

PRODUCTS & SERVICES

Digital Marketing

Increase engagement and generate more leads with paid advertising and content marketing.



Agency fees of 25% of the gross budget. 23% for a budget over \$3,000 in media spend. (See inclusions below)

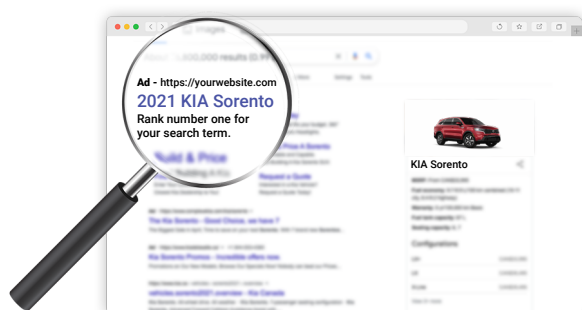
As Per Budget

Minimum budget
\$1,000 / month

AVAILABLE CAMPAIGNS

According to strategy and budget

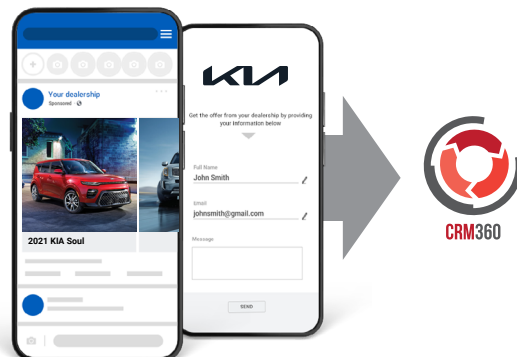
SEM



- ✓ Overall Search ads strategy: Models, Brand, Conquest
- ✓ Automatic campaign for new vehicle with updated offers
- ✓ Dynamic used campaign based on inventory

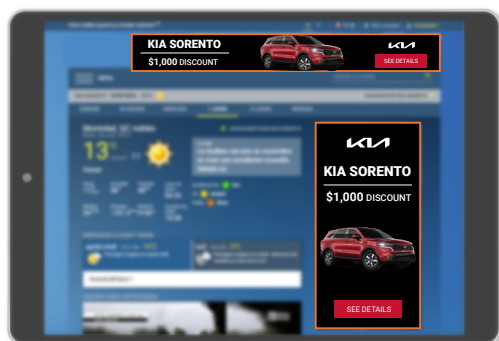
FACEBOOK CAMPAIGNS

- ✓ Facebook drive to site advertising (banners, video, carrousel)
- ✓ Facebook Lead ads advertising with **CRM 360** integration
- ✓ Dynamic Facebook campaign based on new and used inventories (incl. On-Facebook AIA)



AUDIENCE TARGETING

Google Display Network / Programmatic



- ✓ Automatic banners creation per model
- ✓ Dynamic remarketing based on inventory
- ✓ Custom banners available
- ✓ Also available on Gmail, Waze, LinkedIn, Spotify, Local campaign or Discovery ads
- ✓ Video campaigns on YouTube / Facebook & programmatic network

DISCOVER  **DASH360**

A truly connected dashboard to track real time performance and make efficient decisions for your dealership. [Learn more here.](#)



ADVERTISING BANNERS

GOOGLE DISPLAY NETWORK AND PROGRAMMATIC

(All formats: big box, leaderboard, double big box, skyscraper, billboard and mobile)

REGULAR STATIC BANNERS
(or 2-fold animated GIF)

INCLUDED

> OEM events

> Vehicle promotions

> Branded dealership banners

INCLUDED:

✓ Up to 5 banners per month: Top 3 vehicles, OEM events & coop.



