One Provider, One Solution, Unlimited Potential

Strathcom Media provides industry-leading, data-driven designs that produce measurable results to our clients. Our fully-customizable content management system (CMS) puts you in control of your website, letting you make the best changes for your needs—but of course, you don't have time to manage your website yourself!

That's why our complete website packages come with everything you need to keep you focused on selling your vehicles: a responsive website, a Google Certified Online Marketing Manager free standard updates, and more. You're in the car business to sell cars and service clients, so let us take care of the website for you.

As a full-service solutions provider (website, online advertising, SEO, inventory management), we also provide complete transparency towards your monthly spending, meaning we don't hide your numbers. We provide you with full back-end access to all your website and advertising platforms, so you can see where your money's going and confidently re-invest it to where it makes sense.

Services + Features	Core $699/mth	Elite $999/mth	Executive $1799/mth
Content Management System (CMS) w/ Responsive Web Design	✔	✔	✔
Website hosting on Pantheon and Amazon Web Services with Guaranteed Uptime	✔	✔	✔
SSL - Secure Website HTTPS	✔	✔	✔
Google Translate Plugin	✔	✔	✔
Custom Coupon and Specials Creator	✔	✔	✔
Content Scheduling Tools (up/down dates)	✔	✔	✔
CASL Compliant Custom Form Creator	✔	✔	✔
Completely Optimized for Search (SEO) Upon Site Launch, Meta Titles, Descriptions, ALT Attributes, and Breadcrumbs	✔	✔	✔
Schema.org and Custom Structured Data Markup	✔	✔	✔

Services + Features

	Core $699/mth	Elite $999/mth	Executive $1799/mth
301 Redirects of Previous Site Pages	✔	✔	✔
VWCA Provided Build & Price	✔	✔	✔
VWCA Graphical Incentive Integration	✔	✔	✔
Automated Monthly VWCA Graphical Promotion Updates	✔	✔	✔
Google Analytics Setup, Access, and Automated Reporting	✔	✔	✔
Google Search Console (formerly Google Webmaster Tools) set up & access.	✔	✔	✔
Market Inventory - New, Used and CPO Vehicle Inventory Management Tool	✔	✔	✔
Market Pricing and Market Appraisal tool	✔	✔	✔
Market Leads - Lead Management, Distribution and Reporting Tools	✔	✔	✔
Lot cAPPture - Android and iOS Mobile Inventory Capture Solution	✔	✔	✔
DMS inventory Automation	✔	✔	✔
CarFAx Integration	✔	✔	✔
CRM Leads Integration	✔	✔	✔
Unlimited Ongoing Support & Training	✔	✔	✔
Dedicated Google Certified Online Marketing Manager		✔	✔

Services + Features

Services + Features	Core $699/mth	Elite $999/mth	Executive $1799/mth
Monthly review, recommendations and reporting from one of Strathcom's Google Certified Online Marketing Managers		✔	✔
Personalized Thank You Pages		✔	✔
Credit Application Request Form		✔	✔
Reputation Management Page		✔	✔
Blog Page		✔	✔
Inventory Syndication and integration with over 70 destinations like Kijiji, Trader, UCC (Portal fees may apply)		✔	✔
Call Tracking Numbers (minutes billed based on usage)		3	6
Hours/month Standard Site, SEO and Unique Content Changes per Month (Landing pages, Images, Sliders, etc.)		3	6
Website Personalization			✔
Geo Fencing			✔
Note Pad and Silent Salesman			✔
In-Depth Monthly Analysis from a Google-Certified Senior Online Marketing Manager			✔

A la Carte

Additional Services/Features	Fee	Notes
Non Programmable Billable Updates - Image, Graphic and General Content Creation	$100	per hour
Programmable Billable Updates - coding required	$150	per hour
Notepad & Silent Salesman	$199	per site / per month
Geo-Fencing - per product per month	$299	per site / per month
Monthly Technical SEO Audit (3 month Min)	$400	per site / per month
Additional Call tracking Lines	$6	per line (number)
Additional Call tracking Minutes	$0.12	per minute
Multi Step Forms - Car finder, Trade-in, credit app and service appointment	$199	per site / per month
Behavioral Targeting	$449	per site / per month
Exit Intent base package - Home page	$199	per site / per month
Exit Intent midsize package - Home page, Fixed Ops and Finance	$249	per site / per month
Exit Intent full-size package - Home page, Fixed Ops, Finance and Inventory	$349	per site / per month
Conversion Bundle - Multi Step forms, Exit Intent (Full) and Trade-in Widget with quartley optimizations	$849	per site / per month

