

A high-angle, slightly dimly lit photograph of a group of people sitting around a rustic wooden table in what appears to be a meeting or workshop. Two silver laptops are open on the table, with one person's hands visible typing on the right one. Several white disposable coffee cups with black lids are scattered on the table. A person in the foreground on the right is holding a smartphone. The overall atmosphere is professional and collaborative. The text 'EMD Digital Conference 2017' is overlaid in a large, white, sans-serif font across the upper half of the image, and the subtitle 'Aligning Across the Customer Journey' is below it in a smaller, similar font.

# EMD Digital Conference 2017

‘Aligning Across the Customer Journey’

# Inbound Marketing

Mark Lincoln, Miles Continental





# Overview

- Advertising is important, but typically you pay for each click. Once your campaign is over, your ad and landing page is deleted.
- People 'trust' natural/organic content over obvious advertising
- In Google, the vast majority of clicks are to the 'organic' search results

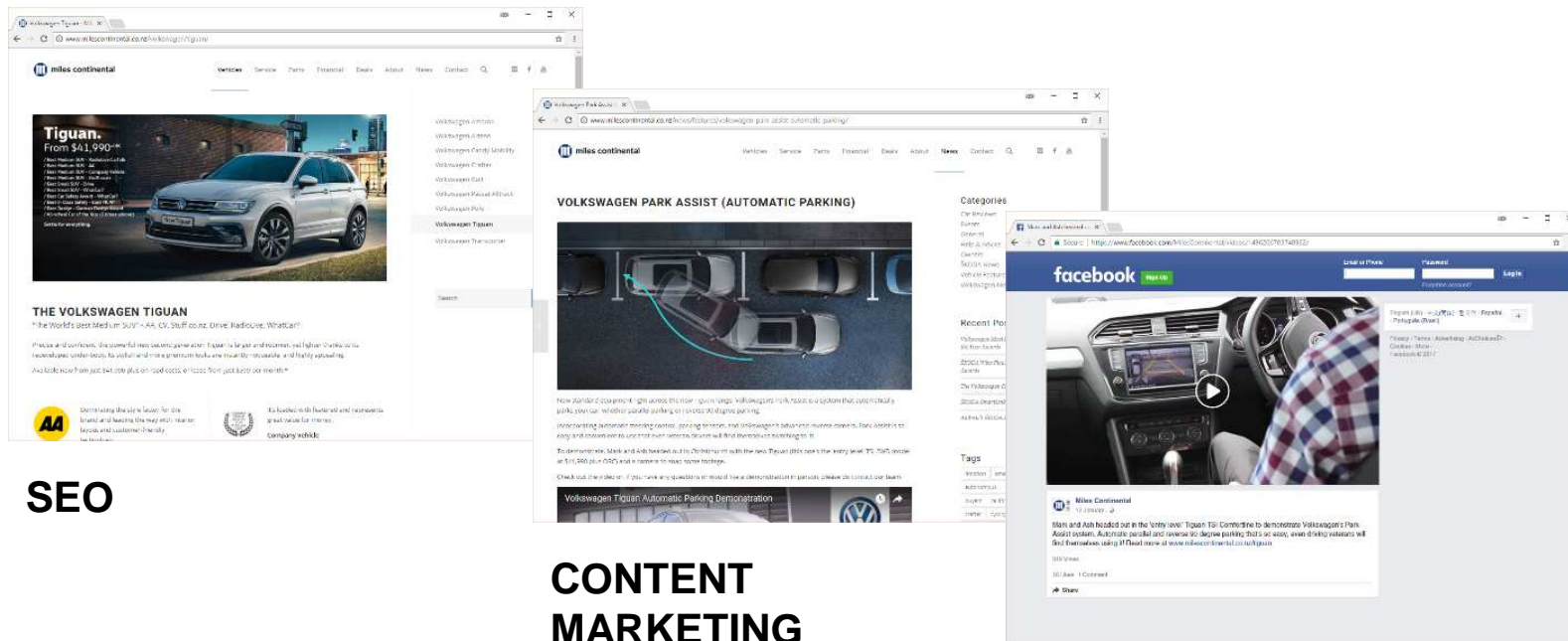
## An alternative?