Example of Dynamic Vehicle Banners

+ ADDITIONAL OPTIONS		
DYNAMIC HTML5 BANNERS*	DYNAMIC RETARGETING BANNERS*	DYNAMIC VEHICLE BANNERS*
<div>\$150 /each</div> <div>Animated vehicles and branded banners for Google network.</div>	<div>\$500 /month</div> <div>Automated dynamic banners featuring vehicles from your inventory. (New or used)</div>	<div>\$500 /month</div> <div>Automated programmatic campaigns for vehicles and OEM offers. (Unlimited number of banners)</div>

FACEBOOK BANNERS

STATIC BANNERS (1 image)

INCLUDED

> OEM events

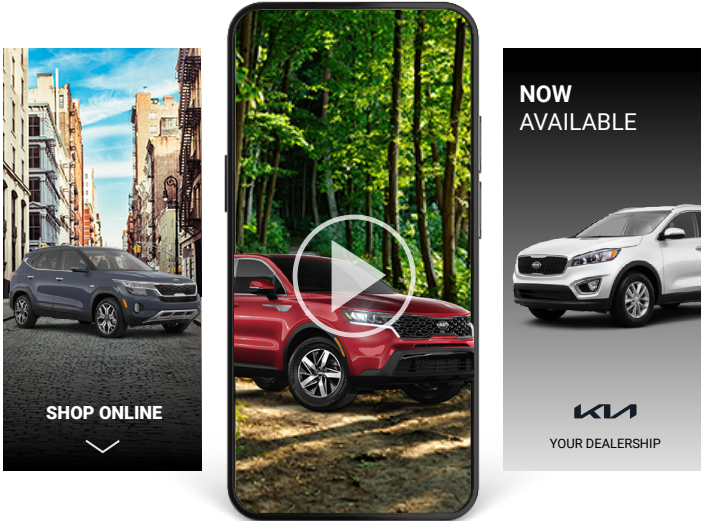
> Vehicle promotions

> Branded dealership banners

INCLUDED:

✓ Up to 4 banners per month: Top 3 vehicles + OEM events.

+ ADDITIONAL OPTIONS
CANVAS*
<div>\$350 /each</div> <div>Vehicle or branded banners.</div> <div><div>INCLUDED:</div><div>✓ 1 Video</div><div>✓ 1 Carousel</div><div>✓ Hero image</div><div>✓ Text</div></div>
CAROUSEL*
<div>\$150 /each</div> <div>3-5 vehicle slider images.</div>



Example of Facebook Canvas Ads

* Included according to budget agreement (contact your representative for more information.)

CONTENT PACKAGE / GUEST BLOGGING

(By NetMedia 360)

NATIONAL	COMPLETE SEO PACKAGE
\$595 /month (unilingual) or \$695 /month (bilingual)	\$1,199 /month (unilingual) or \$1,500 /month (bilingual)
INCLUDED: <ul style="list-style-type: none">✓ 1 vehicle review /month✓ 1 news article /month✓ 6 guest blogging articles /year with backlinks to your site✓ Geo-targeted ad banners on the NetMedia 360 website network✓ Pre-owned vehicle listing on the NetMedia 360 website network	INCLUDED: <ul style="list-style-type: none">✓ 1 comparison article /month✓ 1 news article /month✓ 1 pre-owned vehicle article /month✓ 1 new vehicle article /month✓ 1 technology article /month✓ 6 outside backlinks from authority automotive websites /year

EDITORIAL PACKAGE




(Articles on website)

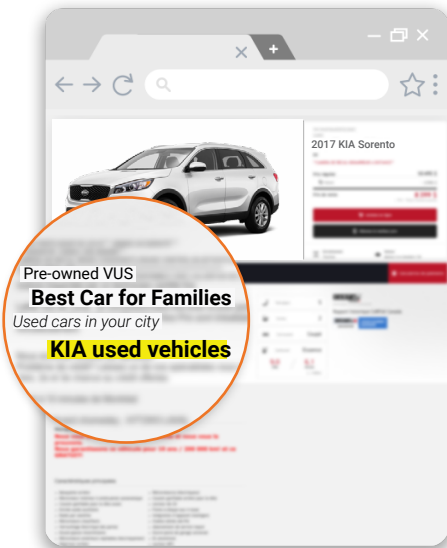


INDUSTRY NEWS	NEWS AND DRIVE TEST
\$100 /article (unilingual) or \$150 /article (bilingual)	\$250 /article (unilingual) or \$350 /article (bilingual)

