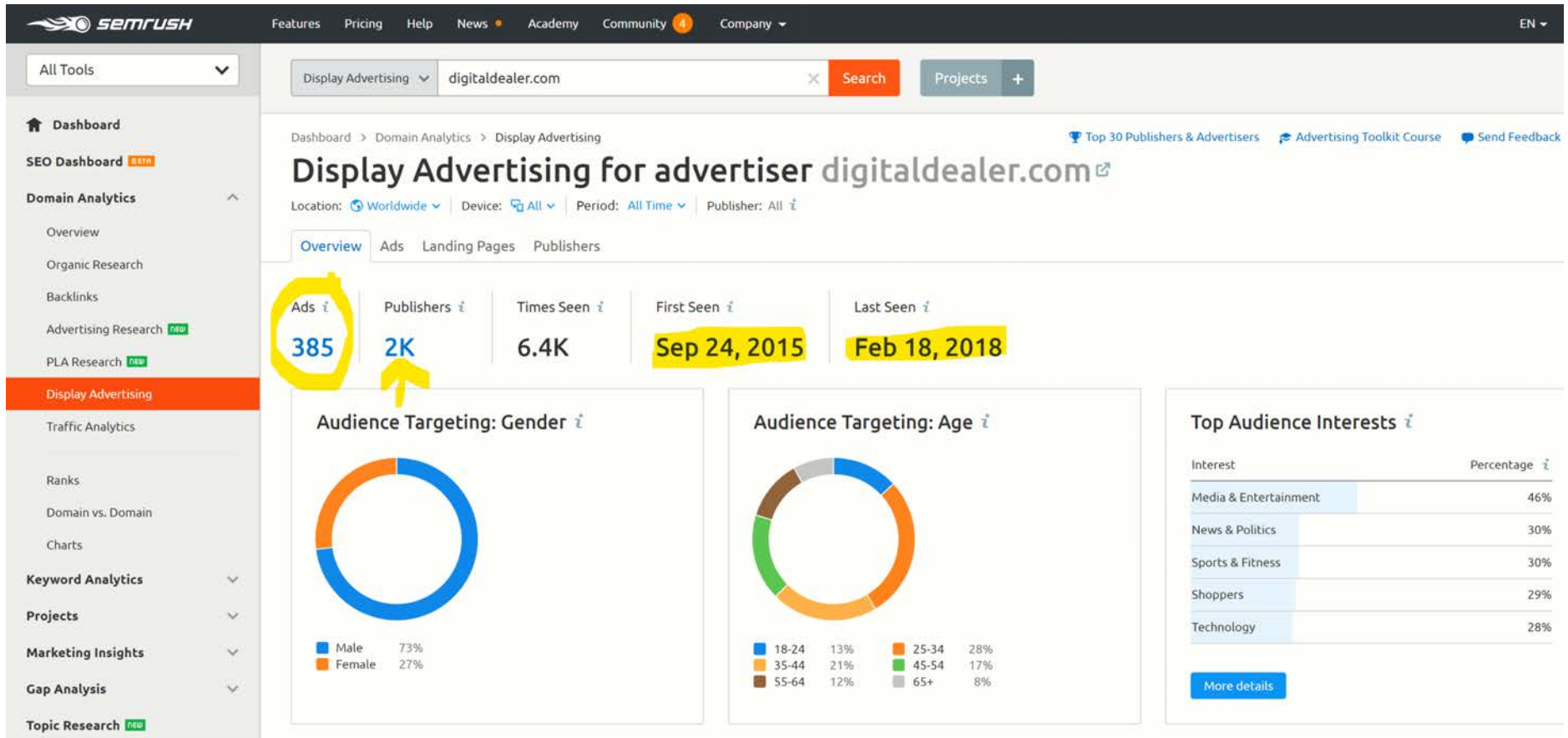
Learn how to i sales at Digita dealership ma Register Now Discover New Strategy Rour

Keywords: 1

[Digital Dealer Your Dealersh](#)

**DIGITAL  
DEALER** 27  
CONFERENCE & EXPO

# Semrush- Display Advertising



# Semrush- Display Advertising

SEO Content Template

SEO Writing Assistant **BETA**

Lead Generation Tool

Listing Management **NEW**

CPC Map **BETA**

My Reports

MANAGEMENT

My Reports

Projects

Lead Generation Tool

Marketing Calendar

Notes

Online demo

SEOquake for your browser

Join our Affiliate Program

Order custom database or report

Have you seen our new customizable API format?

