

DIGITAL DEALER 27 CONFERENCE & EXPO

Hijack Competitor Traffic



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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



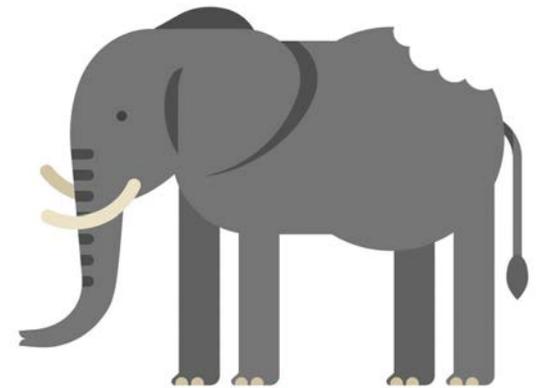
Focus Points

- 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?

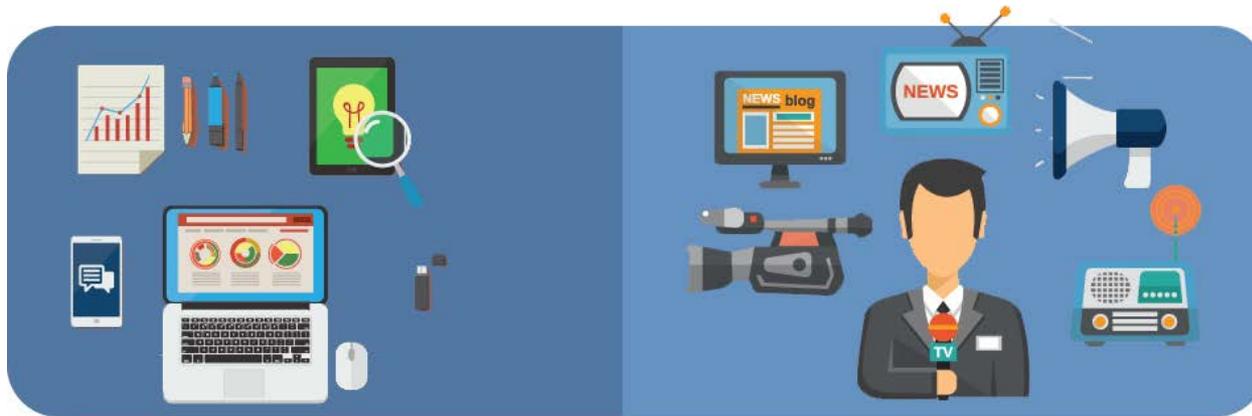


Techniques

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

Techniques

- Combine Traditional & Digital
- Be Agnostic
- Buckshot Approach



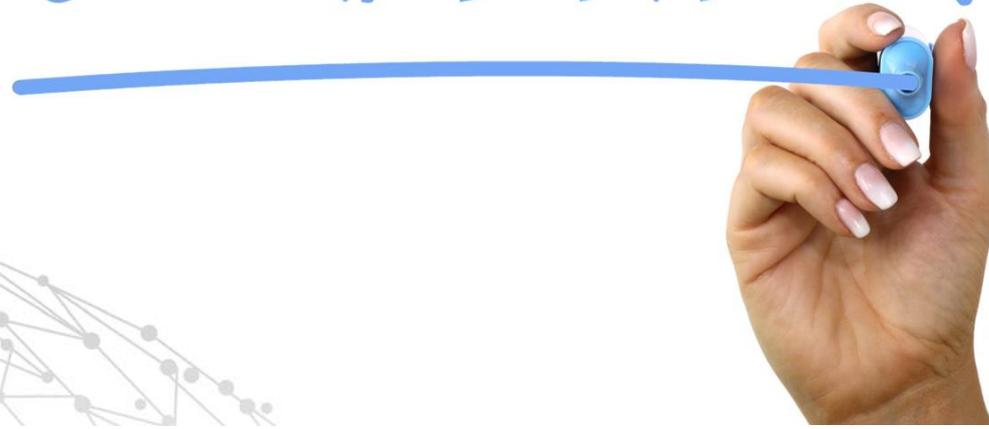


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Techniques

- 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



Tools for Success



- Tool suite for digital marketing management



- Site Explorer Tool



- Competitors Traffic

Tools for Success

BuzzSumo

- Blog Content

SOCIALBLADE

- How popular your competitor social profiles

WhatRunsWhere

- What Ads your competitor are running

Tools for Success

built with

- The technology that your competition's using

WayBackMachine

- Page Variation

Semrush- Advertising Research

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

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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 v
- Projects v
- Marketing Insights v
- Gap Analysis v
- 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 v

Ad Copies 1 - 84 (84) Sort by: Number of

<p>Automotive Marketing Training Learn To Sell More Cars 🔗</p> <p>Ad www.digitaldealer.com/</p> <p>Learn how to market your dealership & increase cars sales at Digital Dealer . Get VIP access to 100...</p> <p style="background-color: #ffc107; padding: 2px;">Keywords: 2 v</p>	<p>Automotive Marketing Training Learn To Sell More Cars 🔗</p> <p>Ad www.digitaldealer.com/</p> <p>Learn how to market your dealership & increase cars sales at Digital Dealer. Get VIP access to...</p> <p style="background-color: #ffc107; padding: 2px;">Keywords: 2 v</p>	<p>Automotive Marketing Training Learn To Sell More Cars 🔗</p> <p>Ad www.digitaldealer.com/</p> <p>Learn how to market your dealership & increase cars sales at Digital Dealer.