

CQ Marketing_{LLC}

How we work

CQ Marketing LLC provides a full range of marketing services based on more than 25 years of experience in the automotive industry. What sets us apart from competitors:

- An unbeatable mix of experience serving Fortune 500 companies as well as start-ups, and we focus on the automotive performance aftermarket
- We are truly experts in the full range of marketing services: We are not a PR company trying to offer advertising service or vice versa
- We are automotive enthusiasts who are experts in marketing – we know how to reach your target customer, how to talk to them and what selling points are going to close the sale
- We offer pricing on world-class service that makes sense for the automotive performance aftermarket

The team's personal past experience includes Chrysler LLC, the performance aftermarket and Source Interlink/TEN. Our current long-term clients include Tier 1 automotive suppliers, performance automotive companies, off-road companies, military suppliers and a global auto maker.

We do not represent companies that compete against each other in the same segment. For example, we will only represent one radiator manufacturer.

Clients can choose one service, multiple services or the complete suite of marketing services. We do not require a retainer. Instead, we bill monthly with 30 days net terms. For on-going services, we draft a contract, agreeing on a set of responsibilities and tasks. The contract can be cancelled by either party at any time with 30-days notice. No hourly charges, no billable hours or no other surprises. If requested work ever requires an additional fee, that is discussed and agreed upon with the client. We are also available for one-time projects, as needed to help your marketing team or as your one-stop complete marketing resource.

We like to get to know you as a client in order to fully understand your goals, your unique selling propositions and your obstacles. Your success is our success. We focus on growing your business by increasing leads, improving conversion rates and building your brand.

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248.877.0590

Cole@CQMarketing.com

Case Studies

The company names have been removed from these mini case studies. They are all results that **CQ Marketing LLC** has delivered to its customers in the past 24 months except where noted.

Social Media

Example 1: Client 1 sells products ranging from \$500-\$12,000, with an average per-piece selling price of \$6,500. It sells primarily through dealers. In one year, **CQ Marketing LLC** increased his Facebook fans from 8,451 to 21,431. More importantly, *monthly* website clicks from Facebook increased from 111 to 4,462 during that same time.

Example 2: Client 2 had an Instagram account for a few years but didn't have a good strategy for using it. *We increased his followers from 876 to nearly 3,000 in 12 months*, with regular engagement on posts and sharing of his branded photos.

Example 3: Client 3 was posting 3-4 times every day to Facebook. We created a content strategy that focused on quality over quantity. By publishing the right 4-5 posts/week at the right time, the fan base has *grown from 2,400 to 9,200 in six months*, and post engagement (likes, comments and shares) are up significantly.

Example 4: We've created instructional and product overview videos for Client 4 and posted them to YouTube over the past 5 years. Without spending any money to promote the videos, *the client's videos have been viewed 607,000 times* with a total watch time of 1.27 million minutes.

Website Creation, SEO and Traffic

Example 1: We completely redid Client 5's website on a robust, globally-used platform. We created product pages with URLs, titles and headings that were optimized for search engine, crafted useful descriptions with appropriate long-tail and short-tail keywords and took every opportunity for SEO. *Website traffic has grown from 177,000 last year to 248,000 this year* without any increase in advertising.

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Example 2: When we redo a website, we use modern platforms for ease of maintenance and robust security. All of our websites are responsive, automatically reconfiguring for optimum appearance and function on all size of screens (phones, tablets and various desktop screens). We take every opportunity to optimize SEO, staying abreast of what Google favors and penalizes. Examples of some of our most recent website makeovers are:

www.coldairinductions.com

www.dynatrac.com

www.flex-a-lite.com

www.carsinc.com

Advertising Management

Example 1: Through tracking tools such as unique rebates and staggered product announcements, we were able to identify which advertising mediums and outlets delivered the best ROI, and we were able to find outlets which were delivering essentially no benefit. We revised Client 6's advertising strategy after nine months to *cut total advertising costs by 30% and have seen sales continue to rise*. For clients that we manage advertising for, we field all sales calls, create trackable results, manage the budget and provide analytics, saving the client time and money.

Sweepstakes

Example: With a product offering sweepstakes and cost-effective promotion on Facebook, *we captured more than 10,000 names and email addresses* to build a client 7's email database. We have since used that email list to deliver special offers and newsletters, with a better than 50% open rate and 25% click through rate.

Services Offered

General

Message Development Workshop: A half-day program held with key people at your company to develop and refine your company slogan and key messages. This is a critical step in developing the messages that support your brand and sell your products.

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Marketing Strategy: We can develop a marketing strategy with a 1-3 year execution plan designed to increase sales and build your brand. We can work with a range of budgets, and will work to maximize your return on investment of marketing funds. This service is available à la carte and it is also included when you retain **CQ Marketing LLC** for ongoing marketing work.

Advertising

Strategic Campaigns: We begin with your goals and needs. Your expected sales growth, product launch schedule and budget will be our guiding parameters to create a custom advertising strategy just for you. More than utilizing only thought-leadership, we carry that strategy through to everything, from where to advertise and overall campaign themes to even the graphic design of each ad.

Results Tracking: We are a data-driven marketing agency. Done properly, online advertising will have a wealth of information that allows us to analyze the performance of specific ad campaigns and creative. We have also developed tools to help track and quantify the value of traditional advertising mediums such as magazines, radio and TV. With so many media outlets competing for your ad dollars, it's imperative that you know what's performing and what's not to maximize your ROI.