Sensor

## Sample Ads 385

Image 371 HTML 7 Text 7



Days seen: 23  
336 x 280



Days seen: 22  
728 x 90



Days seen: 26  
468 x 60



Days seen: 22  
728 x 90



Days seen: 26  
468 x 60

[View all image ads](#)

## Publishers 2K

Domain	Ads	Last seen
<a href="#">letsbokings.com</a>	24	Feb 18, 2018
<a href="#">camaro5.com</a>	32	Feb 16, 2018
<a href="#">footballsfuture.com</a>	23	Feb 15, 2018
<a href="#">chiefspanet.com</a>	24	Feb 16, 2018
<a href="#">bimmerfest.com</a>	25	Aug 5, 2017

[View all publishers](#)

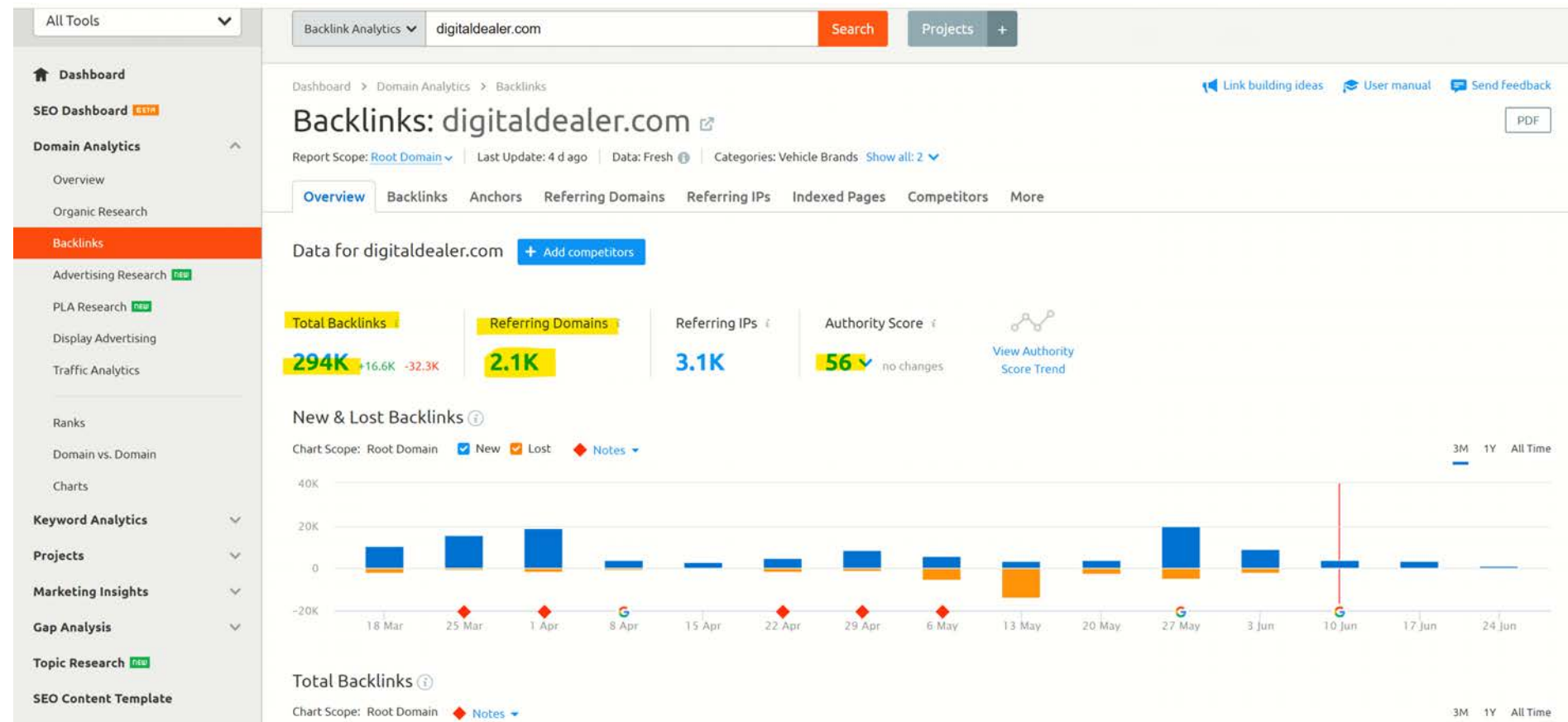
## Top Publisher's Category

Category	Percentage
Arts & Entertainment	46%
News	30%
Sports	30%
Shopping	29%
Internet & Telecom	28%