- For cost effective, long term results, consider inbound marketing.



# Inbound Marketing Definition

Inbound marketing is a technique for drawing customers to products and services via...



SEO

CONTENT  
MARKETING

SOCIAL MEDIA  
MARKETING



# Search Engine Optimisation (SEO)






# Good On-Page SEO

- Unique content, written for humans, not robots
- Good mix of media; images, text, video, links, PDF
- Well developed:
  - Responsive design
  - Good URL structure with main keyword
  - Good loading speed (image file size, etc.)
  - Heading tags (1 x 'H1' main title)
  - Meta Page Title
  - Meta Description
  - Alt-tags for images
  - Links to relevant, supporting content



# Google Search Results



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**Volkswagen® New Zealand - Find Your Nearest Dealer Today**

[Ad](#) [www.volkswagen.co.nz/](http://www.volkswagen.co.nz/)

View The Official **VW** Site For Full Model Range & **VW** Dealer Locator!  
Discover The Best Offers - Sign Up To Our Newsletter - Find Your Local Dealer  
Types: SUVs, Wagons, Sedans, Utes, Vans, Hatchbacks

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**2017 European Car of the Year - New Peugeot 3008 SUV is Here**

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Inspired European Design Combined With Power & Innovative Technology - Get Info.  
Roadside Assistance - Assured Service Plan - Award Winning - 3 Years Warranty  
Models: 208, 308, 2008, 3008, 308 GT, 308 GTi, 2008 GT  
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**You'll Regret Not Looking - Honda™ CR-V More SUV - honda.co.nz**

[Ad](#) [www.honda.co.nz/new-suv/cr-v](http://www.honda.co.nz/new-suv/cr-v)

With Apple CarPlay™, Android Auto™, LED Headlights, Camera System & Navigation.

**Volkswagen New Zealand - Tiguan - Volkswagen NZ**

<https://www.volkswagen.co.nz/new-cars/tiguan/>

Cool. Calm. Connected. The **Tiguan** cuts a sharp figure wherever it is parked. It will draw open mouthed stares for its cool looks but the real amazement comes ...

**Volkswagen Tiguan - Miles Continental**


[www.milescontinental.co.nz/volkswagen/tiguan/](http://www.milescontinental.co.nz/volkswagen/tiguan/)


Introducing the **Volkswagen Tiguan**, the world's best small/medium SUV. View specifications, photos, video, pricing and read reviews.


**Volkswagen Tiguan - Wikipedia**


[https://en.wikipedia.org/wiki/Volkswagen\\_Tiguan](https://en.wikipedia.org/wiki/Volkswagen_Tiguan)


The **Volkswagen Tiguan** is a compact crossover vehicle (CUV) manufactured by German automaker Volkswagen. Introduced in 2007, it uses the PQ35 platform ...


  
Volkswagen

  
Audi

  
SEAT

  
SKODA

  
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Commercial Vehicles

## Volkswagen Tiguan – Miles Continental

Introducing the Volkswagen Tiguan; the world's best small/medium SUV. View specifications, photos, video, pricing and read reviews.

Tiguan.

From \$41,990<sup>OTC</sup>

/ Best Medium SUV - RadioLive CarTalk

/ Best Medium SUV - AA

/ Best Medium SUV - Company Vehicle

/ Best Medium SUV - WhatCar?

/ Best Small SUV - Drive

/ Best Small SUV - WhatCar?

/ Best Car Safety Award - Euro NCAP

/ Best In Class Safety - German Design Award

/ All-wheel Car of the Year (5 times winner)

Settle for everything.



## THE VOLKSWAGEN TIGUAN

"The World's Best Medium SUV" – AA, CV, Stuff.co.nz, Drive, RadioLive, WhatCar?

Precise and confident, the powerful new second generation Tiguan is larger and roomier, yet lighter thanks to its redesigned under-body. Its stylish and more premium looks are instantly noticeable, and highly appealing.

Available now from just \$41,990 plus on road costs, or lease from just \$599 per month.\*

Dominating the style factor for the brand and leading the way with interior layout and customer-friendly

Technology.

It's loaded with featured and represents great value for money.

