



PRODUCTS & SERVICES

Digital Marketing

Increase engagement and generate more leads by taking advantage of paid advertising and content marketing.

Set up your complete and customized media plan with your dedicated Media Directors.
(Banner creation included).

\$1,000
per month

Minimum budget
Agency fees 25% of the budget
(see inclusions below)



DISPLAY
ADVERTISING



SEM
(SEARCH ENGINE
MARKETING)



SOCIAL MEDIA
ADVERTISING



VIDEO
ADVERTISING



RETARGETING



ORGANIC
SEARCH

MEDIA	
SEM	<ul style="list-style-type: none"> Search Ads focused on Models Overall Search Ads strategy: Models, Brand, Generic Campaigns Search Ads focus on Models and Conquest campaigns Adwords API integration
Social Network	<ul style="list-style-type: none"> Facebook Lead ads advertising Facebook Lead ads /drive to site advertising Facebook Lead ads advertising based on 'Lookalike' audience CRM 360 integration
Online Community Management Facebook (+ "à la carte" option available)	<ul style="list-style-type: none"> Bronze : \$895 /month Silver : \$1,200 /month Gold : \$2,000 /month
Online Community Management Instagram (+ "à la carte" option available)	<ul style="list-style-type: none"> Silver : \$400 /month Gold : \$750 /month
Online Community Management Twitter (+ "à la carte" option available)	<ul style="list-style-type: none"> Silver : \$100 /month Gold : \$200 /month
Audience Targeting <i>Display / Programmatic</i>	<ul style="list-style-type: none"> USP & offer-specific banners Display out of PMA
Newsletter *	One-time \$1,500 setup & \$350 each
Editorial Package <i>(Articles on website) News and Road Test</i>	\$250 /article (one language) or \$350 /article (two languages)
Industry News	\$100 /article (one language) or 150 /article (two languages)
Content Package / Guest Blogging <i>(Netmedia 360)</i>	<ul style="list-style-type: none"> Gold : \$295/month = 3 Articles per year on 3rd party news platforms (with dealer website backlink) Platinum : \$495/month = 6 Articles per year on 3rd party news platforms (with dealer website backlink) National : \$595/month= 6 Articles guest blogging/year + 2 articles-review/month + banners (see details of the package on the back)
Virtual Private Sale	\$4,500 for the first sale & \$1,000 for each additional one
Dynamic Video	\$2,000 setup + \$500 /monthly update + Media budget

ADDITIONAL SERVICES	
ADVERTISING BANNERS (DISPLAY NETWORK) (All formats: big box, leaderboard, double big box, skyscraper, billboard and mobile)	
Regular Static Banners <i>(or 2-fold animated GIF)</i>	INCLUDED
Dynamic HTML5 Banners*	\$150
Dynamic Vehicle Banners*	\$500 /month
Dynamic Retargeting Banners*	\$500 /month
FACEBOOK BANNERS	
Static Banners (1 image)	INCLUDED
Canvas*	\$350
Carousel*	\$150
Dynamic Retargeting Banners*	\$500 /month
WEBSITES & LANDING PAGES	
Conversion Landing Page*	\$500 /month
Comparison Page*	\$1,000
MARKETING WEBSITE UPDATES	
Coupons on Website	\$100
In-House Promo	\$250
Header (Carousel)	\$200
Theme Package <i>(Seasonnal Theme: Promo, Header & Coupon)</i>	\$350
OEM Monthly Promos	\$350

* Included with budget agreement (more details with your representative).



MEDIA

NEWSLETTER Newsletter can include news from dealerships, articles, promotions etc. INCLUDED: <ul style="list-style-type: none"> Layout design of the newsletter HTML integration Email marketing Post delivery report Preferences management 	VIRTUAL PRIVATE SALE Clients with positive vehicle equity INCLUDED: <ul style="list-style-type: none"> Custom-designed emails with unique promo code Email marketing Custom-designed post cards with unique promo code Custom-designed and integration of virtual private sale microsite
NATIONAL CONTENT PACKAGE / GUEST BLOGGING (Netmedia360) INCLUDED: <ul style="list-style-type: none"> 1 vehicle review /month 1 news article /month 6 guestblogging articles /year with backlinks to your site Geo-targeted ad banners on the Netmedia360 website network Pre-owned vehicle listing on the Netmedia360 website network 	DYNAMIC VIDEO Dynamic video on YouTube & programmatic network INCLUDED: <ul style="list-style-type: none"> On-site photo shooting Music & voiceover Choice of 3 vehicles Monthly update of offers
ONLINE COMMUNITY MANAGEMENT - FACEBOOK Quantity and frequency according to package : Bronze, Silver or Gold INCLUDED: <ul style="list-style-type: none"> Annual strategy Daily monitoring (365 days /year) Profile & cover pictures Posts Reporting and contests Google+ reviews Social media workshops 	ONLINE COMMUNITY MANAGEMENT - INSTAGRAM Quantity and frequency according to package : Bronze, Silver or Gold INCLUDED: <ul style="list-style-type: none"> Annual strategy Daily monitoring (365 days /year) Profile & cover pictures Posts Reporting and contests
ONLINE COMMUNITY MANAGEMENT - TWITTER Quantity and frequency according to package : Bronze, Silver or Gold INCLUDED: <ul style="list-style-type: none"> Annual strategy Daily monitoring (365 days /year) Profile & cover pictures Posts Reporting and contests 	ONLINE COMMUNITY MANAGEMENT - "À LA CARTE" <ul style="list-style-type: none"> Profile & cover pictures Extra monitoring (1 time /day) Contests Community Manager special on-site requests (events) Extra reports

ADDITIONAL SERVICES

ADVERTISING BANNERS (DISPLAY NETWORK)

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

REGULAR STATIC BANNERS (or 2-fold animated GIF) <ul style="list-style-type: none"> OEM events Vehicle promotions Branded dealership banners INCLUDED: Up to 5 banners per month: Top 3 vehicles, OEM events & coop	DYNAMIC HTML5 BANNERS Animated vehicles and branded banners for Google network DYNAMIC VEHICLE BANNERS Automated programmatic campaigns for vehicles and OEM offers <i>(unlimited number of banners)</i> DYNAMIC RETARGETING BANNERS Automated dynamic banners featuring vehicles from your inventory <i>(new or used)</i>
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FACEBOOK BANNERS

STATIC BANNERS (1 image) <ul style="list-style-type: none"> OEM events Vehicle promotions Branded dealership banners INCLUDED: Up to 4 banners per month: Top 3 vehicles + OEM events	CANVAS Vehicle or branded banners which includes INCLUDED: <ul style="list-style-type: none"> 1 Video 1 Carousel Hero image Text
CAROUSEL 3-5 vehicle slider images	DYNAMIC RETARGETING BANNERS Automated dynamic banners featuring vehicles from your inventory <i>(new or used)</i>

WEBSITES & LANDING PAGES

CONVERSION LANDING PAGE Conversion landing pages for Top 3 vehicle models Monthly updates will include event and vehicle offers	COMPARISON PAGE Custom 2 vehicles with special offer comparison page
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