

Vyro

Google Ads Plan

Goals

- Collect leads – wants to buy an EV
- Collect leads – wants to sell cars
- Collect leads – wants to get a loan to buy an EV

Top Competitors

There aren't many competitors, market is ripe. However, I was able to pinpoint a few that I've divided into

- **direct** meaning, they only deal EVs
- **indirect** meaning, they deal non EVs as well.

Note: I haven't included many indirect competitors as I believe we ought to focus on direct competitors more. Hence, we would be getting a more accurate assessment on where we stand when we setup position tracking, impression share tracking, etc.

Type	Link	Services
Direct	https://www.goodcar.co/live-cars	Buy + Sell EV
Direct	https://zecar.com/	Sell EV
Direct	https://electricvehiclehub.com.au/	Sell EV
Direct	https://www.carcity.com.au/	Sell + Finance EV
Indirect	https://www.midlandkia.com.au/	Buy + Sell + Finance EV

Suggested Account Structure

Campaign	Campaign Type	Landing Page (URL)	Ad Group	Audience
Electric Vehicle	Search	/vehicles	Buy EV	N/A
		/trade-in	Sell Cars	N/A
		/finance	Finace	N/A
/vehicles		MG	N/A	
/vehicles		KIA	N/A	
/vehicles		NISSAN	N/A	
/vehicles		TESLA	N/A	
/vehicles		Vyro	N/A	
EV Display Generic	Display	/vehicles	Retargeting	all Visitors
				more than 60 seconds engagement time
				performed wanted action(s) on site
		/vehicles	Custom Search Intent	people looking to buy a new car
EV Display Affinity		/vehicles	Affinity	Performance and luxury vehicles enthusiasts

EV Display In-market	Display	/vehicles	In-market Used	Motor Vehicles (Used)
		/vehicles	In-market New	Motor Vehicles (New)
		/vehicles	In-market KIA	Motor Vehicles by Brand (Kia)
		/vehicles	In-market Tesla	Motor Vehicles by Brand (Tesla)
		/vehicles	In-market Nissan	Motor Vehicles by Brand (Nissan)

Search Campaigns

LANDING PAGE

Vehicles

Ad Group	Keyword	Monthly Searches (AU)	Australian CPC (AUD)	Estimated Cost Per Conv. (5% Conv. Rate)
Buy EV	buy ev australia	30	\$2.02	\$40.4
	electric car for sale australia	320	\$1.57	\$31.4
	ev for sale australia	110	\$0.88	\$17.6
	electric cars for sale australia	590	\$1.57	\$31.4
	australia ev cars	140	\$1.54	\$30.8
	buy electric car in australia	30	\$1.86	\$37.2
	electric cars australia for sale	260	\$1.57	\$31.4
	buy electric car australia	260	\$1.86	\$37.2
		1740	\$1.61	\$32.2

Advertisements

Headlines

- Go Green: Buy Electric Car!

- Drive Clean: Buy Electric!
- Eco-Friendly Cars in Oz!
- Electric Cars for Aussies
- Buy EVs in Australia Now!
- Switch to Electric Today!
- Shop Electric Cars Today!
- Greener Driving in Australia!
- Electric Cars for Aussies
- Go Electric in Australia
- Get an Electric Car!
- Go Electric: Buy Now!
- Get Your Electric Car Now
- Upgrade to Electric Today
- Buy Electric: Save Money

Descriptions

- Buy an electric car and reduce your carbon footprint. Shop now.
- Looking for a new car? Consider an electric car!
- Enjoy the benefits of low maintenance, zero emissions, and more. Buy now.
- Buy an electric car and enjoy lower fuel costs and reduce your carbon footprint.

LANDING PAGE

Sell Cars

Ad Group	Keyword	Monthly Searches (AU)	Australian CPC (AUD)	Estimated Cost Per Conv. (5% Conv. Rate)
Sell Cars	sell car online	880	\$3.7	\$74.2
	sell my car online	480	\$5.8	\$116.0
	selling car online	480	\$3.7	\$74.2
	car sell online	320	\$3.7	\$74.2
	selling cars online	260	\$3.7	\$74.2
	sell cars online	210	\$3.7	\$74.2
	selling my car online	210	\$5.8	\$116.0
	best place to sell car online australia	140	\$5.5	\$109.0
	sell a car online	140	\$3.7	\$74.2
	online car selling	110	\$3.7	\$74.2
		3230	\$4.3	\$86.0

Advertisements

Headlines

- Online Car Sales Australia
- Sell Car Fast Online

- Sell Your Car Online
- Sell Car Online Now
- Sell Your Car in Minutes – AU
- Sell Your Car Hassle-Free
- Sell Your Car Today – Online
- Sell Your Car Fast – Australia
- Get Best Price for Your Car
- Sell Cars in Just a Few Clicks
- Maximize Your Profits
- Sell it Online in Australia
- Sell Your Car Fast and Easy
- Get Cash for Your Car Fast

Descriptions

- Sell Your Car Online in Australia – Fast and Easy! Get a Free Valuation Today.
- Looking to Sell Your Car in Australia? We Make it Simple. Get a Quote Now.
- Sell Your Car Quickly and Easily in Australia – Get a Free Online Valuation Today.
- Ready to Sell Your Car in Australia? We'll Help You Every Step of the Way.

