

Auto Ad Network Debuts First Campaign



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The life of an auto dealer is a hard one. Over the past year, every single US auto maker has seen sales drop like a busted transmission. Part of the problem is marketing. While dealers might be experts of selling cars to customers off the showroom floor and offering quality customer service, most of them are driving blind when it comes to the alphabet soup of SEM, SEO, ROI, and PPC, wrote Mitch Lowe, CEO of a company called Jumpstart Automotive Media, last month in iMedia Connection.

Jumpstart Automotive Media is an online ad network designed specifically to help the auto industry find its racing line. This week, the company turns on the ignition of its first ad campaign, designed to convince auto dealers that online advertising is good for more than just leads, and that it can actually drive customers onto the showroom floor.

With a little help from San Francisco agency Hub Strategy, Jumpstart has produced two creatives that will run on websites and print editions of industry trade publications including the OAR-Dealer edition of a publication from J.D. Power and Associates.

While the cost of auto advertising in traditional media like TV and radio is rising, Jumpstart will highlight how its lower cost Internet services can build web traffic, target users based on their automotive interests and make the best possible use of search engines. "We are raising the bar for local dealer efforts across the country," said sales and marketing president John Durham in a statement.

With its niche clearly in view, perhaps Jumpstart will be able to make the auto seller's ride on the information superhighway a little smoother.