

PRODUCTS & SERVICES

Digital Marketing

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



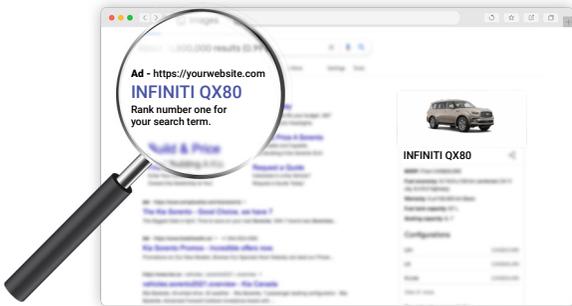
Agency fees of 25% of the gross budget. 23% for a budget over \$3,000 in media spend. (See inclusions below)

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

AVAILABLE CAMPAIGNS

According to strategy and budget

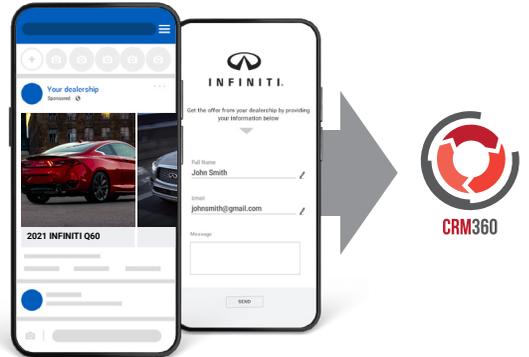
SEM



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

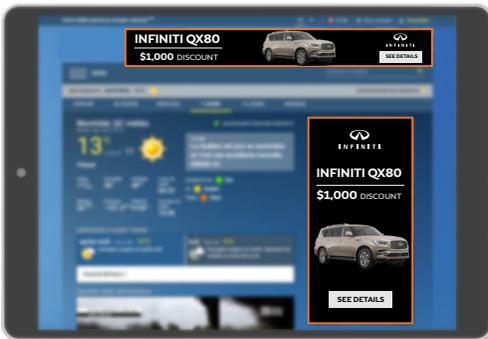
FACEBOOK CAMPAIGNS

- ✓ Facebook drive to site advertising (banners, video, carousel)
- ✓ 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*
<p>\$150 /each</p> <p>Animated vehicles and branded banners for Google network.</p>	<p>\$500 /month</p> <p>Automated dynamic banners featuring vehicles from your inventory. (New or used)</p>	<p>\$500 /month</p> <p>Automated programmatic campaigns for vehicles and OEM offers. (Unlimited number of banners)</p>

FACEBOOK BANNERS

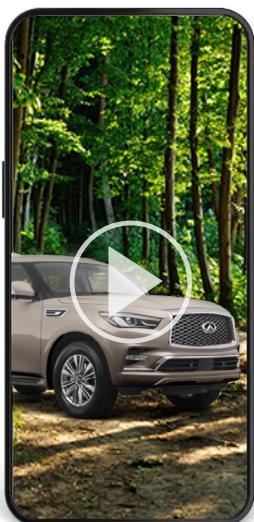
STATIC BANNERS (1 image)

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

<p>CANVAS*</p> <p>\$350 /each</p> <p>Vehicle or branded banners.</p> <p>INCLUDED:</p> <ul style="list-style-type: none"> ✓ 1 Video ✓ 1 Carousel ✓ Hero image ✓ Text
<p>CAROUSEL*</p> <p>\$150 /each</p> <p>3-5 vehicle slider images.</p>

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

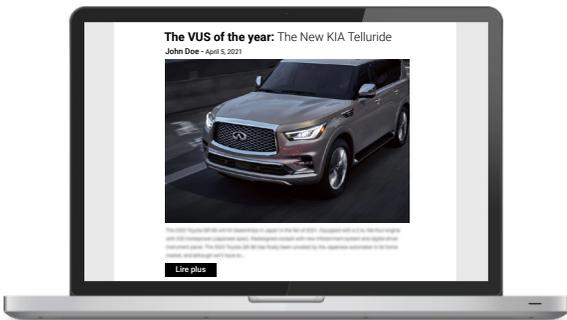
CONTENT PACKAGE / GUEST BLOGGING

(By NetMedia 360)

