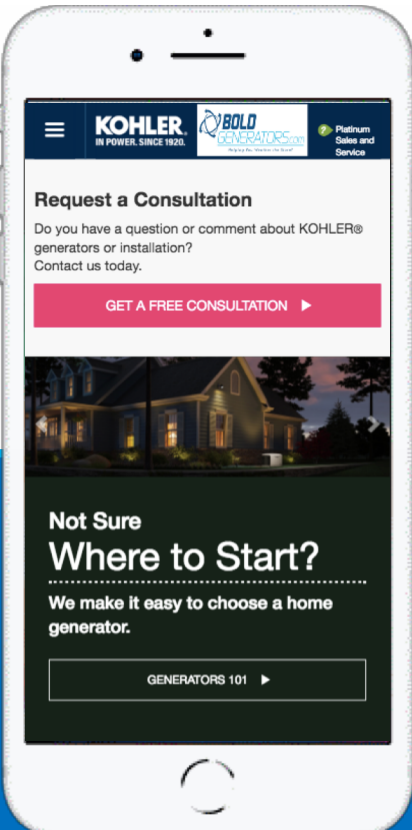




Local Digital Marketing – Working for YOU!

80%
of customers research online before talking to a salesperson

50%
of site traffic is from a mobile device – your customers are on the go!



Kohler Dealer Microsites

A fully managed, co-branded website customized to your local market. Make it easy for customers to research and contact you when they're ready to buy.

Site benefits include:

- Local presence when customers search online - 93% of shoppers begin their search on a search engine like Google!
- Optimized for mobile, tablet and desktop visits
- Complete product database maintained by Kohler
- Quote request lead generation
- In-sync with national and regional promotions
- Customizable content
- Links to your main business website

It's a Proven Success!

In the first two years, the program has achieved*:

- Over 170,000 dealer site visits
- Over 6,000 total leads
- Over 4,800 form submissions
- Over 1,300 click to call and get directions
- 20% average close rate
- \$12mm in potential sales revenue across participating dealers

**Data collected for all participating dealers, 1/1/17 – 10/1/18*

Enroll Today...Sign-up is Easy!

Enroll in the Dealer Microsite Program: generators.microsites@kohler.com

Platinum & Titanium Dealers.....	Free
Gold Dealers.....	\$500 (Annual)
All Others	\$1,500 (Annual)

How can you
turn \$1 into \$3?

With Kohler’s
Dealer Microsite Program!

Take advantage of this powerful lead generation tool to combine your funds with Kohler Generators and your distributor.

With a **co-branded microsite and local digital marketing program**, your dollars will help drive targeted traffic right to you!

Local Digital Marketing

Driving Traffic to your Custom Microsite

Lead generating digital marketing campaigns designed to drive traffic to your microsite and target customers near your business through*:

- Google Paid Search Ads
 - o Enhance your presence in search engines
 - o Highly measurable with immediate results
 - o Only pay when users click on your ads
- Remarketing Ads
 - o Targets previous site visitors with relevant messaging
 - o Ads are customized by dealer, and send site visitors directly back to the dealers’ website
- Facebook Social Ads
 - o Hyper-targeting - only advertise to consumers who have interest in your products
 - o Ads send visitors directly to the dealers’ website
- Targeted Display Ads
 - o Audience is selected based on interests, location, demographics, behavior and preferences
 - o Localized ad units only target in your specific markets

*Full-year and quarterly digital marketing packages can include a combination of each of these channels.

Enroll Today...Sign-up is Easy!

Enroll in Local Digital Marketing:

US: visit www.KohlerDealerMarketing.com
Canada: email generators.microsites@kohler.com

Select Preferred Package Advertising
Best Value! Annual Program\$2,760*
Quarterly Program\$1,035

*Deadline for annual digital marketing enrollment is 1/15/2019
Campaigns will run 2/15 – 12/31/2019