Company Vehicle

Volkswagen Amarok  
Volkswagen Arteon  
Volkswagen Caddy Mobility

### Key Features of the R-Line's Interior

Introducing the new Volkswagen Tiguan



# On-Page Elements

MOZ

PA: 1

DA: 20

Spam Score: 1/17

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On-Page Elements


General Attributes

Link Metrics

Markup

Http Status

Tag/Location	Content	# of Characters
URL	http://www.milescontinental.co.nz/volkswagen/tiguan/	52
Page Title	Volkswagen Tiguan - Miles Continental	37
Meta Description	Introducing the Volkswagen Tiguan; the world's best small/medium SUV. View specifications, photos, video, pricing and read reviews.	131
Meta Keywords	Not found	--
H1	The Volkswagen Tiguan - Original text	37
...	...	...

 miles continental

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Tiguan.

From \$41,990<sup>ORC</sup>

/ Best Medium SUV - RadioLive CarTalk

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/ Best Small SUV - Drive

/ Best Small SUV - WhatCar?


/ Best Car Safety Award - WhatCar?


/ Best in Class Safety - Euro NCAP


/ Best Design - German Design Award


/ All-wheel Car of the Year (5 times winner)


Settle for everything.





 Volkswagen



 SEAT

 SKODA

 PORSCHE

 Commercial Vehicles

Volkswagen Amarok

Volkswagen Arteon

Volkswagen Caddy Mobility

Volkswagen Crafter


Volkswagen Golf

Volkswagen Passat Alltrack

Volkswagen Polo

Volkswagen Tiguan

V...



# On-Page Elements

- **URL:** [milescontinental.co.nz/volkswagen/Tiguan](https://milescontinental.co.nz/volkswagen/Tiguan)
- **Page title:** Volkswagen Tiguan – Miles Continental
- **Meta Desc.:** Introducing the Volkswagen Tiguan; the world's best small/medium SUV. View specifications, photos, video, pricing and read reviews.
- **Keywords:** Not Found
- **H1:** The Volkswagen Tiguan
- **H2:** Three Highly Spec'd Models, Key Features of the Tiguan's Interior, Video Reviews and Demonstrations
- **Alt Tags:** Miles Continental • Volkswagen Tiguan • AA Motoring • Company Vehicle • Volkswagen Tiguan R-Line • Volkswagen Tiguan Rear • Tiguan Comfortline • Tiguan Highline • Tiguan R-Line • Tiguan R-Line Interior



# On-Page Elements

alt="Miles Continental"

Vehicle

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Hide Images

Make Images Full Size

Make Images Invisible

Outline All Images

Outline Background Images

Outline Images With Adjusted Dimensions

Outline Images With Empty Alt Attributes

Outline Images With Oversized Dimensions

Outline Images Without Alt Attributes

Outline Images Without Dimensions


Reload Images

Replace Images With Alt Attributes

View Image Information

As the newest addition to the range, the new Tiguan showcases the very best in technology. In this case, "new" means "completely new" – revolution instead of evolution. The new generation Tiguan is the first Volkswagen Group SUV whose design is based on a new platform which is future-oriented in all of its aspects.


alt="Volkswagen Tiguan Rear"




### Three Highly Spec'd Models

The compact SUV is available in three equipment lines; Tiguan Comfortline, Tiguan Highline, Tiguan R-Line, and as either 2WD or 4MOTION 4WD. 4MOTION models also have a choice of two front bumpers; an on-road and off-road variant. All models are TSI petrol, plus a TDI diesel option for the Highline 4MOTION model.


alt="Tiguan Comfortline"




alt="Tiguan Highline"



alt="Tiguan R-Line"



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# Content Marketing

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## VOLKSWAGEN PARK ASSIST (AUTOMATIC PARKING)



Now standard equipment right across the new Tiguan range, Volkswagen's Park Assist is a system that automatically parks your car, whether parallel parking or reverse 90 degree parking.

Incorporating automatic steering control, parking sensors, and Volkswagen's advanced reverse camera, Park Assist is so easy and convenient to use that even veteran drivers will find themselves switching to it!