LANDING PAGE

electric car loan

Ad Group	Keyword	Monthly Searches (AU)	Australian CPC (AUD)	Estimated Cost Per Conv. (5% Conv. Rate)
Finance	electric car loan	210	\$3.3	\$65.8
	electric car loan calculator	70	\$1.4	\$27.2
	ev car loans australia	70	\$4	\$80.0
	ev finance	110	\$1.2	\$24.4
	ev car loan	210	\$3.6	\$72.4
	ev loan	110	\$2.7	\$54.6
	electric car finance	50	\$4.7	\$94.6
	ev loans	50	\$2.7	\$54.6
	ev car loans	110	\$3.6	\$72.4
		990	\$3.00	\$60.70

Advertisements

Headlines

- Get an EV Car Loan
- Switch to EV, Get Loan
- Low Interest EV Car Loans
- Finance Your EV Today
- Drive Electric, Pay Later
- Easy EV Financing
- Affordable EV Loans

- Go Green with EV Loans
- Quick EV Loan Approval
- Switch to EV Today!
- Get EV Loans Now
- Finance Your EV Here
- Zero-Emission Auto Loans
- Flexible terms for EV loan

Descriptions

- Apply for EV car loan and enjoy competitive interest rates and flexible repayment options.
- Our EV car loans in Australia offer low rates, no ongoing fees, and fast approval.
- Upgrade to an eco-friendly electric vehicle with our affordable EV car loans in Australia.
- Apply for a loan now and start driving your dream electric car today!

LANDING PAGE

vehicles

Ad Group	Keyword	Monthly Searches (AU)	Australian CPC (AUD)	Estimated Cost Per Conv. (5% Conv. Rate)
MG	mg zs ev	6600	\$0.5	\$9.2
	mg ev australia	1000	\$0.6	\$11.0
	mg electric car australia	880	\$0.6	\$11.6

	mg electric car price	720	\$0.4	\$7.8
	mg zs ev australia	590	\$0.9	\$18.0
	mg zs ev price	480	\$0.5	\$9.6
	mg electric car australia price	390	\$0.4	\$7.6
	mg electric vehicle australia	170	\$0.6	\$11.0
	mg car electric	90	\$0.4	\$7.4
	electric mg australia	70	\$0.5	\$10.6
		10990	\$0.5	\$10.4

Advertisements

Headlines

- New MG Electric Car
- Eco-Friendly MG ZS EV
- MG's Electric Revolution
- MG's EV for Australia
- Power Up with MG EV
- Drive Green with MG's EV
- MG EV: Go Electric Today!
- Sustainable MG EV Models
- MG EV: Drive Green
- Switch to MG EV

- Go Electric with MG
- Drive the Future: MG EV
- Experience MG's EV
- Get Electrified: MG EV

Descriptions

- Drive into the future with MG's Electric Car in Australia
- Upgrade your ride to an eco-friendly option with MG's Electric Car in Australia.
- Say goodbye to gas stations and hello to electric driving with MG's Electric Car.
- Experience the power of electricity with MG's Electric Cars. Get yours today!

LANDING PAGE

vehicles

Ad Group	Keyword	Monthly Searches (AU)	Australian CPC (AUD)	Estimated Cost Per Conv. (5% Conv. Rate)
KIA	kia electric cars	2400	\$1	\$19.2
	kia electric	1600	\$0.9	\$17.8
	kia electric australia	50	\$1.3	\$25.2
	kia electric cars australia	390	\$1.3	\$25.8
	kia electric car australia	880	\$1.3	\$25.8
	electric kia cars	110	\$1	\$19.2

	kia electric vehicles	110	\$0.7	\$14.8
	kia ev	2400	\$1.1	\$21.8
	kia electric vehicles australia	110	\$1.3	\$26.8
	kia electric car	6600	\$1	\$19.2
		14650	\$1.1	\$21.6

Advertisements

Headlines

- Eco-Friendly kia's EV
- Go Green with Kia's EVs
- Kia's Niro Electric Cars
- Kia: Switch to Electric Today
- Experience Kia's Electric Cars
- Go Electric with Kia's EV
- Drive Electric Kia's Niro
- Drive Green with Kia EVs
- Kia: Electrify Your Ride
- Eco-Friendly Kia Cars
- Get Ready for Kia's EVs
- Kia's Electric Revolution!
- New Kia EVs in Australia!

- Kia's EVs Hit Aussie Roads
- Try Kia's Electric Power

Descriptions

- Discover the future of driving with Kia's electric cars in Australia.
- Experience smooth, eco-friendly driving with Kia's advanced electric vehicles.
- Go green with Kia's electric cars in Australia with zero emissions and long-range driving.
- Looking for an eco-friendly way to commute? Try Kia's electric cars in Australia.

