ROADSIDE GENIUS / OG MARKETING BUNDLE

MORE CALLS.
MORE OPPORTUNITIES.
ONE MARKETING TEAM.

Marketing built specifically for roadside assistance, towing, mobile tire and related service businesses.

YOUR FIRST MONTH

$777

OG Bundle management fee. Your Google Ads budget is separate. Renewal pricing is confirmed before you continue.

We build your online presence, manage your advertising, track incoming leads, and help you make smarter growth decisions. You focus on running the jobs.

EXPLORE THE SIX CORE SERVICES / GET STARTED / FAQS

01 / THE OFFER

Six services. One coordinated marketing system.

Our OG Bundle combines the essentials needed to attract people actively searching for roadside help, make it easy to contact your business, and understand where your calls come from.

01 Website & logo

We create a professional website or landing experience that explains your services, helps customers contact you, and supports your advertising campaigns. Logo assistance is available when needed.

02 Call tracking & routing

We set up call tracking so incoming leads can be measured and routed. Call recordings and reporting can help you evaluate lead quality and missed opportunities.

03 Google Ads management

We build and manage search campaigns focused on relevant service searches in your market. We review keywords, ads, targeting and performance to improve efficiency over time.

04 Business listings

We help establish consistent business information across 65+ directories and platforms, where supported, including major search and mapping ecosystems.

05 Google Business Profile

We assist with setup, optimization and ongoing profile management, including updates and review-response support where appropriate. Verification depends on Google eligibility.

06 Consulting & guidance

We advise on advertising budgets, lead handling, pricing considerations and practical ways to strengthen your roadside operation.

02 / HOW IT WORKS

From online searches to answered calls

1. Customers search

A stranded driver looks for a tire change, jump start, lockout, towing or other service in your area.

2. We help your business appear

Your website, Google Ads and local presence work together to put your business in front of relevant searches.

3. Calls come into your business

Call tracking helps identify inquiries. Your team answers, quotes, dispatches and completes the work.

4. We improve based on evidence

We use campaign and call data to refine targeting, messaging and budget recommendations.

IMPORTANT

Google Ads is pay-per-click advertising: Google charges for eligible ad interactions, not for guaranteed calls or jobs. Lead volume, cost per lead, bookings and revenue vary by location, competition, budget, availability and how calls are handled.

We do not guarantee a particular number of calls, a specific cost per call, or a return on advertising spend.

03 / INVESTMENT

Clear pricing and preparation

OG BUNDLE — FIRST MONTH

$777 + Google Ads spend

Your first-month fee covers the OG marketing services. Advertising costs are paid separately to Google. We will discuss your management fee for later months before renewal.

WHAT YOU NEED TO GET STARTED

• A planned advertising investment of approximately **$500–$3,000**, based on your goals and market.

• A smartphone capable of installing and using three or more business/reporting apps, as needed.

• About **30–45 minutes** for an onboarding phone call.

• Your business details, service area, operating hours, services and preferred contact information.

WHAT ABOUT OTHER PACKAGES?

We offer additional services by arrangement. The older 12-service/$1,200 package is not part of this brochure's featured offer; ask us for a current custom proposal if you need more than the OG Bundle.

GOOGLE ADS PROMOTIONS

New advertiser promotions may be available from Google, subject to eligibility, spending requirements and current offer terms. We can review any applicable promotion during onboarding; promotional credits are not guaranteed.

A simple onboarding process

Step 1 — Talk with us

Tell us about your business, the services you want to promote, your service area and your available advertising budget.

Step 2 — Complete the questionnaire

Provide the information we need, review our current service agreement and confirm payment when you are ready.

Step 3 — Set up the essentials

We coordinate website or landing page work, call tracking, advertising and local visibility tasks. Some directory and Google Business Profile steps depend on third-party review.

Step 4 — Launch and optimize

When accounts and assets are ready, we launch eligible campaigns and begin reviewing performance.

HOW FAST CAN WE START?

We aim to complete many initial setup tasks within roughly 24–36 business hours after receiving payment and all required information. Complex setups, approvals, verification and ongoing services can take longer. We will communicate your launch status; same-day results and calls within 24 hours are not guaranteed.