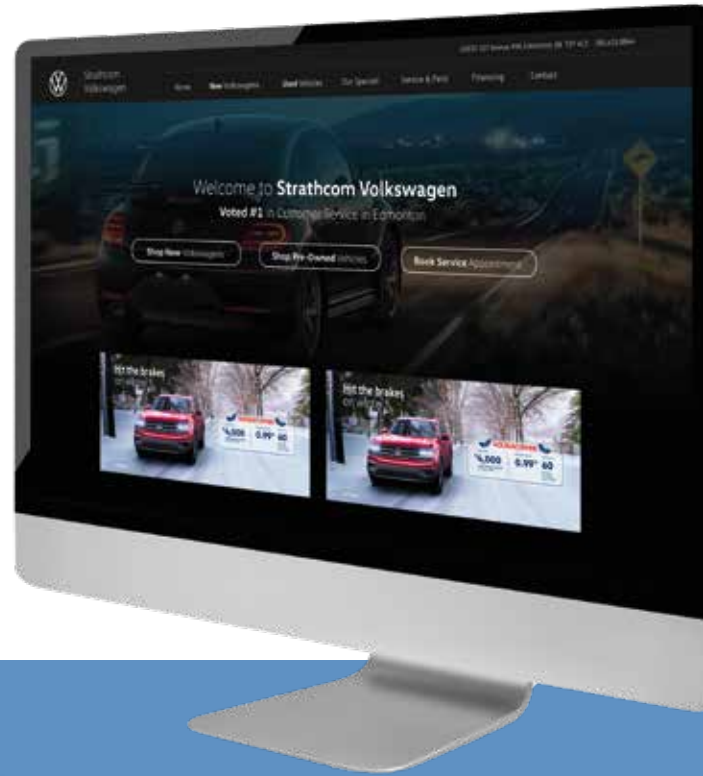|		
Market Trade-in Widget	$299	per site / per month
Custom Full Dashboard and Reporting tool for your website, PPC, GMB, SEO and Call Tracking	$349	per site / per month
Vehicle Management Services/Features		
Personal Vehicle Descriptions - per product per description	$6	per vehicle (includes 10 vehicles. min $60 per month)
New or Used vehicle Data Syndication to third party Portals that Strathcom has a data feed with. Such as Kijiji and CarGurus. *(Portal fees may apply)*	$50	per location
Facebook Marketplace, UsedCarsCanada, CBB Posting service * some restrictions apply	$149	per site / per month
SEO Services/Features		
Local SEO Fundamentals Package	$599	per site / per month
Technical SEO On-Page Optimization (Ongoing; Maximum of 3 hours per month)	$799	per site / per month
Content Marketing Starter	$749	per site / per month
Content Marketing Premium	$999	per site / per month
Content Marketing Accelerate	$1,450	per site / per month
One-Time Local Search Analysis (Error Report Only; Credited Back if Local SEO Fundamental sign-up)	$399	per site (one time)
One-Time Content Audit (Analysis Report Only; Credited Back if Content Marketing Package sign-up)	$499	per site (one time)
One-Time Technical SEO Analysis (Error Report Only; Credited Back if Technical SEO sign-up)	$499	per site (one time)
One-Time Technical SEO Audit (Including Cleanup)	$499	per site (one time)

A Customizable & Secure Website Platform

In our digital landscape, WordPress now powers and hosts 28% of today's websites. At Strathcom, our custom WordPress platform provides the easiest and most flexible website CMS in the market. Additionally, we're constantly integrating new features along the way to further improve your website's efficiency. To best ensure your site security with guaranteed uptime, Strathcom hosts all its websites using Pantheon and Amazon Web Services for both peace-of-mind and on-time delivery.

Google Certified Online Marketing Manager – Monthly Reviews and Performance Reports

Uncertain about what to do with your online marketing strategy, once your website is up and running? Your Google Certified Online Marketing Manager acts as your VIP concierge, helping you coordinate every change and update for your website while providing proactive recommendations and solutions for its performance. With their knowledge of your business' online presence and today's industry-leading best practices, you'll receive a detailed breakdown for important performance metrics each month to keep you ahead of the competition—your competitors won't know what hit them!