</p> <p style="background-color: #ffc107; padding: 2px;">Keywords: 2 v</p>	<p>Digital Dealer 19-21, Las Vegas 🔗</p> <p>Ad www.digit...</p> <p>Demo the late focused technr sales skills, ne Hands-on Help Educational S Network With</p> <p style="background-color: #ffc107; padding: 2px;">Keywords: 1</p>
<p>Automotive Marketing Training Build Your Dealership Sales 🔗</p> <p>Ad www.digitaldealer.com/Digital-Dealer/Register-No...</p> <p>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+</p>	<p>Digital Dealer Conference 2019 August 19-21, Las Vegas 🔗</p> <p>Ad www.digitaldealer.com/</p> <p>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.</p> <p style="background-color: #ffc107; padding: 2px;">Keywords: 1 v</p>	<p>Automotive Marketing Training Learn To Sell More Cars 🔗</p> <p>Ad www.digitaldealer.com/</p> <p>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.</p> <p style="background-color: #ffc107; padding: 2px;">Keywords: 1 v</p>	<p>Automotive M Learn To Sell f 🔗</p> <p>Ad www.digit...</p> <p>Learn how to i sales at Digma dealership ma Register Now Discover New Strategy Rour</p> <p style="background-color: #ffc107; padding: 2px;">Keywords: 1</p>



Semrush- Display Advertising

Display Advertising for advertiser digitaldealer.com

Location: Worldwide | Device: All | Period: All Time | Publisher: All

Overview | Ads | Landing Pages | Publishers

Ads: 385 | Publishers: 2K | Times Seen: 6.4K | First Seen: Sep 24, 2015 | Last Seen: Feb 18, 2018

Audience Targeting: Gender

Male	73%
Female	27%

Audience Targeting: Age

18-24	13%	25-34	28%
35-44	21%	45-54	17%
55-64	12%	65+	8%

Top Audience Interests

Interest	Percentage
Media & Entertainment	46%
News & Politics	30%
Sports & Fitness	30%
Shoppers	29%
Technology	28%

[More details](#)



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
letsgekings.com	24	Feb 18, 2018
camaro5.com	32	Feb 16, 2018
footballsfuture.com	23	Feb 15, 2018
chiefsplanet.com	24	Feb 16, 2018
bimmerfest.com	25	Aug 5, 2017

