



360 AGENCY

PRODUCTS & SERVICES

Digital Marketing

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



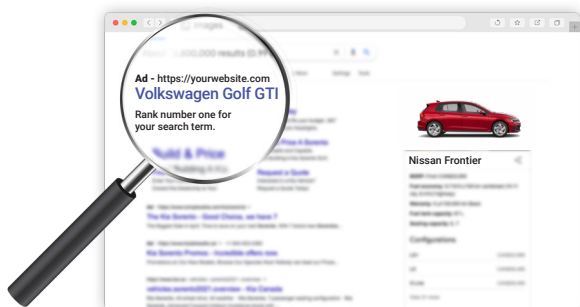
As Per Budget

Minimum budget
\$1,000 / month

AVAILABLE CAMPAIGNS

According to strategy and budget

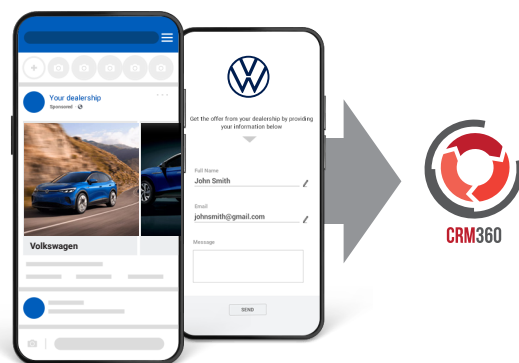
SEM



- ✓ Overall Search ads strategy: Models, Brand, Conquest
- ✓ Automatic campaigns for new vehicles with updated offers
- ✓ Dynamic used vehicles campaigns based on inventory
- ✓ Vehicle Listing ads in beta mode

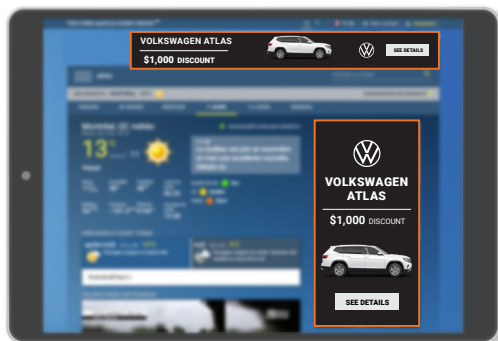
FACEBOOK CAMPAIGNS

- ✓ Facebook drive to site advertising (banners, video, carrousel)
- ✓ Facebook Lead ads advertising with **CRM 360** integration
- ✓ Dynamic Facebook campaigns 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
- ✓ Google new smart campaign : Local campaigns, Discovery campaigns, Performance max

Agency services included

Agency fees of 25% of the gross budget.



Access to Dash to follow campaign results on a daily basis.



Assigned media director to build your custom digital advertising strategy.



Persona quiz to help you define your objectives.



Transparency on budget through systematic approval.



Assigned Advertising operations specialist

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*
<div>\$150 /each</div> <div>Animated vehicles and branded banners for Google network.</div>	<div>\$500 /month</div> <div>Automated dynamic banners featuring vehicles from your inventory. (New or used)</div>	<div>\$500 /month</div> <div>Automated programmatic campaigns for vehicles and OEM offers. (Unlimited number of banners)</div>

FACEBOOK BANNERS

STATIC BANNERS (1 image)

