

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).

## Per Budget

Minimum budget  
**\$ 1,000 / month**

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



DISPLAY  
ADVERTISING



SEM  
(SEARCH ENGINE  
MARKETING)



SOCIAL MEDIA  
ADVERTISING



VIDEO  
ADVERTISING



RETARGETING



ORGANIC  
SEARCH

MEDIA	
<b>SEM</b>	<ul style="list-style-type: none"> <li>Search Ads focused on Models</li> <li>Overall Search Ads strategy: Models, Brand, Generic Campaigns</li> <li>Search Ads focus on Models and Conquest campaigns</li> <li>Adwords API integration</li> </ul>
<b>Social Network</b>	<ul style="list-style-type: none"> <li>Facebook Lead ads advertising</li> <li>Facebook Lead ads /drive to site advertising</li> <li>Facebook Lead ads advertising based on 'Lookalike' audience</li> <li>CRM 360 integration</li> </ul>
<b>Social Media Management</b> 3 packages («A la carte» available options)	<ul style="list-style-type: none"> <li><b>BASE</b> : \$ 899 /month 1 platform to choose</li> <li><b>INTERMEDIATE</b> : \$ 1,299 /month 2 platforme to choose</li> <li><b>ADVANCED</b> : \$ 2,099 /month 4 platforms to choose</li> </ul>
<b>Audience Targeting</b> Display / Programmatic	<ul style="list-style-type: none"> <li>USP &amp; offer-specific banners</li> <li>Display out of PMA</li> </ul>
<b>Newsletter *</b>	One-time <b>\$1,500</b> setup & <b>\$350</b> each
<b>Editorial Package</b> (Articles on website) News and Road Test	<b>\$250</b> /article (one language) or <b>\$350</b> /article (two languages)
<b>Industry News</b>	<b>\$100</b> /article (one language) or <b>150</b> /article (two languages)
<b>Content Package / Guest Blogging</b> (Netmedia 360)	<ul style="list-style-type: none"> <li><b>Gold</b> : <b>\$295</b>/month = 3 Articles per year on 3rd party news platforms (with dealer website backlink)</li> <li><b>Platinum</b> : <b>\$495</b>/month = 6 Articles per year on 3rd party news platforms (with dealer website backlink)</li> <li><b>National</b> : <b>\$595</b>/month= 6 Articles guest blogging/year + 2 articles-review/month + banners (see details of the package on the back)</li> </ul>
<b>Virtual Private Sale</b>	<b>\$4,500</b> for the first sale & <b>\$1,000</b> for each additional one
<b>Dynamic Video</b>	<b>\$2,000</b> setup + <b>\$500</b> /monthly update + Media budget

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

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

## MEDIA

<b>NEWSLETTER</b> <b>Newsletter can include news from dealerships, articles, promotions etc.</b> <b>INCLUDED:</b> <ul style="list-style-type: none"> <li>Layout design of the newsletter</li> <li>HTML integration</li> <li>Email marketing</li> <li>Post delivery report</li> <li>Preferences management</li> </ul>	<b>VIRTUAL PRIVATE SALE</b> <b>Clients with positive vehicle equity</b> <b>INCLUDED:</b> <ul style="list-style-type: none"> <li>Custom-designed emails with unique promo code</li> <li>Email marketing</li> <li>Custom-designed post cards with unique promo code</li> <li>Custom-designed and integration of virtual private sale microsite</li> </ul>
<b>NATIONAL CONTENT PACKAGE / GUEST BLOGGING (Netmedia360)</b> <b>INCLUDED:</b> <ul style="list-style-type: none"> <li>1 vehicle review /month</li> <li>1 news article /month</li> <li>6 guestblogging articles /year with backlinks to your site</li> <li>Geo-targeted ad banners on the Netmedia360 website network</li> <li>Pre-owned vehicle listing on the Netmedia360 website network</li> </ul>	<b>DYNAMIC VIDEO</b> <b>Dynamic video on YouTube &amp; programmatic network</b> <b>INCLUDED:</b> <ul style="list-style-type: none"> <li>On-site photo shooting</li> <li>Music &amp; voiceover</li> <li>Choice of 3 vehicles</li> <li>Monthly update of offers</li> </ul>
<b>ONLINE COMMUNITY MANAGEMENT * - BASE OR INTERMEDIATE OR ADVANCED</b> <i>*Quantity and frequency according to package or in option</i>	
<b>INCLUDED</b> <b>CREATIVITY :</b> <ul style="list-style-type: none"> <li>Social media platforms : 1 or 2 or 4 (according to package)</li> <li>Original Content posts : 10 or 15 or 20 (according to package)</li> <li>Cover image updates : 1 or 4 or 6/year (according to package or optional)</li> <li>Dealership visits : 1 or 4 or 12 /year (according to package or optional)</li> <li>Accounts Creation (according to package or optional)</li> <li>Bilingual page (according to package or optional)</li> </ul>	<b>STRATEGY :</b> <ul style="list-style-type: none"> <li>Creation of annual strategy</li> <li>Quarterly results tracking</li> <li>Monitoring of competitors (according to package)</li> <li>Monthly results tracking (according to package)</li> </ul> <b>MANAGEMENT :</b> <ul style="list-style-type: none"> <li>Intervention 365 days a year</li> <li>Account monitoring : 1/day or 2/days or 3/days (according to package)</li> <li>Google My Business reviews management (according to package or optional)</li> </ul>

## ADDITIONAL SERVICES

### ADVERTISING BANNERS (DISPLAY NETWORK)

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

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

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

### WEBSITES & LANDING PAGES

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