NATIONAL	COMPLETE SEO PACKAGE
<p>\$595 /month (unilingual) or \$695 /month (bilingual)</p>	<p>\$1,199 /month (unilingual) or \$1,500 /month (bilingual)</p>
<p><u>INCLUDED:</u></p> <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 	<p><u>INCLUDED:</u></p> <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)

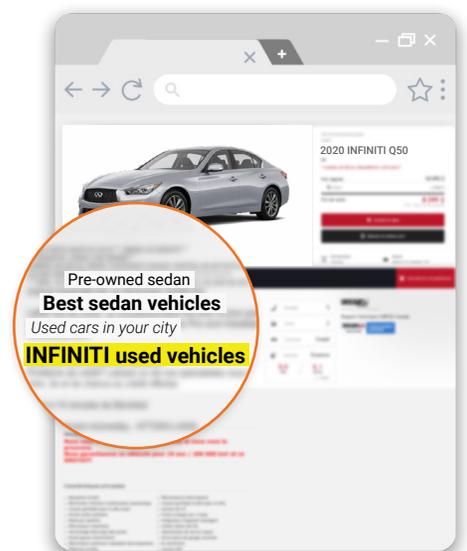


INDUSTRY NEWS	NEWS AND DRIVE TEST
<p>\$100 /article (unilingual) or \$150 /article (bilingual)</p>	<p>\$250 /article (unilingual) or \$350 /article (bilingual)</p>

USED CAR VDP ENHANCER

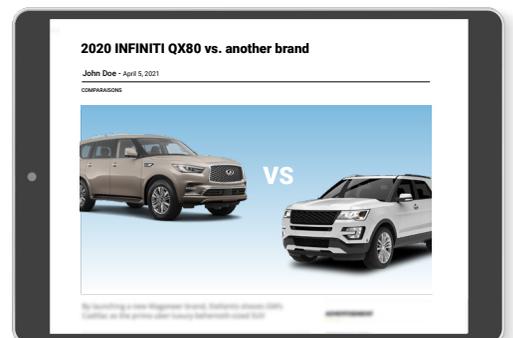
(Based on average monthly sales)

0-25 🚗	26-50 🚗	51-75 🚗
\$499 /month	\$749 /month	\$999 /month
<p>Above 76 vehicles: add \$200 /month for each bracket of 25 vehicles.</p> <p>Bilingual : 50% off the price of original content.</p>		
<p><u>INCLUDED:</u></p> <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

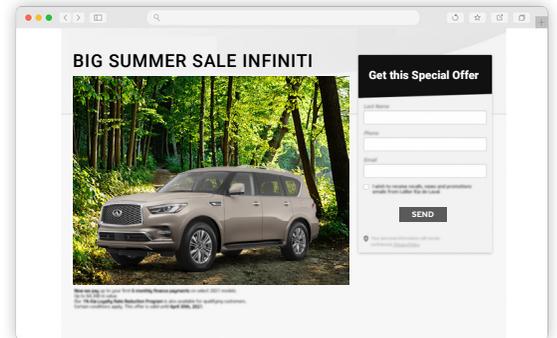
ARTICLE DESCRIPTION	1 ARTICLE	2 ARTICLES	3 ARTICLES
<p>Unilingual. For bilingual items, add \$100 per article</p>	\$299	\$499	\$699
The best-selling model of the brand vs. its premier rival	✓	✓	✓
The best selling SUV vs. its premier rival		✓	✓
The second best selling model vs. its premier rival			✓