INCLUDED

> OEM events

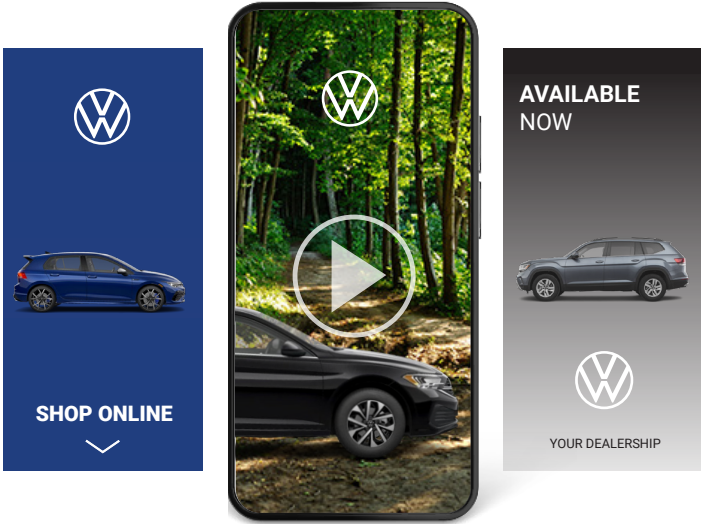
> Vehicle promotions

> Branded dealership banners

INCLUDED:

✓ Up to 4 banners per month: Top 3 vehicles + OEM events.

+ ADDITIONNAL OPTIONS
<div>CANVAS*</div> <div>\$350 /each</div> <div>Vehicle or branded banners.</div> <div><div>INCLUDED:</div><div>✓ 1 Video</div><div>✓ 1 Carousel</div><div>✓ Hero image</div><div>✓ Text</div></div>
<div>CAROUSEL*</div> <div>\$150 /each</div> <div>3-5 vehicle slider images.</div>



Example of Facebook Canvas Ads

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



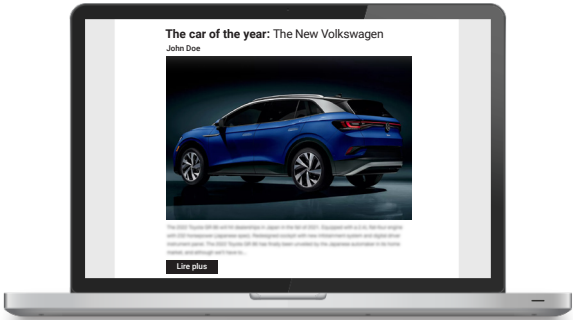
CONTENT PACKAGE / GUEST BLOGGING

(By NetMedia 360)

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

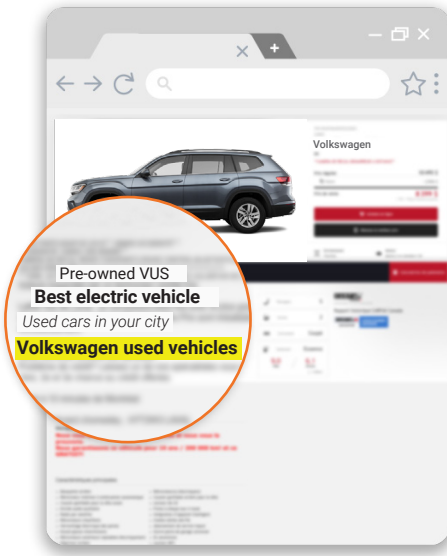


INDUSTRY NEWS	NEWS AND DRIVE TEST
\$100 /article (unilingual) or \$150 /article (bilingual)	\$250 /article (unilingual) or \$350 /article (bilingual)

USED CAR VDP ENHANCER

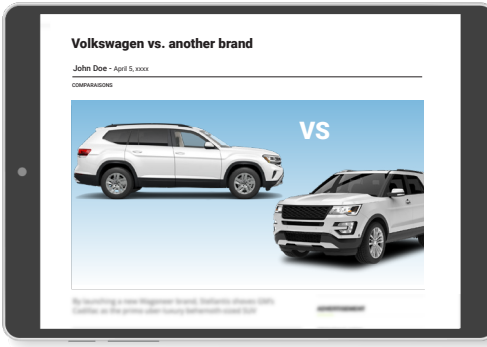
(Based on average monthly sales)

0-25	26-50	51-75
\$499 /month	\$749 /month	\$999 /month
Above 76 vehicles: add \$200 /month for each bracket of 25 vehicles. Bilingual : 50% off the price of original content.		
<u>INCLUDED:</u> <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
Unilingual. For bilingual items, add \$100 per article	\$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			✓