USED CAR VDP ENHANCER

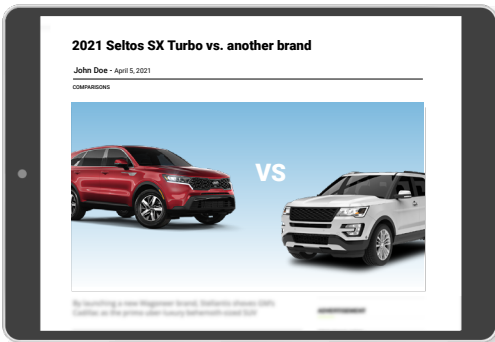
(Based on average monthly sales)

0-25 	26-50 	51-75 
\$499 /month	\$749 /month	\$999 /month
Above 76 vehicles: add \$200 /month for each bracket of 25 vehicles. Bilingual: 50% off the price of original content.		
INCLUDED: <ul style="list-style-type: none">✓ Your used vehicle descriptions written by professional automotive journalists.✓ Keyword optimization for better organic referencing in search engines (SEO).✓ Compliance with industry standards for easy syndication on third-party sites like Facebook Marketplace, Autotrader, etc.		



COMPARATIVE ARTICLES

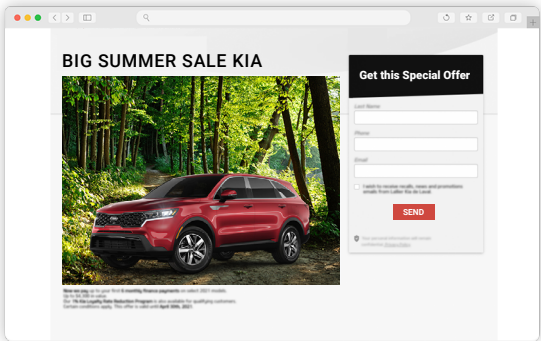
ARTICLE DESCRIPTION	1 ARTICLE	2 ARTICLES	3 ARTICLES
Unilingual. For bilingual items, add \$100 per article	\$299	\$499	\$699
The best-selling model of the brand vs. its premier rival	✓	✓	✓
The best selling SUV vs. its premier rival		✓	✓
The second best selling model vs. its premier rival			✓





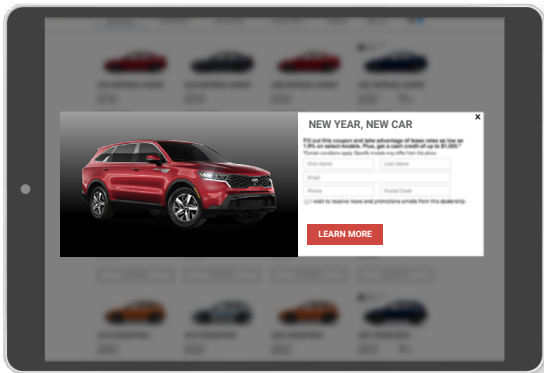
LANDING PAGES

LEAD GENERATION LANDING PAGE*	\$500 /each
Landing pages for 1-3 vehicle models.	
CONQUEST LANDING PAGE*	\$1,000 /each
Page compairing special offers for 2 vehicles, highlighting their advantages, including a comparative article.	



Example of Lead Generation Landing Page

MARKETING WEBSITE UPDATES

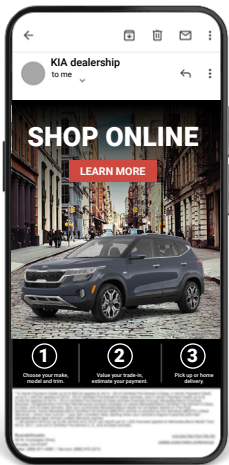


Example of coupon on website

CREATIVE CONTENT HOURLY RATE	\$150 /hour
COUPONS ON WEBSITE	
IN-HOUSE PROMO	
HEADER <i>(carousel)</i>	\$350 /month
OEM INCENTIVE SUPPORT <i>Management and publication of OEM new-vehicle incentives on your website.</i>	
SUPER PACKAGE <i>(1 promo, 1 header and 1 coupon)</i>	\$249 /each

EMAIL BLAST

EMAIL BLAST*	\$350 /each
Email blast can include vehicle or service promotion, any event organized by your dealership.	
INCLUDED:	
✓ Layout design of the Email blast	
✓ HTML integration	
✓ Dispatch management	
✓ Post delivery report	
✓ Preferences management	



* Included according to budget agreement (contact your representative for more information.)