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vehicles

Ad Group	Keyword	Monthly Searches (AU)	Australian CPC (AUD)	Estimated Cost Per Conv. (5% Conv. Rate)
NISSAN	nissan leaf electric	320	\$1.2	\$23.4
	leaf electric car	140	\$1.7	\$34.0
	leaf nissan	170	\$0.9	\$17.8
	nissan leaf electric car	90	\$1.3	\$25.6
	nissan electric cars	390	\$1.2	\$24.0
	nissan leaf ev	90	\$1.3	\$26.6
	nissan leaf price australia	140	\$0.8	\$16.8
	nissan leaf car	70	\$0.7	\$13.8
	nissan leaf price	1600	\$1.0	\$19.6

	nissan leaf australia price	170	\$0.8	\$16.8
		3180	\$1.1	\$21.8

Advertisements

Headlines

- Eco-Friendly Nissan Leaf
- Drive Electric Nissan Leaf
- New Nissan Leaf Model
- Go Green with Nissan Leaf
- Efficient Nissan Leaf EV
- Elevate Your Drive Nissan Leaf
- Nissan Leaf: Zero Emissions
- Join the EV Revolution
- Electrify with Nissan Leaf
- Discover Nissan Leaf
- Choose Nissan Leaf EV
- Nissan Leaf: Sustainable Drive
- Upgrade to Nissan Leaf
- Go Electric with Nissan
- Drive the Future with Nissan

Descriptions

- The Nissan Leaf electric car: innovative, affordable, and sustainable.
- Looking for a stylish electric car? Look no further than the Nissan Leaf.
- Say hello to the future of driving with the Nissan Leaf electric car.
- Upgrade your ride to the Nissan Leaf electric car and enjoy the latest technology.

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Vehicles

Ad Group	Keyword	Monthly Searches (AU)	Australian CPC (AUD)	Estimated Cost Per Conv. (5% Conv. Rate)
Tesla	tesla ev australia	30	\$1.4	\$28.2
	tesla model 3 price	3600	\$0.3	\$5.6
	tesla model 3 long range	1900	\$0.2	\$4.2
	tesla ev	110	\$0.7	\$14.0
	tesla electric car	43	\$0.4	\$8.2
	tesla electric car price	65	\$0.4	\$7.0
	tesla electric car australia	72	\$0.5	\$10.8
	tesla electric cars price	61	\$0.4	\$7.0
	tesla model 3 price australia	39	\$0.2	\$4.0
	tesla model 3 australia	53	\$0.4	\$8.8
		5973	\$0.5	\$9.8

Advertisements

Headlines

- Get Yours Today: Tesla Model 3
- Discover Tesla Model 3
- Drive the Future with Tesla EV
- Go Green - Tesla Electric cars
- Experience Luxury: Tesla EV
- Unleash the Power of Tesla
- Tesla Model 3 in Australia
- Electrify Your Ride with Tesla
- Tesla: The Future of Driving
- Eco-Friendly Tesla Experience
- Switch to Tesla EVs Today
- Power On with Tesla EVs
- Tesla: A Smarter Way to Drive
- Drive electric with Tesla
- Tesla: The Future of Cars

Descriptions

- Discover advanced features, impressive performance, and zero emissions with Tesla EV.
- Upgrade your ride to a Tesla electric car and enjoy the ultimate driving experience.
- Ready to go green? Drive a Tesla electric car and reduce your carbon footprint.
- Get Ready to Go Green in Australia with Tesla Model 3 and Reduce your carbon footprint

LANDING PAGE

Vehicles

Ad Group	Keyword	Monthly Searches (AU)	Australian CPC (AUD)	Estimated Cost Per Conv. (5% Conv. Rate)
Vyro	vyro australia	30	–	–
	vyro electric cars	0	–	–
		5973	–	–

Advertisements

Headlines

- Go Electric with Vyro Cars
- Vyro: The Future of Driving
- Electric Luxury by Vyro
- Elevate Your Drive with Vyro
- Go Green with Vyro Electric!
- Electric Thrills with Vyro!
- Vyro: Eco-Friendly Driving!

- Electric Power: Vyro Cars
- Vyro: The Electric Future
- Drive Electric with Vyro
- Vyro: The EV Revolution
- Vyro: Electrify Your Drive

Descriptions

- Experience the future of driving with Vyro electric cars
- Our vehicles are perfect for drivers who want to make a positive impact.
- Elevate your driving experience with Vyro electric cars with zero emissions
- Choose from a range of sleek, modern designs - enjoy the benefits of eco-friendly driving

Responsive Display Ads – what is needed

Assets Needed

- Images (up to 15)
- Logo
- Video (optional)

Advertisements

Headlines

- Go Electric with Vyro
- Vyro: The Future of Driving
- Electric Luxury by Vyro
- Vyro: The Electric Future
- Vyro: Electrify Your Drive

Long Headline

- Vyro electric cars: Our cutting-edge technology delivers a smooth

Descriptions

- Experience the future of driving with Vyro electric cars
- Our vehicles are perfect for drivers who want to make a positive impact.
- Elevate your driving experience with Vyro electric cars with zero emissions
- Choose from a range of sleek, modern designs - enjoy the benefits of eco-friendly driving
- Experience the power of Vyro electric cars - Save money, reduce your carbon footprint