To demonstrate, Mark and Ash headed out in Christchurch with the new Tiguan (this one's the 'entry level' TSI 2WD model at \$41,990 plus ORC) and a camera to snap some footage.

Check out the video or, if you have any questions or would like a demonstration in person, please do [contact](#) our team.



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- [ŠKODA News](#)
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*Volkswagen Most Innovative Brand, Plus Car of the Year Awards*

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*ŠKODA Wins Five Family Car of the Year Awards*

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*The Volkswagen California Ocean*

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*ŠKODA SmartLink*

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*Andrew's ŠKODA Kodiaq*

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commercial

# Content Marketing



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0:13 / 1:24

### Volkswagen Tiguan Automatic Parking Demonstration

10,517 views

 18  2  SHARE  



**Miles Continental**  
Published on 10 Jan 2017


Mark and Ash headed out in the new Volkswagen Tiguan to try out Volkswagen's Park Assist System. So simple and enjoyable to use that even veteran drivers will find themselves switching to it! The Park Assist System in the Tiguan automatically parks the car in both parallel parking and


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**MO would like this PARK ASSIST VW TIGUAN HIGHLINE**  
Auto Go  
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**Park Assist easy to understand**  
Volkswagen  
64K views  
5:02




**How to use the VW Tiguan automated reverse parking**  
gaycarboys.com.au  
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**Volkswagen Park Pilot / Park Assist Demo**  
David Wood  
30K views  
1:51



**Park assist Tiguan 2016**  
Greik LMV  
2.9K views  
1:23






**2017 Volkswagen Tiguan\_Crash Test, Driver Assist**  
CAR CHNL  
97K views  
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**Volkswagen Park Assist (Automatic Parking) - Miles Continental**  
[www.milescontinental.co.nz/news/features/volkswagen-park-assist-automatic-parking/](http://www.milescontinental.co.nz/news/features/volkswagen-park-assist-automatic-parking/) ▼  
Incorporating **automatic** steering control, **parking** sensors, and **Volkswagen's** advanced reverse camera, **Park Assist** is so easy and convenient to use that even ...

**Volkswagen Tiguan Automatic Parking Demonstration - YouTube**  
<https://www.youtube.com/watch?v=cBctth36jik>  
Jan 10, 2017 - Uploaded by Miles Continental  
Mark and Ash headed out in the new **Volkswagen** Tiguan to try out **Volkswagen's** **Park Assist** System ...

People also ask

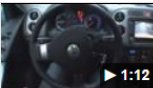
What is parking assistance? ▼

What does Park assist on MEAN? ▼

What is VW Park Pilot? ▼

Which cars have assisted parking? ▼

[Feedback](#)

**Self parking Volkswagen Tiguan - YouTube**  
<https://www.youtube.com/watch?v=16lZr52lpFw> ▼  
Jan 3, 2008 - Uploaded by macfeber  
The new **Volkswagen** Tiguan **parking** with **park** assist.

**Park Assist | Parking & Manoeuvring | Volkswagen UK**  
[www.volkswagen.co.uk/technology/parking-and-manoeuving/park-assist](http://www.volkswagen.co.uk/technology/parking-and-manoeuving/park-assist) ▼  
This semi-**automatic** system leaves you to assess the suitability of the **parking** space yourself, while you operate the accelerator and brake. You keep control of ...



eDM

You're invited...



## The New Tiguan.

You're invited to the exclusive preview at Miles Continental.

 miles continental | Driven by Service

Hi there,

The all-new Volkswagen Tiguan is almost here, and we're hosting an exclusive preview!

It is our pleasure to invite you and a friend to join us for an exclusive preview of the all-new Tiguan this Sunday in our showroom, prior to its official launch in September. This is an *exclusive pre-production model* and it will only be available for viewing over just two days in Christchurch, at our showroom. We have reserved the first day of viewing for you, our valued guest, before opening up for all to view on Monday.

Our team will be on-site this Sunday and at your service between 10am and 5pm. We would be delighted to see you at the showroom at a time that suits you.

Precise and confident, the powerful new second generation Tiguan is larger and roomier yet lighter thanks to its redeveloped under-body. Its stylish and more premium looks are instantly noticeable, and highly appealing.

