

## Our Road to Success

Our goal for our site is to make it the most popular car page where everybody is coming to watch videos or find information on cars, or to buy their dream cars. How are we going to do that? By spending around 30% of our budget to hire a famous car enthusiast to be the face of our page as well as putting the rest of our money into marketing firms and ad's on instagram, etc. Our current objectives are to get the site up and running with information on cars and to try and create a small fanbase. After a year, or if we have a large enough fanbase, of marketing and website updates, we wanted to incorporate our own top notch dealership where only super / hyper cars will be sold for the time being until we can expand into selling general sports cars from well known brands. For our advertising, we are going to use google adwords where we will be buying the key words : Fast Cars, Supercars, Hypercars, Luxury, Quality, Dream Cars, Sportcars, Buy and Sell, Engine Specs. We will keep the campaign running for a year with a daily average cost of 31.25\$ and an annual average cost of 11,406.25\$.