

# **Why Small Business Owners Fail at Social Media**

## **Attract More Local Buyers Online**

We use location-based marketing and SEO to help your dealership show up at the top of local search results when buyers search for 'cars near me' or specific makes and models. If you're not in the top 3 results-you're invisible. We fix that.

## **Build Trust with Professional Social Media**

Buyers are checking out your Facebook, Instagram, and Google reviews before they ever call you. We create eye-catching posts, customer testimonials, and car feature videos to show you're active, professional, and trustworthy. This builds buyer confidence and drives engagement.

## **Run Targeted Ads That Actually Convert**

We run smart ad campaigns on Facebook, Instagram, and Google Ads that target the exact audience looking for cars in your area. Whether you sell used cars, new models, or offer financing deals-we deliver clicks, calls, and form fills directly to your sales team.

## **Create High-Converting Landing Pages**

When a lead clicks on your ad, they land on a custom page built to convert. We design landing pages that showcase your best offers, financing deals, or hot vehicles-with clear calls-to-action to schedule a test drive, call now, or apply for financing.

## **Follow Up Automatically to Close More Sales**

We set up automated email and text systems that follow up with every lead, so no opportunity slips through the cracks. Many dealerships lose leads due to slow or no follow-up-Ignite Edge fixes that with tools that work while your team sleeps.

## **The Result: More Test Drives. More Sales. More Profit.**

With Ignite Edge Marketing behind your dealership, you don't just get more clicks-you get more qualified buyers walking through the door, ready to make a deal.

## **Let Us Ignite Your Dealership's Growth**

## **Why Small Business Owners Fail at Social Media**

Whether you're a small used car lot or a large franchise dealership, we tailor our lead generation strategies to match your inventory, audience, and sales goals.