Read an overview of the Tiguan and watch some videos over on [our website](#), otherwise view [our blog post](#) for a more comprehensive guide.

**WHEN:** This Sunday 7th August  
**WHERE:** Miles Continental Showroom, 70 Tuam Street ([map](#))  
**RSVP:** Please RSVP by completing [this form](#) before 7pm this Thursday

[RSVP BY COMPLETING THIS FORM >](#)

The team and I look forward to seeing you this Sunday, however if you are unable to make it please feel free to [contact us](#) or call in on Monday 8th August, we will be open until 7pm.

All the best,



Thanks for joining us...



 miles continental | Driven by Service

Hi there,

## THANKS FOR JOINING US AT OUR TIGUAN LAUNCH.

We'd like to extend a sincere thanks for joining us at our Tiguan launch last night. We're proud to say that the evening exceeded our expectations and it was fantastic to have you join us; we trust that you enjoyed yourselves.

It was great hearing from Volkswagen New Zealand General Manager, Tom Ruddenklau, and National Sales Manager, Rodney Gillard, who had a few things to say about the new Tiguan, as well as a few words about the Volkswagen brand and Miles Continental. Motoring Journalist, Dave Moore, had the important task of introducing and unveiling the Tiguan.

Some of you had a chat and a photo with the Olympians who attended last night. You can view all the event photos over on our Facebook page, and of course, if you'd like a digital copy simply comment on the photo you want, or send us an email at [online@milescontinental.co.nz](mailto:online@milescontinental.co.nz).

Hopefully you were able to have a sufficient look through the new Tiguan or book a test drive last night, however if not, feel free to book a test drive and a personal demonstration from one of our sales professionals, below.

[BOOK A TEST DRIVE >](#)

Following the evening, we'd love to hear your impressions of the new Tiguan and the event. Please feel free to reply to this email to share your thoughts, or [leave us a Google review](#).

Otherwise, feel free to:

- [Read more and view photos of the evening in our blog post](#)
- [Read Dave Moore's article on the Tiguan's first award](#)
- [Read our guide to the new Tiguan's features](#)
- [View photos and a video from our Volkswagen Dealer Drive Day](#)
- [Contact our team](#)



[illegible]