ADDITIONAL SERVICES

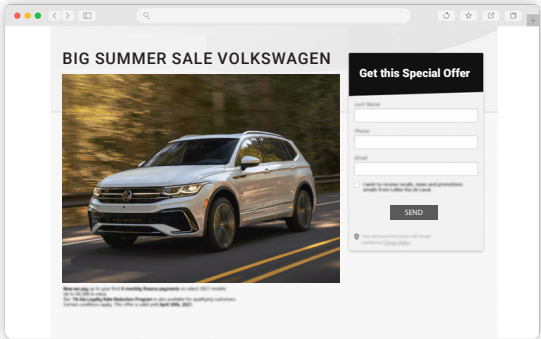
CONVERSION TOOLS



360 AGENCY

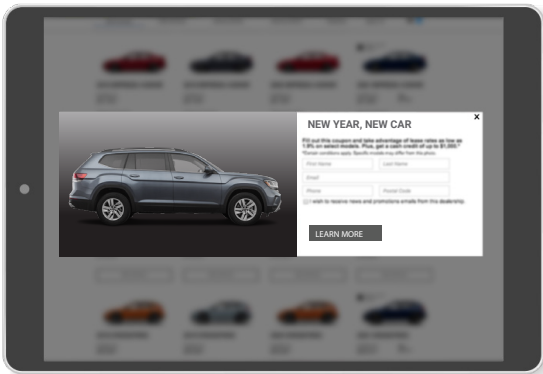
LANDING PAGES

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

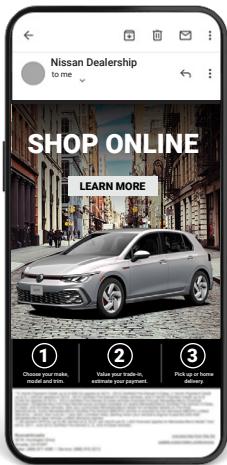


Example of coupon on website

CREATIVE CONTENT HOURLY RATE	
COUPONS ON WEBSITE	
IN-HOUSE PROMO	
HEADER (carousel)	\$95 /hour
OEM INCENTIVE SUPPORT Management and publication of OEM new-vehicle incentives on your website.	
SUPER PACKAGE (1 promo, 1 header et 1 coupon)	\$350 /month
	\$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

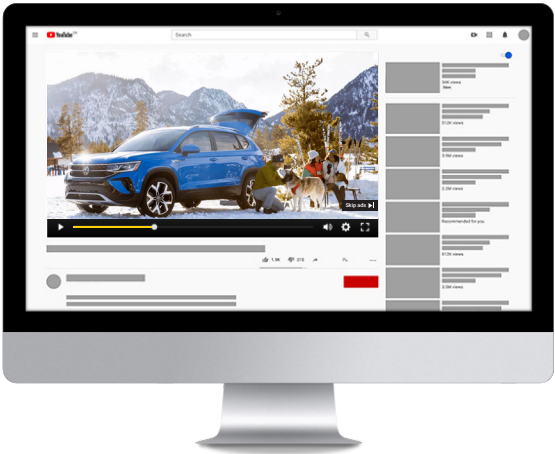
DEFINE YOUR UNIQUE STRATEGY

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

\$899 /month

1 platform, 10 posts, account monitoring once a day. (Once a day on weekends and public holidays)

INTERMEDIATE

\$1,299 /month

2 platforms, 15 posts, account monitoring twice a day. (Once a day on weekends and public holidays)

ADVANCED

\$2,099 /month

4 platforms, 20 posts, account monitoring 3 times a day. (Once a day on weekends and public holidays)

INCLUDED:

CREATIVE:

- ✓ 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)

STRATEGY:

- ✓ Creation of annual strategy
- ✓ Monitoring of competitors (according to package)
- ✓ Results tracking (according to package)

MANAGEMENT:

- ✓ Platform monitoring 365 days a year
- ✓ Account monitoring
- ✓ Interaction management
- ✓ Google My Business reviews management (according to package or optional)