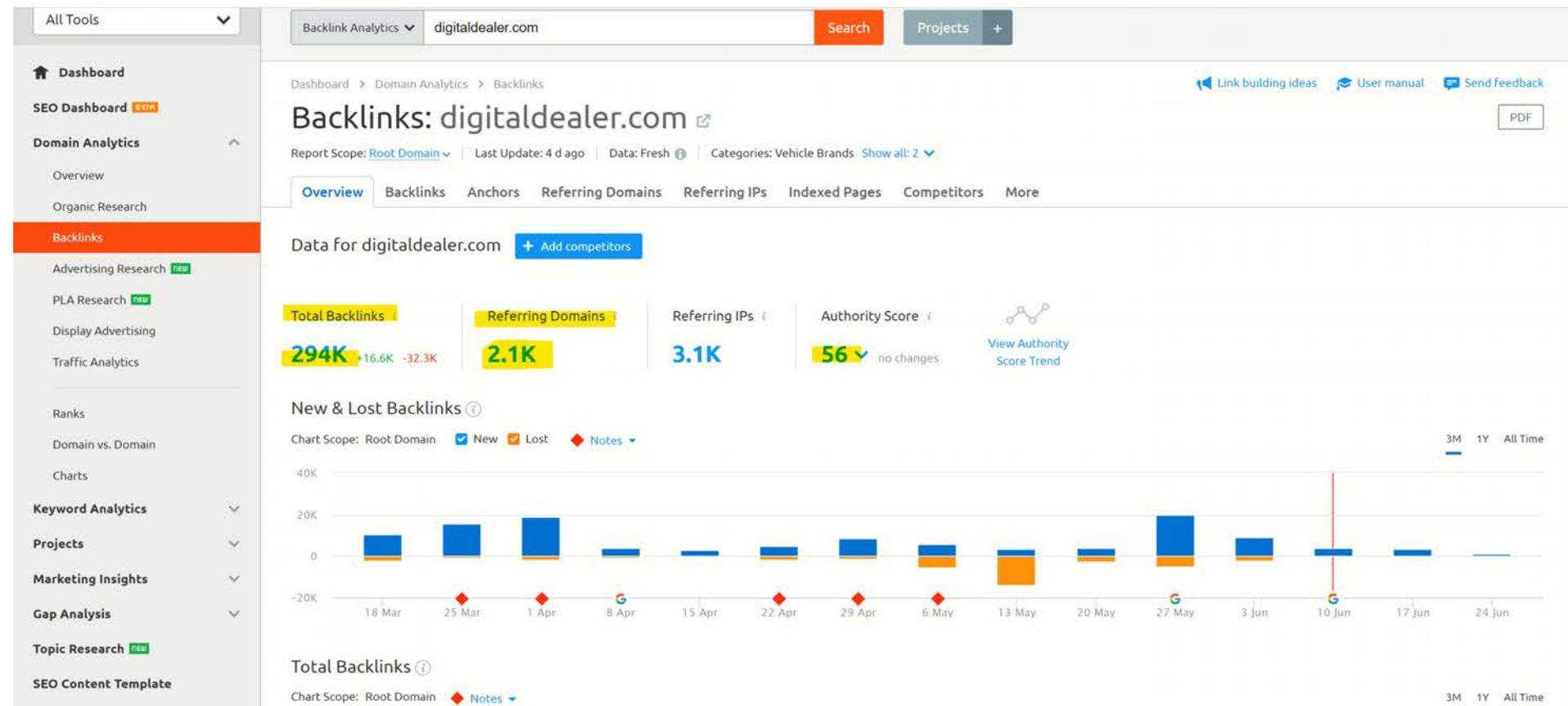
[View all publishers](#)

Top Publisher's Category

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

[More details](#)