[More details](#)

DIGITAL  
DEALER 27  
CONFERENCE & EXPO

# Semrush- Backlinks



DIGITAL  
DEALER 27  
CONFERENCE & EXPO



# Semrush- Backlinks

SQ SEOquake for your browser

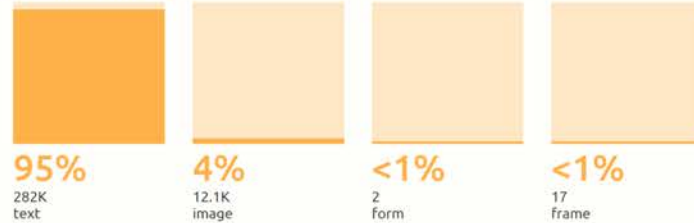
Join our Affiliate Program

Order custom database or report

Have you seen our new customizable API format?

Sensor

## Backlink Types



## Follow vs Nofollow



## TLD Distribution

TLD	Domain (N)	TLD	Domain (N)
.gov	0 0	.info	4% 57
.edu	<1% 3	.net	4% 56
.com	61% 836	.org	4% 51
.us	7% 102	.in	3% 39
.co	7% 95	other	9% 127

[View full report](#)

## Country

Country	Domain (N)
United States of America	53% 1,341
Egypt	23% 578
Germany	4% 98
Japan	2% 48
Brazil	2% 46

[View full report](#)

## Top Anchors



Empty Anchor

## Top Anchor Terms



the

# Additional Tools for Success

- Facebook Ad Library

The screenshot shows the Facebook profile of the 'Digital Dealer Conference and Exposition'. The page header includes the Facebook logo, the page name, a search bar, and navigation links for 'Sam', 'Home', 'Create', and notifications. The profile picture is a circular logo with the text 'DIGITAL Dealer'. The cover photo is a collage featuring a man in a suit, two women holding orange cups, and a magazine cover for 'Dealer27' with the headline 'STAY AHEAD OF THE CURVE'. The page has 1,086 check-ins. The 'About' section includes a map of the location at 2600 North Military Trail, Suite 390, and contact information: (561) 995-9090 and www.digitaldealer.com/conference. The 'Page Transparency' section is visible at the bottom right, with a yellow arrow pointing to it. The page was created on August 12, 2010.