APPS YOU MAY USE

Wix: website-related messaging and management, when applicable. **Google Ads:** advertising and billing visibility, according to granted permissions. **CallRail:** optional access to call reports and recordings, when configured. We will explain the apps required for your setup.

Frequently asked questions

How much will I spend?

The OG Bundle costs $777 for the first month, plus the advertising budget you authorize. Google charges separately for ad activity. Future management pricing will be provided before renewal.

What will my ads look like?

We create and test suitable Google Ads formats and messages based on your services and market. Google may assemble or optimize eligible ad combinations. We focus on relevant, high-intent searches rather than promising a particular ad placement.

What results should I expect?

Results vary. Our objective is to help generate qualified inquiries and improve the efficiency of your marketing. Revenue also depends on call handling, availability, pricing and close rate.

Can you help with more than advertising?

Yes. Additional options may include SEO, social media setup, call assistance, hiring support, training and other operational services. These are not automatically included in the six-service OG Bundle.

Do you provide support?

Our stated support window is Monday–Friday, 8 a.m.–4 p.m.; weekends and holidays are generally by appointment. We will confirm the applicable time zone and contact method at onboarding.

06 / CLIENT POLICIES

Clear expectations. A stronger partnership.

Our work and results

We provide marketing, advertising, consulting and digital services. We work to improve your visibility and lead opportunities, but we do not guarantee calls, revenue, profit, rankings or advertising returns. Results depend on your market, budget and business operations.

Google Ads and billing

We create and manage advertising through our proprietary systems. Google Ads accounts remain under Roadside Genius administrative control and are not transferred when services end. Client access is limited to billing visibility unless we agree otherwise in writing. You are responsible for Google Ads spend, threshold charges and third-party balances, including charges during billing interruptions.

Your website, phone number and listings

Upon cancellation, eligible clients may retain a website, business phone number, directory listings and Google Business Profile only as permitted by the Terms, ownership status and account standing. These assets are **not automatically guaranteed to transfer**. Outstanding balances may delay or prevent release or access. Our campaign systems, templates, strategies and other intellectual property remain ours.

Month-to-month and cancellations

Services are month-to-month unless otherwise specified. You may request cancellation at any time; services already rendered are nonrefundable and unused portions of a billing period are not prorated. Unpaid balances remain due. Refund exceptions require mutual written agreement.

Written terms control

The Terms of Service and service description presented at checkout govern the relationship. Informal conversations and sales calls do not modify them. Review the full Terms before purchasing.

Client-friendly summary only; not a substitute for the complete Terms of Service. The source Terms supplied were last updated December 12, 2025.

07 / IMPORTANT DETAILS

Policies you should know before enrolling

If a platform pauses your advertising

Google and other third parties control their own billing, reviews, suspensions and approvals. If advertising is paused because of payment failure or a platform issue, that does not by itself create a refund obligation for Roadside Genius.

If a payment is disputed

Please contact us directly first so we can attempt to resolve the concern. A chargeback or payment dispute may result in service termination; we may provide agreements, logs and billing records in response.

Accounts must remain in good standing

Unpaid invoices, reversed payments, chargebacks, unpaid third-party costs or other outstanding balances can affect access to managed assets and deliverables. Temporary access does not waive payment obligations.

Responsibility and legal terms

The Terms contain limitations of liability, indemnification provisions and Indiana governing-law language. These provisions can affect your rights and responsibilities; read them in full before purchasing.

Where to read the full agreement

Visit **www.roadsidegeniusmarketing.com** and review the current Terms of Service and the service description shown at checkout. For questions, email **admin@geniusroadside.com** or schedule a meeting through our website.

The Terms can change. This brochure summarizes the text supplied by Roadside Genius, not a verified live revision. Where any summary differs from the applicable written agreement, that agreement controls.

07 / NEXT STEP

Ready to build a stronger pipeline?

Let’s talk about where your business operates, the calls you want to attract and the advertising investment that makes sense for your goals. We’ll explain our approach and the steps required to get started.

OG BUNDLE / FIRST MONTH

$777 + ad budget

CALL US

(866) 720-7091

VISIT US

www.roadsidegeniusmarketing.com

Schedule a consultation through our website to discuss your market, services and onboarding.

Marketing is an investment, not a guarantee. Our job is to build, manage, measure and improve the systems that help your business get discovered.