

MagnetisAUTO



DIGITAL SOLUTIONS

FOR AUTO DEALERSHIPS

Magnetis**AUTO**

DIGITAL MARKETING

DIGITAL MARKETING- MONTHLY PACKAGES

25%
OF AD SPEND
PREFERRED

20%
OF AD SPEND
BASIC

Minimum management fee	750 \$	500 \$
Dedicated strategist	M	M
Strategic consultation (1h)	MONTHLY	QUARTERLY
Performance report	MONTHLY	MONTHLY
Ad updates & optimization	MONTHLY	MONTHLY
Google Search Ads (keywords)	M	M
Google dynamic vehicle listing ads (VLAs)	M	
Dynamic inventory ads on Facebook / Instagram	M	
Meta sponsored network (Facebook & Instagram)	M	
Geofencing & programmatic display	M	
TikTok Ads	M	
Youtube Ads*	M	

* Filming / video editing not included.

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DIGITAL MARKETING

DIGITAL MARKETING - **ADD-ONS**

Custom design & integration of a website banner	125 \$ / UNIT
Custom design of a Google Responsive or Facebook banner	125 \$ / UNIT
Custom design of a Google Display ad set	175 \$ / SET
Facebook carousel (Max. 5 slides)	199 \$ / CAROUSEL
Facebook Marketplace Sync (Pre-owned)	425 \$ / MONTH
Facebook Marketplace Sync (New vehicles add-on)	230 \$ / MONTH
Facebook Marketplace Sync (Extra +100 vehicles)	230 \$ / MONTH
Account configuration & initial design of a custom newsletter theme	999 \$
Newsletter (1 language)	400 \$ / UNIT
Newsletter (bilingual)	475 \$ / UNIT
Custom digital marketing projects (upon evaluation)	125 \$ / HOUR



GOOGLE & FACEBOOK DYNAMIC INVENTORY ADS

Display your inventory in real-time to in-market customers searching for your products on Google or Facebook.



FACEBOOK MARKETPLACE SYNC

A low-cost tool developed by Magnetis Auto that allows you to market and sell your vehicles on Facebook Marketplace

SEO - SERVICES

Blog article - 1 language (Including featured image)	275 \$ / ARTICLE
Blog article - Bilingual (Including featured image)	349 \$ / ARTICLE
Showroom VDP custom SEO content - 1 language	199 \$ / PAGE
Showroom VDP custom SEO content - Bilingual	249 \$ / PAGE
Pinterest account backlink creation & management (Boards & Pins)	275 \$ / MONTH

ADVANCED SEO SERVICES:

*Upon evaluation at our hourly rate of **135 \$ / hour***

We also offer advanced SEO plans where we can work on many other technical aspects, such as:

- Metas, titles (H1-H2-H3) editing & management, image metas
- Redirections
- Custom URLs
- SEO auditing
- Backlink management
- Internal & external link structure management
- Creation of unique SEO content and adaptation of the OEM's generic page content
- And more!

After an initial consultation with our team, we will provide you with a detailed plan, set goals, and evaluate a monthly package that includes periodic performance reviews.

SOCIAL MEDIAS

REPUTATION

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SOCIAL MEDIAS- MONTHLY PACKAGES	1700\$ PREMIUM	999\$ PREFERRED
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Content creation & posting on Facebook	5x /WEEK	2x /WEEK
Dedicated strategist	M	M
Monthly planning calendar for pre-approval	M	M
Monthly performance report	M	M
Posting on other medias - Instagram, LinkedIn, X	M	M
Posting on TikTok	M	-
Invitations sent to people who interacted on Facebook	WEEKLY	-



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SOCIAL MEDIAS REPUTATION

SOCIAL MEDIAS - **ADD-ONS**

Community management on Facebook

Weekly interactions & answering to relevant comments

920 \$ / MONTH

Community management on Instagram

Weekly interactions & answering to relevant comments

700 \$ / MONTH

PACKAGE - Google My Business profile management & monitoring

- Profile management (open hours, special schedules, address)
- Sharing social posts on business profile
- Answering to Google reviews on a weekly basis
- Forwarding problematic / negative reviews to dealer management team

639 \$ / MONTH

Custom social media projects (upon evaluation)

135 \$ / HOUR