Digital Dealer Conference and Exposition ✓  
@digitaldealerconference

Home  
About  
Photos  
Reviews  
Videos  
Events  
Posts  
Notes  
Community

Like Following Share

Learn More Send Message

1,086 check-ins

About See All

2600 North Military Trail, Suite 390 (2,327.43 mi)  
33431

Get Directions ✓

(561) 995-9090

Send Message

www.digitaldealer.com/conference ✓

Education

Suggest Edits

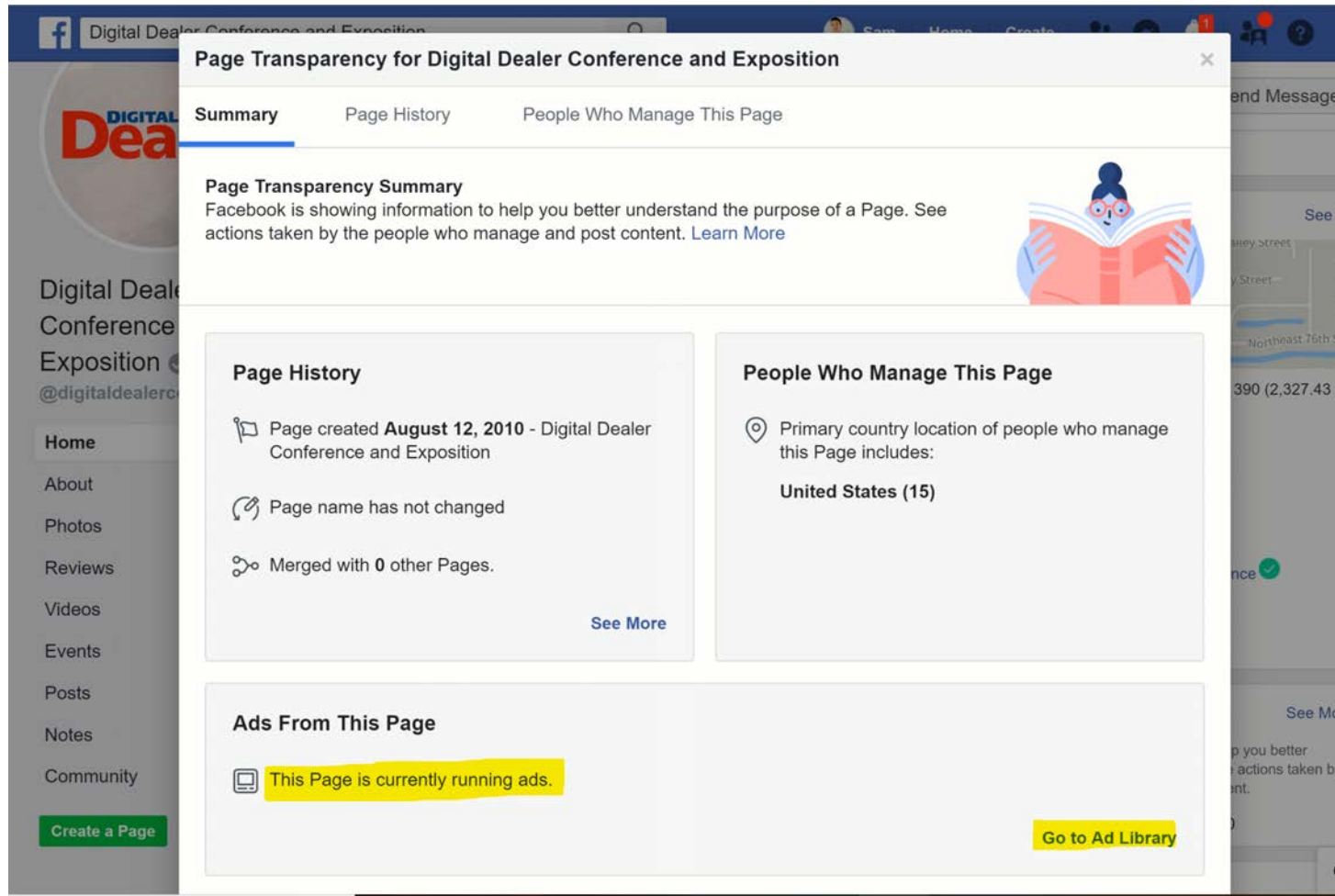
Page Transparency See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - August 12, 2010

DIGITAL  
DEALER 27  
CONFERENCE & EXPO

# Page Transparency



The screenshot shows the Facebook interface for the 'Digital Dealer Conference and Exposition' page. A 'Page Transparency' modal is open, displaying the following information:

- Page Transparency Summary:** Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content. [Learn More](#)
- Page History:**
  - Page created **August 12, 2010** - Digital Dealer Conference and Exposition
  - Page name has not changed
  - Merged with **0** other Pages.[See More](#)
- People Who Manage This Page:**
  - Primary country location of people who manage this Page includes:  
**United States (15)**
- Ads From This Page:**
  - This Page is currently running ads.
  - [Go to Ad Library](#)

The background shows the Facebook page header with the name 'Digital Dealer Conference and Exposition' and the handle '@digitaldealerco'. The left sidebar includes navigation links: Home, About, Photos, Reviews, Videos, Events, Posts, Notes, and Community, along with a 'Create a Page' button.

# Facebook Ad Library





**Digital Dealer Conference and Exposition** ✓  
@digitaldealerconference  
Education · 9,758 likes

**DIGITAL Dealer 27** | AUGUST 19-21, 2019  
CONFERENCE & EXPO | MANDALAY BAY RESORT LAS VEGAS

**Page transparency** [See More](#)

- Page created **Aug 12, 2010**
- Page name has not changed
- Primary country location for people who manage this Page includes: **United States (15)**

6 results


Showing ads from the page Digital Dealer Conference and Exposition.

