

PRODUCTS & SERVICES

# Digital Marketing

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



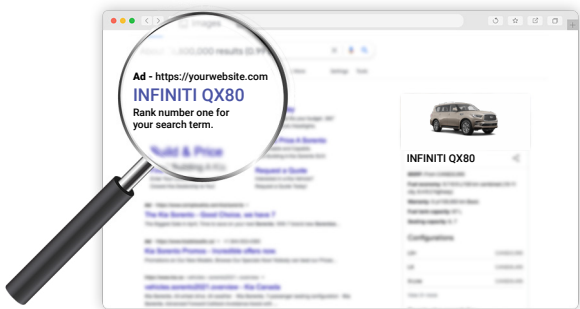
Agency fees of 25% of the gross budget. 23% for a budget over \$3,000 in media spend. (See inclusions below)

**As Per Budget**  
Minimum budget  
\$1,000 / month

## AVAILABLE CAMPAIGNS

According to strategy and budget

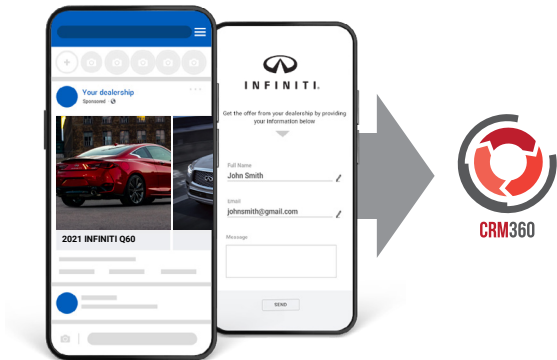
### SEM



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

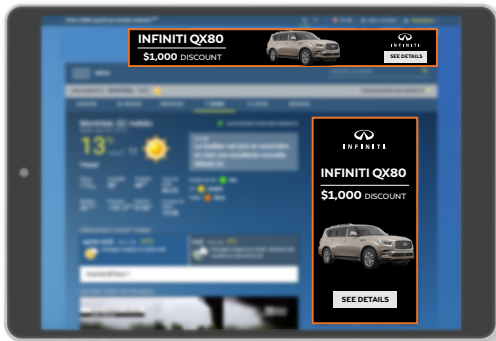
### FACEBOOK CAMPAIGNS

- ✓ 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 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

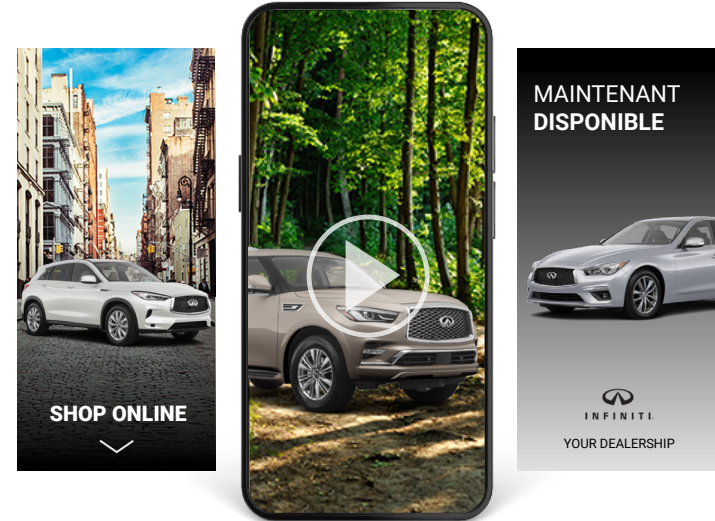
> OEM events

> Vehicle promotions

> Branded dealership banners

INCLUDED:

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



Example of Facebook Canvas Ads

+ ADDITIONNAL 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>

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



**CONTENT PACKAGE / GUEST BLOGGING**

(By NetMedia 360)

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

**EDITORIAL PACKAGE**

(Articles on website)

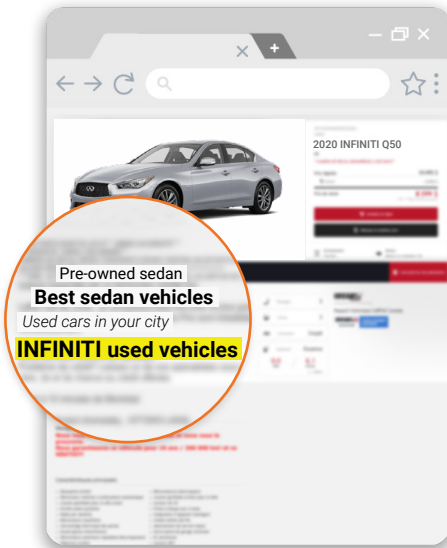


INDUSTRY NEWS	NEWS AND DRIVE TEST
<b>\$100</b> /article (unilingual) or <b>\$150</b> /article (bilingual)	<b>\$250</b> /article (unilingual) or <b>\$350</b> /article (bilingual)

**USED CAR VDP ENHANCER**

(Based on average monthly sales)

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



**COMPARATIVE ARTICLES**

ARTICLE DESCRIPTION	1 ARTICLE	2 ARTICLES	3 ARTICLES
<b>Unilingual. For bilingual items, add \$100 per article</b>	<b>\$299</b>	<b>\$499</b>	<b>\$699</b>
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			✓





