



Digital Advertising

Better clicks. Better results.



All Leadbox digital advertising packages include:

- Access to the latest advertising tactics and technologies that find in-market car buyers and drive them to your website.
- Messaging and Unique Selling Proposition development
- New traffic generation and retargeting campaigns
- The creation and maintenance of all graphics and creative
- Account management and monthly performance reporting

Strategic messaging.

What makes your dealership stand out? Excellent service? Low prices? Largest Inventory? Join the club. Leadbox understands all dealerships are unique but many dealerships have a difficult time communicating their unique selling proposition. Every Leadbox campaign includes a strategy session that dives deep into your dealership's operations to create and distill the answer to "what makes you different".

Creative creative.

Every display or Facebook ad campaign includes Leadbox's visual design services to create all of your ad's creative graphics needs. From static Facebook ad creative to dynamic inventory video ads and everything in between, Leadbox's inclusive service allows you to showcase your dealership your way.

All channels. All ad types



Car shoppers are everywhere, and so are we. Leadbox creates ads for car shoppers during crucial parts of their car buying journey. Reaching consumers with the "Right Message" at the "Right Time" using industry-leading technology, and partnering with largest companies in Digital Marketing. Leadbox brings highly engaged car shoppers to your website.

Monthly updates included

Leadbox provides monthly OEM offers and creative graphics updates with every digital advertising package. This means that dealers never have to worry about their incentives or offers being out of date on their advertising ever again.

Digital Advertising Packages

Packages	New Car Digital Advertising	Pre-Owned Digital Advertising	Total Inventory Digital Advertising
Campaign Type	New Car OEM Offers New Car Model Specific New Traffic Generation Campaigns Retargeting Campaigns	Used Inventory New Traffic Generation Campaigns Retargeting Campaigns	New Car OEM Offers New Car Model Specific Used Inventory New Traffic Generation Campaigns Retargeting Campaigns
Messaging & Creative	Messaging and USP development Advertising graphic creation and monthly updates	Messaging and USP development Advertising graphic creation And monthly updates	Messaging and USP development Advertising graphic creation and monthly updates
Landing pages	Leadbox Website clients: Includes design and development Non-Leadbox Website clients: (Optional) Landing page designs + \$250 / mo	Leadbox Website clients: Includes design and development Non-Leadbox Website clients: (Optional) Landing page designs + \$250 / mo	Leadbox Website clients: Includes design and development Non-Leadbox Website clients: (Optional) Landing page designs + \$250 / mo
Advertising Channels*	Google Adwords Google Display Network Facebook	Google Adwords Google Display Network Facebook Facebook Marketplace	Google Adwords Google Display Network Facebook Facebook Marketplace
Advertising Technologies*	Offer, model and branding ads Dynamic Inventory Search ads Dynamic Inventory Social ads	Dynamic Inventory Search ads Dynamic Inventory Social ads	Offer, model and branding ads Dynamic Inventory Search ads Dynamic Inventory Social ads
Management Fees	23% Margin		

* Specific advertising channels and technologies will be determined by your campaign manager to maximize results. Depending on budget, not all channels or technologies may be utilized.

Leadbox charges 23% margin of your total advertising budget (Gross Budget) as our Management Fee. This is calculated by subtracting 23% from your total advertising budget (Gross Budget). The remaining budget is the total that will be spent on Media such as SEM, Display and Video (Media Budget).

Digital Advertising Add-Ons

Custom Campaigns

Dealer Initiative Campaigns

Advertise your own promotion above and beyond your vehicle inventory

Great for

- Dealer Open Houses
- Sub-prime Promotions
- Service Promotions

Includes:

Advertising Management
USP and messaging creation
Graphic Advertising Creation and Updates
Landing page creation and updates
(Leadbox website clients only)

Advertising Channels:

Google Adwords
Google Display Network
Facebook

Management Fee

23% Margin

New Car Video Campaign

Enhance your New Car or Total Inventory campaigns with a New Car Video campaign. Designed to promote your OEM and model specific offers, the New Car Video Campaign helps increase the reach of your dealership.

Includes:

Advertising Management
USP and messaging creation
Video production and editing
(USP, voice over, music, stock footage, edits, graphics)

Advertising Channels:

YouTube
Facebook Video Advertising

\$1050

Graphics, Videos and Landing Pages

Custom Graphics & Video

Custom graphics and video production to your advertising specifications.

\$125/hr

Custom Video Production

Script, voice over, music, stock footage, edits, graphics. Any length

\$950+

New Car Offer Video

USP, voice over, music, stock footage, edits, graphics

Includes:

15 and 6 second YouTube Video
15 second Facebook video

\$1050+