Filter By: United States ▾


**Launched June 2019**

Active  
Started running on Jun 26, 2019


This ad has multiple versions. 1

 **Digital Dealer Conference and Exposition**  
Sponsored


Is your dealership using the latest technology to create its marketing & sales strategies?




Active  
Started running on Jun 26, 2019

 **Digital Dealer Conference and Exposition**  
Sponsored


Join the next generation of digital, data-driven auto retail professionals.



Active  
Started running on Jun 26, 2019

 **Digital Dealer Conference and Exposition**  
Sponsored

Learn why 98 of the top 100 U.S. Dealership Groups attend this conference.



**DIGITAL  
DEALER 27**  
CONFERENCE & EXPO



# Facebook Ad Library

Facebook Ad Library

Filter By: United States


Launched June 2019

Active  
Started running on Jun 26, 2019

This ad has multiple versions.

**Digital Dealer Conference and Exposition**  
Sponsored

Is your dealership using the latest technology to create its marketing & sales strategies?



Tickets Start at \$749  
Aug. 19-21, 2019 | Las Vegas  
TICKETS START AT \$749


Learn More

See Ad Details

Active  
Started running on Jun 26, 2019

**Digital Dealer Conference and Exposition**  
Sponsored

Join the next generation of digital, data-driven auto retail professionals.



Digital Dealer Expo 2019  
Aug. 19-21, 2019 | Las Vegas  
DIGITALDEALER.COM


Sign Up

See Ad Details

Active  
Started running on Jun 26, 2019

**Digital Dealer Conference and Exposition**  
Sponsored

Learn why 98 of the top 100 U.S. Dealership Groups attend this conference.



Register Now & Save \$300+  
August 19-21, 2019 in Las Vegas  
DIGITALDEALER.COM


Learn More

See Ad Details

Active  
Started running on Jun 17, 2019

**Digital Dealer Conference and Exposition**  
Sponsored

Stefan is recognized as one of the world's leading digital innovators, including serving as VP of Global Innovation for Nike. Come see him speak at Digital Dealer Las Vegas!



Keynote | Stefan Olander  
August 19-21, 2019 | Las Vegas  
DIGITALDEALER.COM

Learn More


See Ad Details

Active  
Started running on Jun 14, 2019

This ad has multiple versions.

**Digital Dealer Conference and Exposition**  
Sponsored

Is your dealership using the latest technology to create its marketing & sales strategies?



Register Now & Save \$300+  
Aug. 19-21, 2019 | Las Vegas  
REGISTER NOW & SAVE \$300+


Sign Up

See Ad Details

Active  
Started running on Jun 13, 2019

**Digital Dealer Conference and Exposition**  
Sponsored

Find out why over 21,500 dealers trust Cars For Sale. With both the traffic you're looking for and the tools to capitalize on it, Cars For Sale is known as the best value in the industry. All for an incredible \$99.



Are You Missing the Best Value in the Industry?  
4.8 Star Rated Dealer Service, Trusted by Over 21,500  
DEALERS.CARSFORSALE.COM

Learn More

See Ad Details

DIGITAL  
DEALER 27  
CONFERENCE & EXPO

# Ad Agencies

- Become your own “watchdog”
- Work closely with reps to keep them honest
- Request and expect detailed reporting



## Key Takeaways

- Sign up for competitor email and social media feeds
- Follow competitor Ads
- Look great in their analysis

**CONTENT  
IS KING!**



# Track Your ROI



# Discussion

- Q & A



# DIGITAL DEALER 27

## CONFERENCE & EXPO

### **SPEAKER CONTACT INFO:**

Ara Ghanbarian/Sam Errama  
CEO/Co-Founder & CMO/Co-Founder  
Marcient, Inc [www.marcient.com](http://www.marcient.com)

[Ara@marcient.com](mailto:Ara@marcient.com)

[Sam@marcient.com](mailto:Sam@marcient.com)

### **Rate this session!**

**Download the Digital Dealer Mobile App**

Search "*Emerald Expositions*" in the app store.  
Then, search "*Digital Dealer*" in the app's toolbar.



GET SOCIAL: Share a takeaway from this session using #DD27