



# 2025 ELITE BENEFIT PROGRAM

Build Your Customized Plan with SearchKings

### The Benefit

Receive a **\$3,500** credit with SearchKings to support your local lead generation. The credit can be used for Google Local Services or for any other services offered by SearchKings.

### Double Down

The SearchKings benefit can be selected twice as part of the dealer's benefit selection for a total of **\$6,000 credit**.

## Why Work with SearchKings?

We are experts at managing scalable search, remarketing, display, and video advertising campaigns.



### Flexible Budgets

Adjust your budget and generate leads when needed.



### Transparent Pricing

You pay Google with your own credit card.



### Flat-rate Fee

Creating scalable pricing structures so you pay less.



### No Contracts

We work month-to-month with all of our clients.



### No Start-up Fees

We give you \$500 to start with Google Ads.



### Call Intelligence

Score all incoming calls and identify the most profitable opportunities.

## What's Included

### Call Intelligence

Score all incoming calls and identify the most profitable opportunities.

- ✔ Automated lead scoring and detailed call summaries.
- ✔ Measure lead quality and revenue opportunities.
- ✔ Insight into customer needs and buying patterns.
- ✔ Call filtering and automated alerts.

### Pay-per-click Advertising

Customized and comprehensive digital advertising plan to grow and support your business goals.

- ✔ Boost your visibility and generate leads from potential customers in your area.
- ✔ Dedicated account management with either monthly or quarterly business reviews.
- ✔ Automated lead scoring with detailed call summaries.
- ✔ Flexible budgets: adjust your budget and generate leads when needed.
- ✔ Marketing Microsites: optimized microsite to capture and convert traffic from your pay-per-click campaign.
- ✔ Display and video advertising: present company-branded ads when customers are searching for your services.

### Local Services Ads by Google

Pay-per-lead solution for Google guaranteed service providers.

- ✔ Dedicated account manager and support line.
- ✔ Recertification and documents management.
- ✔ Dynamic bid management and account optimization.
- ✔ Recommendations on responsiveness and call handling.
- ✔ Google Business Profile support.
- ✔ Access to Google beta products.
- ✔ Lead auditing support.

### Display & Video Advertising

Present company-branded ads when customers are searching for your services.

- ✔ Present company-branded Google Ads when customers are searching for your services.
- ✔ Opportunity to highlight your differentiated offer (years in business, Google reviews, and more).
- ✔ Promote service and maintenance plans to existing customers.

### eCommerce

Use the power of Google Shopping to generate more equipment installation leads.

- ✔ Customized site design.
- ✔ Shopify platform integration.
- ✔ Google shopping campaign setup.
- ✔ Product feed management.

### Websites

Customized website design using industry best practices.

- ✔ Updated web technology to ensure site speed and usability.
- ✔ WordPress: Self-managed option.
- ✔ Advertising Microsite: Optimized for lead conversion.