# Social Media



Volkswagen



SEAT



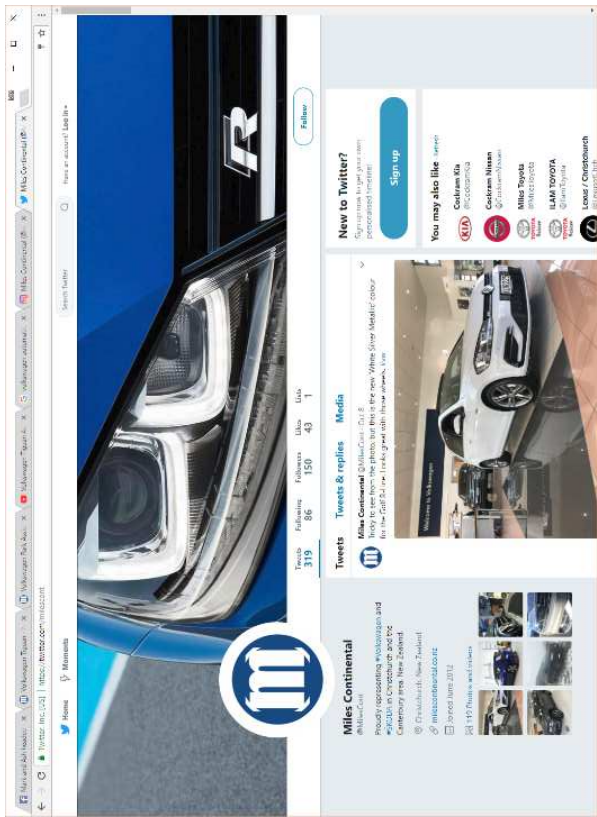
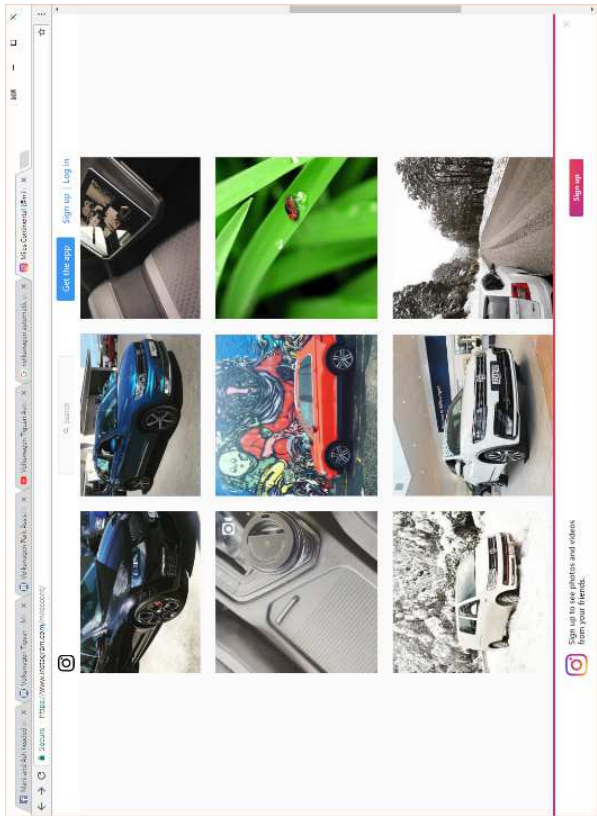
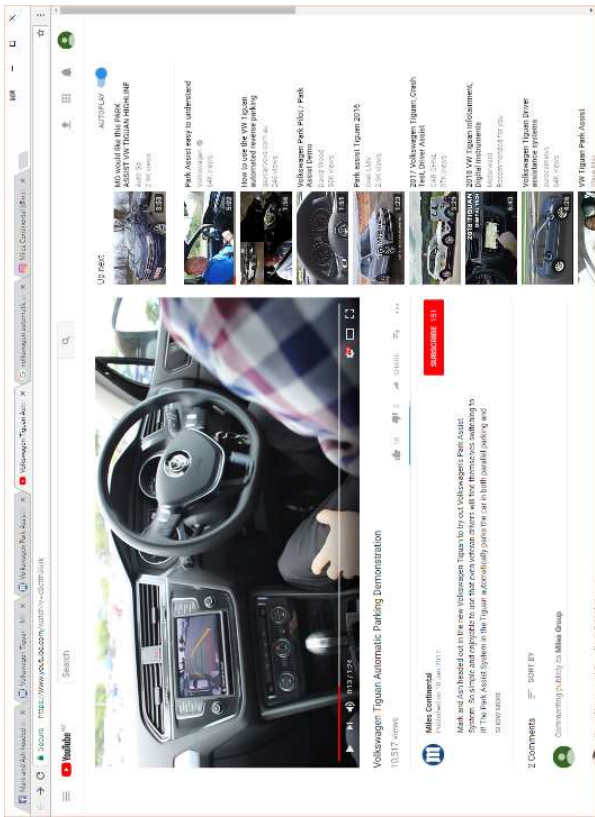
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Commercial  
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Actions ▾		Add to		View: Most viewed ▾	
	Taking the Volkswagen Amarok off-road in New Zealand <span>HD</span>	May 10, 2013 15:17	<a href="#">Edit ▾</a>	 39,363 views	 27  111  6
	Volkswagen Amarok 1: Under-body Strength <span>HD</span>	Nov 19, 2015 16:13	<a href="#">Edit ▾</a>	 23,078 views	 4  74  2
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	Walkaround of the new Tiguan R-Line <span>HD</span>	Aug 8, 2016 8:13	<a href="#">Edit ▾</a>	 11,134 views	 6  18  1
	Volkswagen Tiguan Automatic Parking Demonstration <span>HD</span>	Jan 10, 2017 15:34	<a href="#">Edit ▾</a>	 10,520 views	 2  18  2
	Volkswagen Amarok 2: Engine & Exterior Features <span>HD</span>	Nov 19, 2015 16:19	<a href="#">Edit ▾</a>	 6,915 views	 2  16  1
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