Responsive Website Design

With the number of users browsing and shopping on their desktop decreasing over time, optimizing your website across all remains more important than ever, especially for mobile. Our website platform guarantees a fast, responsive, and fully-optimized browsing experience to your consumers, no matter what device they use.

Included Standard Changes & Updates

While most agencies will charge you extra for small changes you could make yourself, our website packages come included with standard updates to eliminate the nickel-and-dime charges you hate so you can just sell cars and service clients. If you can text, email or dial a phone we can keep your website up to date for you without the fear of BS nickel and dime charges appearing on your invoice.

VIN-Level Manufacturer Incentives

Put your best offer forward with the manufacturer's incentives right on your VDP. Cash rebates, finance rebates and rates, and lease rebates, rates and residuals, are all displayed to each specific vehicle right down to the VIN.

Completely Optim ized for Search (SEO)

Your website and its content come fully optimized for search engines before they even launch. During the development stages for your website, we ensure that each page follows today's best SEO practices so they rank for your business' important keywords and don't get penalized by Google for errors. That means meta titles and descriptions, proper internal linking structure, avoiding duplicate content, and more come standard for each page.

Personalized Messaging

You remember a potential customer when they walk in, so get your website to do the same thing. Dynamically personalize your website messaging to each individual visitor based on existing data for returning visitors. The buyer for a Golf and an Atlas are different, so why serve them the same message? Our tool gives you the ability to personalize the creative, messaging and call-to-actions in real-time based on what we know about the returning visitor.

Note Pad

Saved vehicle tools are great, except for the fact that less than 2% of visitors use them (1.8% to be precise). Our Note Pad tool automatically saves vehicles that a visitor has viewed. If they leave the website and return, the saved vehicles remain on their notepad and the system will update the visitor if there has been a price change or if the vehicle has been sold. This keeps your inventory front and center to help increase conversions.
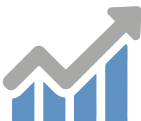
Geo-Fencing

When a visitor comes to your website from inside one of these fences, we can serve them personalized creative, messaging and call-to-actions in real-time to generate more conversions. The technology behind our website's plugin can generate geofences around certain areas, like a competitor, large business, post-secondary institution, and other establishments. Plus, everything's customizable to your dealership's preferences and rules are set to display the right messaging at the right time.

Silent Salesman

Our silent salesman tool uses the concepts of scarcity and abundance to increase your conversions. With our intuitive website plugin, we can display to your visitors how many others have viewed a vehicle, along with how many other inquiries were made, right onto the VDP and SRP. In addition to demand-based metrics, we can also display supply-based inventory metrics with custom language and messaging for how many vehicles remain in stock.

Market Platform Tools – Inventory, Pricing, Appraisals and Leads

The Market Platform tools give you access to merchandise your inventory, manage your leads, as well as price and appraise your vehicles to current market conditions. Strathcom's inventory management system comes directly integrated to send inventory and pricing data to each website and platform you're using to sell your vehicles. It's an all-in-one vehicle management solution, giving you only one password and one platform to a complete suite of tools and help you succeed online.

Market Intel - Inventory Analytics

Built into our Market platform, Market Intel takes your Google Analytics data one step further by providing you with in-depth inventory based analytics from your website's SRP and VDP activity. It provides data and insight on what vehicles get the most views based on price range, colour, body type and more, along with a full analysis of these stats. That way, you have a better idea about your users' vehicle-buying process and how you can close that sale.

Inventory Syndication

Strathcom Media has one of the largest direct syndication networks in Canada. We have long standing relationships with Kijiji, Auto Trader, CarGurus and many others—one of which includes being a Facebook Marketplace official partner. When it comes to managing inventory, we go beyond by integrating your data from your providers and set priorities on which data provider you want to update specific inventory elements, such as price, photos, descriptions, and more.

A-La-Carte Services – Tailor your solution to your specific needs

In addition to our website and online advertising solutions, we offer many a la carte services so that you can tailor-make your solution to your specific needs.

Online Advertising Solutions

We are a Google Premier Partner and work directly with both Google and Facebook to make sure we can deliver a wide variety of solutions to meet every VW dealer's needs regardless of size or market. We offer a comprehensive online advertising solution which covers:

- Paid Search
- Display
- Remarketing
- Dynamic Inventory Remarketing
- Mobile
- Geo-Targeting
- Cross-Device Retargeting
- Facebook Solutions