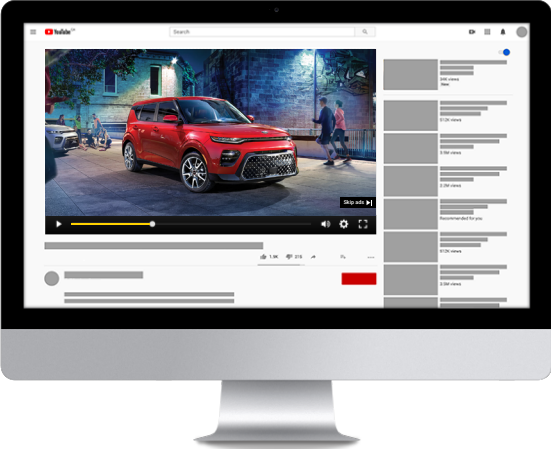
LOCAL SEO

\$199/month

This service enables dealerships to showcase their inventory on Google My Business and Bing Automotive Marketplace, attracting more potential customers and driving sales.

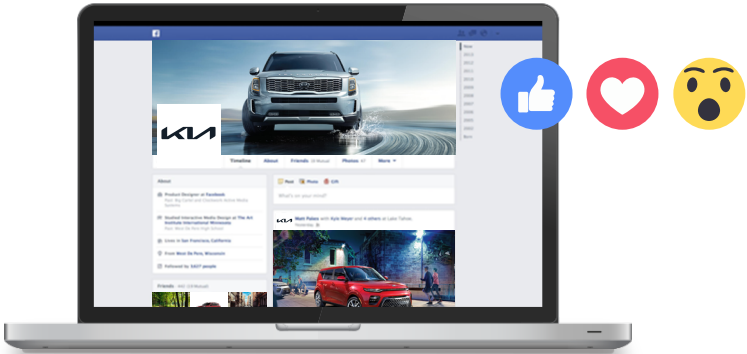
- ✓ Monthly reporting.
- ✓ Automatic daily inventory updates.
- ✓ Additional traffic source for the website.

VIDEO EDITING



MOTION EFFECT + MUSIC	\$350 initial / \$250 per month
MOTION EFFECT + VOICE-OVER	\$500 initial / \$250 per month
<p>Customized video for your website, YouTube, Facebook and programmatic network.</p> <p>INCLUDED:</p> <ul style="list-style-type: none">✓ Footage mix of 3 vehicles (15 - 25 sec total)✓ Pictures or footage from dealership building (if available)✓ Music or voice over (depending on package)✓ Dealership logo and contact information✓ Monthly offers update <p>* Shooting and filming not included.</p>	

SOCIAL MEDIA MANAGEMENT



BASE	INTERMEDIATE	ADVANCED
<p>\$899 /month</p> <p>1 platform, 10 posts, account monitoring once a day. <i>(Once a day on weekends and public holidays)</i></p>	<p>\$1,299 /month</p> <p>2 platforms, 15 posts, account monitoring twice a day. <i>(Once a day on weekends and public holidays)</i></p>	<p>\$2,099 /month</p> <p>4 platforms, 20 posts, account monitoring 3 times a day. <i>(Once a day on weekends and public holidays)</i></p>
<div><div><p><u>INCLUDED:</u></p><p>CREATIVE:</p><ul style="list-style-type: none">✓ One or several social media platforms (according to package)✓ Original content posts✓ Cover image updates: 1, 4 or 6/year (according to package or optional)✓ Strategic meeting: 1, 4 or 12/year (according to package or optional)✓ Account creation (according to package or optional)✓ Bilingual page (according to package or optional)</div><div><p>STRATEGY:</p><ul style="list-style-type: none">✓ Creation of annual strategy✓ Monitoring of competitors (according to package)✓ Results tracking (according to package)<p>MANAGEMENT:</p><ul style="list-style-type: none">✓ Platform monitoring 365 days a year✓ Account monitoring✓ Interaction management✓ Google My Business reviews management (according to package or optional)</div></div>		



PERSONA360

DEFINE YOUR UNIQUE STRATEGY

Contact your **Media Director** to complete our **persona test**, and define the personalized strategy for your dealership according to your objectives.