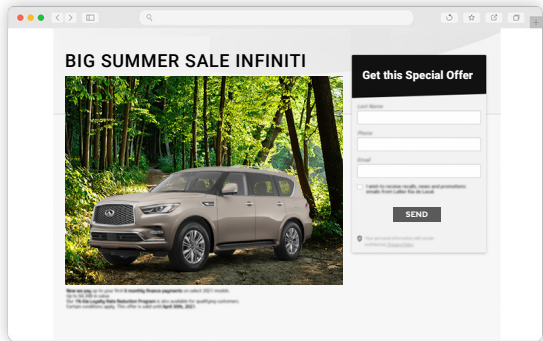
# ADDITIONAL SERVICES

## CONVERSION TOOLS



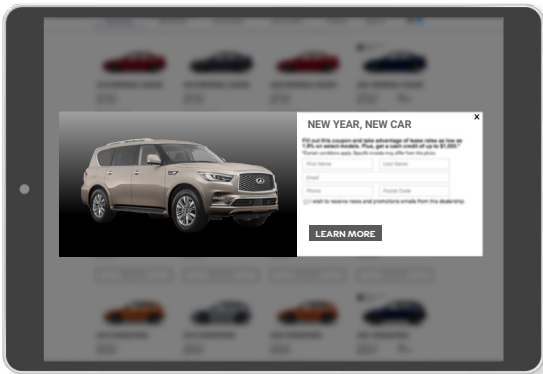
### LANDING PAGES

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



Example of Lead Generation Landing Page

### MARKETING WEBSITE UPDATES

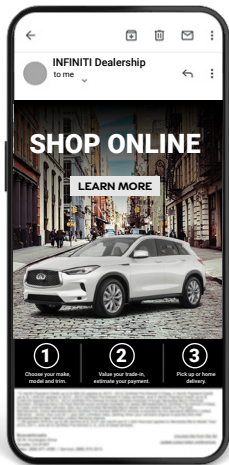


Example of coupon on website

CREATIVE CONTENT HOURLY RATE	\$95 /hour
COUPONS ON WEBSITE	
IN-HOUSE PROMO	
HEADER (carousel)	\$350 /month
OEM INCENTIVE SUPPORT Management and publication of OEM new-vehicle incentives on your website.	
SUPER PACKAGE (1 promo, 1 header et 1 coupon)	\$249 /each

### EMAIL BLAST

EMAIL BLAST*	\$350 /each
Email blast can include vehicle or service promotion, any event organized by your dealership.	
INCLUDED:	
<ul style="list-style-type: none"><li>✓ Layout design of the Email blast</li><li>✓ HTML integration</li><li>✓ Dispatch management</li><li>✓ Post delivery report</li><li>✓ Preferences management</li></ul>	



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



## PERSONA360

### DEFINE YOUR UNIQUE STRATEGY

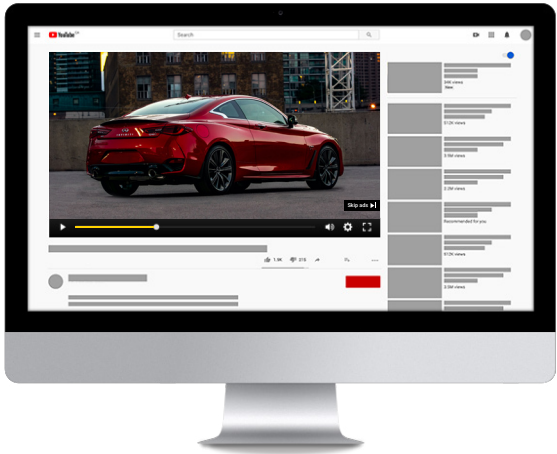
Contact your **Media Director** to complete our persona test, and define the personalized strategy for your dealership according to your objectives.







VIDEO EDITING



MOTION EFFECT + MUSIC

**\$350** initial /  
**\$250** per month

MOTION EFFECT + VOICE-OVER

**\$500** initial /  
**\$250** per month

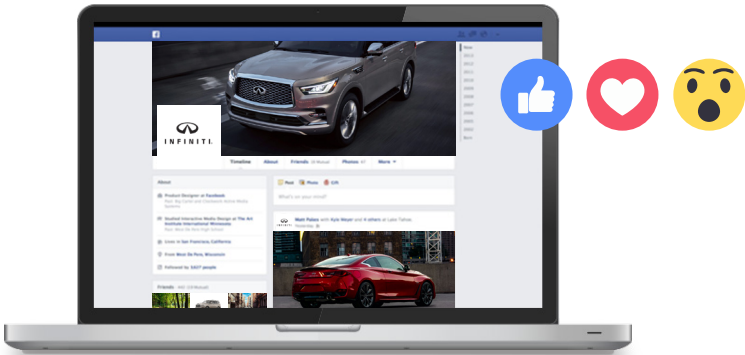
Customized video for your website, YouTube, Facebook and programmatic network.

INCLUDED:

- ✓ 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

\* Shooting and filming not included.

SOCIAL MEDIA MANAGEMENT



BASE

**\$899** /month

1 platform, 10 posts, account monitoring once a day. (Once a day on weekends and public holidays)

INTERMEDIATE

**\$1,299** /month

2 platforms, 15 posts, account monitoring twice a day. (Once a day on weekends and public holidays)

ADVANCED

**\$2,099** /month

4 platforms, 20 posts, account monitoring 3 times a day. (Once a day on weekends and public holidays)

INCLUDED:

CREATIVE:

- ✓ 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)

STRATEGY:

- ✓ Creation of annual strategy
- ✓ Monitoring of competitors (according to package)
- ✓ Results tracking (according to package)

MANAGEMENT:

- ✓ Platform monitoring 365 days a year
- ✓ Account monitoring
- ✓ Interaction management
- ✓ Google My Business reviews management (according to package or optional)