



MagnetisAUTO

DIGITAL SOLUTIONS FOR GM DEALERSHIPS

DIGITAL ADVERTISING

DIGITAL ADVERTISING - PACKAGES

	25% OF AD SPEND PREFERRED	21% OF AD SPEND BASIC
Minimum management fee (based upon a minimal investment)	\$2500	\$2000
Dedicated Strategist	•	•
Consultation with Strategist (1h)	MONTHLY	QUARTERLY
Campaign Report	MONTHLY	MONTHLY
Manual Ad Updates	MONTHLY	GENERIC
Google Search Network	•	•
Google Dynamic Inventory Ads (VLAs)	•	
Facebook Dynamic Inventory Ads	•	
Remarketing	•	
Facebook Ads / Instagram Network	•	

DIGITAL ADVERTISING

DIGITAL ADVERTISING - ADD-ONS

Extra Responsive / Facebook Banner - 1 lang.	\$125 / UNIT
Extra Google Custom Banner Kit - 1 lang.	\$175 / KIT
Facebook Creative Carousel (Max. 5 slides)	\$150 / CAROUSEL
Facebook Marketplace Sync (Pre-Owned)**	\$349 / MONTH
Promo Landing Page (Dealer Offers Module)	\$150 / UNIT
YouTube Video Ad Campaign (SEM) (1st Video)	\$300 / MONTH
YouTube Video Ad Campaign (SEM) (Extra Video)	\$175 / VIDEO / MONTH
Custom Projects (Upon Evaluation)	\$125 / HOUR



GOOGLE & FACEBOOK DYNAMIC INVENTORY ADS

Display vehicles that you have in stock in real time to in-market customers searching for your products on Google & Facebook



FACEBOOK MARKETPLACE SYNC

A low-cost tool developed by Magnetis Auto that allows you to display and sell your inventory on Facebook Marketplace.



SOCIAL MEDIAS REPUTATION

SOCIAL MEDIAS REPUTATION - PACKAGES

	\$1550 PREMIUM	\$800 PREFERRED
Facebook Posts	5/WEEK	2/WEEK
Digital Business Strategist	•	•
Monthly Calendar	•	•
Other Social Media Share (Instagram, GMB, LinkedIn & X Push)	5/WEEK	2/WEEK
Invite people who interacted on weekly posts	•	

SOCIAL MEDIAS REPUTATION

COMMUNITY MANAGEMENT ON FACEBOOK

If client is on the «PREFERRED» package

\$650 / MONTH

If client is on the «PREMIUM» package

\$1200 / MONTH

COMMUNITY MANAGEMENT ON INSTAGRAM

If client is on the «PREFERRED» package

\$360 / MONTH

If client is on the «PREMIUM» package

\$720 / MONTH

GOOGLE REVIEWS MONITORING & MANAGEMENT

Reply to comments, forwarding problematic interactions / reviews to the dealer management team

\$360 / MONTH

SEO - SERVICES

SEO Blog Article (Including Featured Image) - 1 lang.

\$275 / ARTICLE

SEO Blog Article (Including Featured Image) - 2 lang.

\$349 / ARTICLE

SEO New Model Page - 1 lang.

\$199 / MODEL

SEO New Model Page - 2 lang.

\$249 / MODEL

Pinterest Account Management (SEO Social Backlink Management)

\$239 / MONTH

ADVANCED SEO SERVICES: (Upon evaluation at our hourly rate of 125\$ CAD / hour)

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

- Managing / editing custom Metadata, Titles (H1-H2-H3), Image metas
- Redirections
- Custom URL management
- Auditing
- Backlinks management
- Internal and external link management
- Custom unique content building on generic or manufacturer content pages
- And more!

After an initial consultation, we will build a detailed plan, set targets, and customize a monthly time bank including performance reviews.



WWW



MARKETING



TARGET GROUP



BACKLINKS



CONTENT



SEARCH



RANKING



PERFORMANCE

OTHER SERVICES

MagnetisAUTO

EXTRAS

Extra Call Tracking Number	\$45 / MONTH
Newsletter: Initial custom template creation & account configuration	\$999
Newsletter Creation - 1 lang.	\$375 / UNIT
Newsletter Creation - 2 lang.	\$439 / UNIT