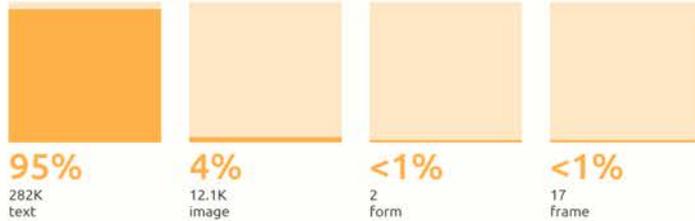
Semrush- Backlinks



Semrush- Backlinks

- 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



Additional Tools for Success

- Facebook Ad Library

The screenshot shows the Facebook profile page for 'Digital Dealer Conference and Exposition'. The page header includes the name, a search bar, and navigation options like 'Home', 'Create', and 'Send Message'. The profile picture is a circular logo with the text 'DIGITAL Dealer'. The cover photo features a man in a suit and a magazine cover for 'Dealer 27' with the headline 'STAY AHEAD OF THE CURVE'. The page includes a 'Learn More' button, 'Send Message' button, and a location map. The 'About' section lists the address: 2600 North Military Trail, Suite 390 (2,327.43 mi) 33431, phone number (561) 995-9090, and website www.digitaldealer.com/conference. A 'Page Transparency' section is visible at the bottom right, with a yellow arrow pointing to the 'See More' button. The page was created on August 12, 2010.

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Page Transparency

The screenshot shows a Facebook page for "Digital Dealer Conference and Exposition" with a "Page Transparency" overlay. The overlay has three tabs: "Summary" (selected), "Page History", and "People Who Manage This Page".

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](#)

Facebook Ad Library

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

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

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 ✓ ✓ ✓

<p>● Active Started running on Jun 26, 2019</p> <p>This ad has multiple versions. ⓘ</p> <p> Digital Dealer Conference and Exposition Sponsored</p> <p>Is your dealership using the latest technology to create its marketing & sales strategies?</p>	<p>● Active Started running on Jun 26, 2019</p> <p> Digital Dealer Conference and Exposition Sponsored</p> <p>Join the next generation of digital, data-driven auto retail professionals.</p>	<p>● Active Started running on Jun 26, 2019</p> <p> Digital Dealer Conference and Exposition Sponsored</p> <p>Learn why 98 of the top 100 U.S. Dealership Groups attend this conference.</p>
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Facebook Ad Library

Facebook Ad Library interface showing a grid of sponsored ads for the Digital Dealer Conference and Exposition. The ads are filtered by "United States" and "Launched June 2019".

Filter By: United States

Launched June 2019

Ad 1 (Top Left): Active, Started running on Jun 26, 2019. Text: "Is your dealership using the latest technology to create its marketing & sales strategies?". Image: A blue sports car at an exhibition. Buttons: "Sign Up", "Learn More", "See Ad Details".

Ad 2 (Top Middle): Active, Started running on Jun 26, 2019. Text: "Join the next generation of digital, data-driven auto retail professionals.". Image: A man speaking at a booth. Buttons: "Sign Up", "See Ad Details".

Ad 3 (Top Right): Active, Started running on Jun 26, 2019. Text: "Learn why 98 of the top 100 U.S. Dealership Groups attend this conference.". Image: A panel discussion on a stage. Buttons: "Learn More", "See Ad Details".

Ad 4 (Middle Left): Active, Started running on Jun 17, 2019. Text: "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!". Image: Stefan Qlander. Buttons: "Learn More", "See Ad Details".

Ad 5 (Middle Middle): Active, Started running on Jun 14, 2019. Text: "Is your dealership using the latest technology to create its marketing & sales strategies?". Image: A busy exhibition hall. Buttons: "Sign Up", "See Ad Details".

Ad 6 (Middle Right): Active, Started running on Jun 13, 2019. Text: "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.". Image: A hand holding a smartphone next to a laptop displaying the Cars For Sale website. Buttons: "Learn More", "See Ad Details".

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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

A background graphic consisting of a network of interconnected nodes and lines, resembling a molecular structure or a data network. The nodes are represented by small circles of varying sizes, and the lines are thin, light gray lines connecting the nodes. The overall effect is a complex, web-like pattern that fills the upper and middle portions of the page.

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Then, search "*Digital Dealer*" in the app's toolbar.



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