Marketing for Gearheads by Gearheads: You won't waste time with off-target advertising campaigns or correcting automotive lingo with **CQ Marketing LLC**. We understand your customers because we are your customers! We know how to reach your target audience, what are the visual and key messages that will attract attention and what will motivate customers to learn more about your company and products or to simply place an order!

AdWords, Programmatic, Remarketing and Other Online Tools: Advertising has also evolved from picking which magazines and TV shows to advertise with and creating display ads. Now, advertising includes the decisions of which types of online ads to do, and how much. Managing Google AdWords to continually monitor the cost of conversion and working with programmatic and remarketing ad campaigns require expertise in online advertising as well as knowledge about competitors and the niche market.

Media Buys: We can manage the entire process of negotiating with media companies, developing your ad schedule, finalizing contracts and dealing with insertion orders on your behalf. We work with all of the major media companies, forums and websites in the

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automotive sector. Not only can we use our experience with multiple clients to get you a great deal, but we also remove the man hours from your team of fielding sales calls and dealing with the details of placing ads and maintaining contracts.

Outbound Marketing

Press Releases: We draft press releases using your key messages and our unique insight into the automotive industry. As former automotive journalists, we know how to maximize the percentage of press releases that get published and how to craft messages that will resonate with potential customers.

Events and Displays: The president of **CQ Marketing LLC** created both *Hot Rod* magazines' Power Tour and *4-Wheel & Off-Road* magazine's Ultimate Adventure. We know how to create branded enthusiast events. We also have decades of experience creating displays for trade shows and public events, ranging from low-budget to multi-million dollar projects. We work to represent your brand well while putting your products out front. We specialize in developing displays that best show product features and let event visitors interact with product in a way that makes your products memorable and stand out from the competition. We can also provide knowledgeable staff to work display booths.

Inbound Marketing

Email Campaigns: Conversion rates are higher among previous customers. Reaching them with new products or additional product information via email campaigns is a low-cost, high-value marketing method. Email communications to dealers and retailers is also a great way to keep your products at the top of their selling list with the info and tools they will need to sell your products. Our team writes concise email campaigns that speak the language of the recipients for high click-through rates.

Social Media: Growing and engaging an online social audience is crucial to inbound marketing. Social media is the tool to communicate daily directly with consumers. It arms them with content to share with their circles and expand your image as an involved, knowledgeable friend in the industry. Knowing which social media channels will work for your market and how to best use them within budget limitations is our specialty. Creating the right content for each social media channel is another one of our strengths, as well as social media promotions and advertising that works. We respond to questions to keep the conversation going and act as your online customer service reps.

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Blog Content: Your blog is central to inbound marketing. This is where you create valuable content that people are searching for. This includes technical info in your industry as well as instructional content. We can produce blog posts that supports your unique selling points with infographics, photos and videos. This will set you apart as a knowledgeable source in the industry. Typically email campaigns and social media are used to syndicate the content, bringing traffic to your website.

Websites

Website Design and Development: Content is king on websites...having concise messages that deliver the information shoppers and search engines are looking for is critical, as is helping visitors go from info to purchase as smoothly as possible. All our current websites are responsive, maximizing the experience on smartphones and tablets without the need for apps or separate mobile sites. Shopping, web browsing and even video viewing is rising every quarter on mobile devices. We equip companies to take advantage of the consumer trends.

Landing Pages: We can create landing pages to support campaigns and increase conversion rates as leads are driven to your website through advertising, social media or other channels. Landing pages connect your outreach campaign to the desired next action for our leads to take on your website.

Micro Sites: We can also develop and deploy micro sites for larger campaigns. This serves up exactly the type of content that visitors expect, and allow you to completely control the experience.

General Marketing

Brochures, Catalogs, Mini-Catalogs, Poster and More: We can create the full line of marketing materials that you'll need to promote and communicate your products. We combine world-class graphic design work with writing that clearly defines the product attributes and unique selling propositions to create effective sales tools.

Video: Video is becoming more important than ever in marketing. YouTube is owned by Google, boosting video ranking in searches. It's also in high demand by consumers for entertainment and information. We can shoot, produce and edit video ranging from instructional and product overviews to action and entertainment. Even though most video

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is hosted on YouTube, we shoot with HD equipment (1080p minimum, up to 4K) and use professional audio equipment and editing software. We'll make you and your products and services look great!

Photography: From dramatic product photography to run-of-the-mill catalog work, we can provide all your photography needs. Using our experience in the automotive industry, we know what to focus on and which product detail photos are most requested. We provide professionally edited photos in desired formats or in industry-standardized formats for web and print use.

Branding: Too many companies in the automotive aftermarket underestimate the value of building and maintaining a strong brand. We can help you define your brand, build your brand identity kit and implement it across all customer and distributor touch points.

Instructions: Photography and text for instructions is one of our specialities. We install hundreds of automotive components every year and know how to create informative instruction sheets that will reduce customer service calls. We also can create video instructions which are useful to sway potential customers as well as cut down on customer-service phone calls.

Full Service Marketing

CQ Marketing LLC can grow with you as your marketing and communications needs increase. If and when it makes sense for your company, we can provide all your marketing services, including the critical role of marketing strategy. This takes us beyond the role of executing projects and allows us to operate as an integrated part of your team.

We believe in the integrated marketing model, which has two aspects. Internally, we operate as an integrated part of your team. Working with your long-term goals, we develop marketing plans to best support and build your company. We're also with during the day-to-day issues that arise. Contact **CQ Marketing LLC** today to learn how we can help with a marketing project, provide part of your monthly marketing needs or be your one-stop, full-service marketing shop!

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