

AUTOMOTIVE MARKETING
DRIVEN BY DATA, FUELED BY PASSION



INNOVATIVE
RELIABLE
RESPONSIVE
COST-EFFECTIVE



WWW.PINUPMARKET.COM

A stylized, dark blue silhouette of a car is positioned behind the website address. The car is shown from a side profile, facing left, with a sleek, aerodynamic design.

Who is Pin-Up Marketing?

For more than ten years, Pin-Up Marketing has provided automotive marketing solutions to a variety of automotive dealerships just like yours. With roots formed right inside the dealership world, Pin-Up Marketing was born from a team of automotive sales and marketing experts. We have grown not only by building meaningful, long-lasting partnerships with our clients but also by providing the most cost-effective, reliable, and innovative marketing solutions. Our approach is built on putting people first. Our passion for marketing is matched only by our commitment to your dealership's success.



"Are you looking for someone that can help your business get the most out of its Internet presence? Michele Howard and her team at Pin Up Marketing is who you need. They will help you get the most out of your Website. I use them for creative email blasts, with promotional links and get measurable results. Give them a call today. You will be glad you did."

Dennis, Hendrick Auto

Brands We've Supported:



DRIVE YOUR DEALERSHIP TO SUCCESS

WITH PROVEN AUTOMOTIVE MARKETING SOLUTIONS

We specialize in delivering **cutting-edge marketing strategies** that accelerate growth for auto dealerships nationwide. With over 10 years of experience, we understand the unique challenges auto dealerships face in today's competitive market. Whether you're a single-location dealership or a large automotive group, we provide customized digital marketing solutions designed to **increase your leads, drive more traffic, and boost your sales.**

Email Marketing

We re-engage visitors with targeted ads, texts, and emails with AutoAttract by Pin-Up Marketing.

Direct Mail

We blend SEO & website expertise to escalate your online presence, driving a steady stream of interested visitors to your user-friendly site.

Contextual Targeting/Conquest

We deliver high-impact campaigns that regularly boast CPCs below industry average.

CTV/ Broadcast Media

We deliver ads and engaging content to in-market shoppers on the most popular social platforms.

Site Retargeting

We re-engage visitors with targeted ads, texts, and emails with AutoAttract by Pin-Up Marketing.

SEO/Website Management

We blend SEO & website expertise to escalate your online presence, driving a steady stream of interested visitors to your user-friendly site.

SEM

We deliver high-impact campaigns that regularly boast CPCs below industry average.

Social Media Marketing

We deliver ads and engaging content to in-market shoppers on the most popular social platforms.

WHAT MAKES US

Different

We are driven by these core principles which define both

WHO WE ARE AND HOW WE WORK

Enthusiastic

At Pin-Up Marketing, enthusiasm drives everything we do, from our fresh ideas to our approach with each client. We're passionate about bringing energy and creativity to your dealership, making every project an exciting collaboration.

Dependable

We're all about being there when you need us. From quick responses to reliable support, you can count on us to have your back every step of the way.

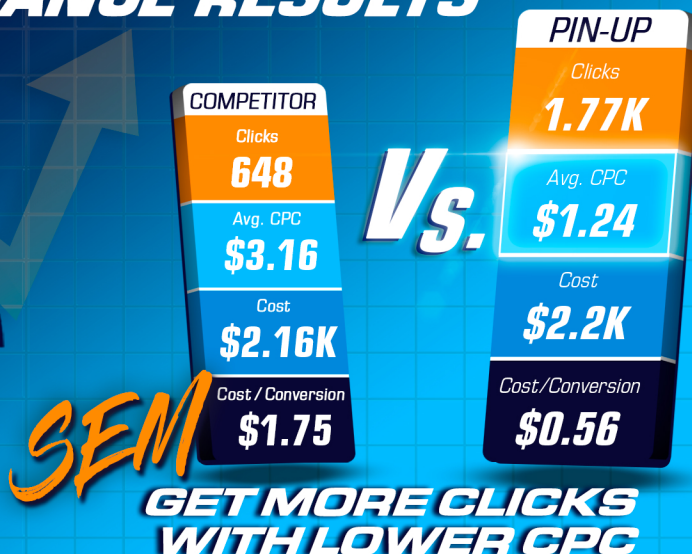
Strategic

At Pin-Up Marketing, we let data lead the way to maximize your budget. Every decision is backed by insights and analytics, ensuring strategies that are not only smart but also cost-effective and deliver real results without unnecessary spending.

Agile

At Pin-Up Marketing, agility is at our core. We respond quickly, making informed adjustments based on real-time data and insights to keep your dealership ahead of the curve. Our team delivers solutions at the speed you need, ensuring every move is both strategic and impactful.

REAL PERFORMANCE RESULTS



"Best digital marketing company there is! We love that it is local and they do such a great job of tying in all of our local items in our advertising."

- Zachary Sight, Bob Sight Auto Group



DIGITAL MARKETING SOLUTIONS

"If you're searching for more than just a vendor, and ready for a true marketing partner who feels like an extension of your own team, Julie Shaw and her Pin-Up Team are the ones to call. They're not only incredibly responsive; they're strategic, imaginative, and relentless in crafting marketing solutions that actually connect with your audience. The best part? They have budget-friendly pricing that works for businesses of any size."

Danielle Orlando
Director of Marketing & Communications
HDA Truck Pride Network

ACCELERATE YOUR RESULTS *With an Omni-Channel Strategy*

PIN-UP WILL DELIVER THE RESULTS YOU WANT!

Performance Snapshot (Single location dealership):

+79%	+40%	-35%
NEW CAR SALES	WEBSITE LEADS	COST PER LEAD
(YOY)	(YOY)	(YOY)

WHY IT WORKS:

Data + Creative - We blend analytics, technology, and attention-grabbing creative
Full-Funnel Attention - From awareness to conversion, all stages are optimized
Always-On Optimization - Continuous A/B testing and real-time performance tuning

DID YOU KNOW...?

More than 78% of Pin-Up Clients Stay Pin-Up Clients for 2+ years!

IS YOUR WEBSITE FALLING SHORT?
ALLOW US TO PROVIDE A
Complimentary Website Audit



FREE WEBSITE AUDIT!

PIN-UP *Marketing*

Good enough to pin-up!



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