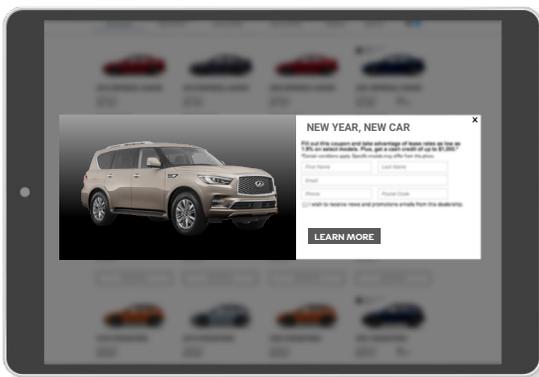
LANDING PAGES

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



Example of Lead Generation Landing Page

MARKETING WEBSITE UPDATES

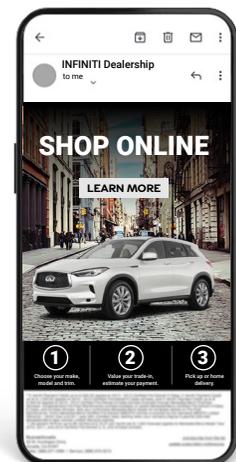


Example of coupon on website

CREATIVE CONTENT HOURLY RATE	
COUPONS ON WEBSITE	\$95 /hour
IN-HOUSE PROMO	
HEADER (carousel)	
OEM INCENTIVE SUPPORT <i>Management and publication of OEM new-vehicle incentives on your website.</i>	\$350 /month
SUPER PACKAGE <i>(1 promo, 1 header et 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:	
<ul style="list-style-type: none"> ✓ 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.)



PERSONA360

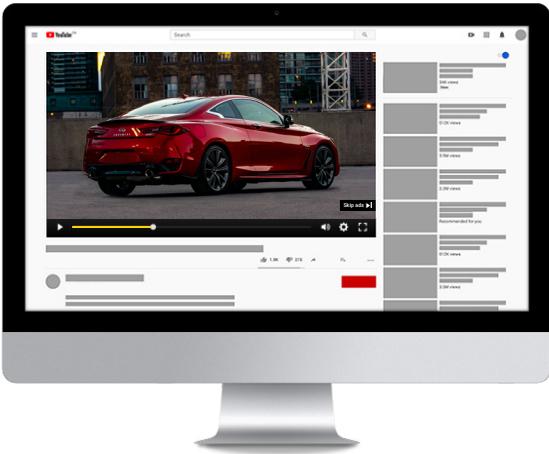
DEFINE YOUR UNIQUE STRATEGY

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

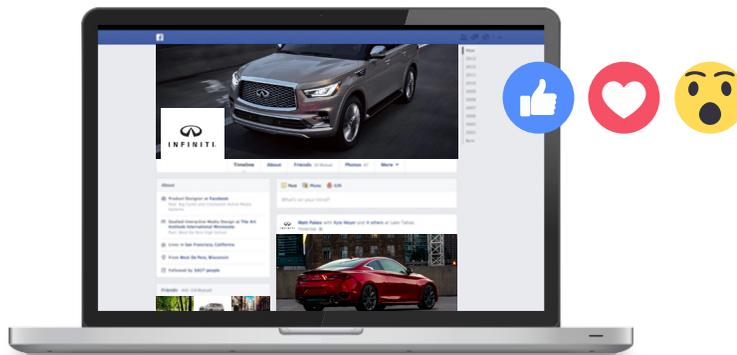
Customized video for your website, YouTube, Facebook and programmatic network.

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	INTERMEDIATE	ADVANCED
\$899 /month	\$1,299 /month	\$2,099 /month
1 platform, 10 posts, account monitoring once a day. <i>(Once a day on weekends and public holidays)</i>	2 platforms, 15 posts, account monitoring twice a day. <i>(Once a day on weekends and public holidays)</i>	4 platforms, 20 posts, account monitoring 3 times a day. <i>(Once a day on weekends and public holidays)</i>
<p>INCLUDED:</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) 	<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) 	