

Digital Marketing

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

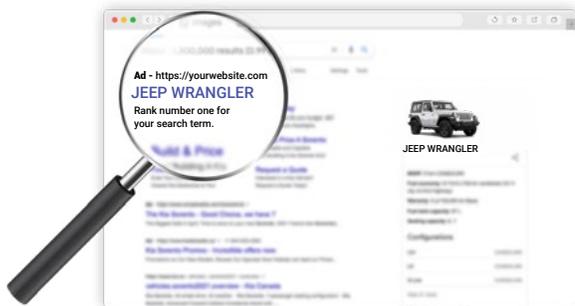


NO MINIMUM BUDGET

AVAILABLE CAMPAIGNS

According to strategy and budget

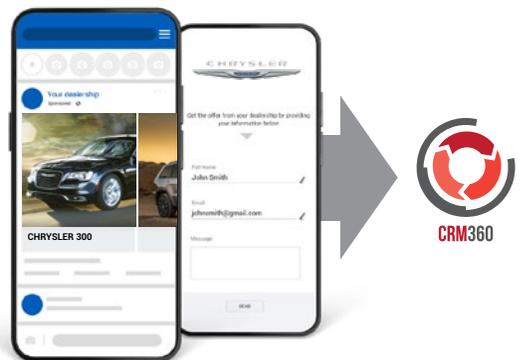
SEM



- ✓ 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 banner 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 Performance Max campaigns for New, Used and Service

Agency services included

Agency fees of 22.48% of total budget or of 29% of Ad Spend



Access to Dash 360 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)

- > 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
Animated vehicles and branded banners for Google network.	Automated dynamic banners featuring vehicles from your inventory. (New or used)	Automated programmatic campaigns for vehicles and OEM offers. (Unlimited number of banners)

FACEBOOK BANNERS

STATIC BANNERS (1 image)

- > OEM events
- > Vehicle promotions
- > Branded dealership banners

INCLUDED:

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

+ ADDITIONAL OPTIONS

CANVAS

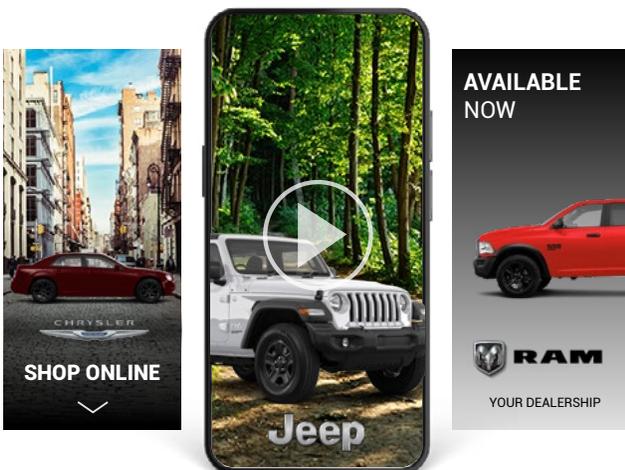
Vehicle or branded banners.

INCLUDED:

- ✓ 1 Video
- ✓ 1 Carousel
- ✓ Hero image
- ✓ Text

CAROUSEL

3-5 vehicle slider images.

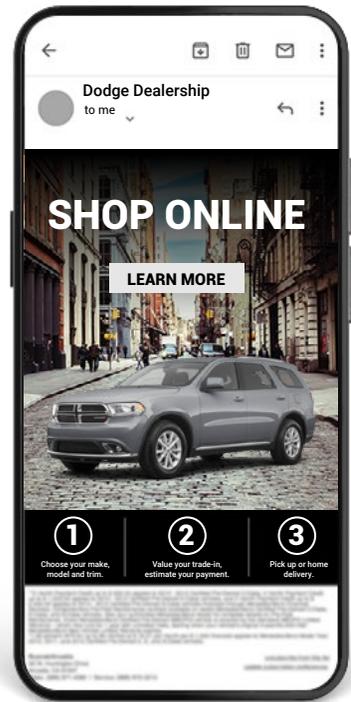


Example of Facebook Canvas Ads

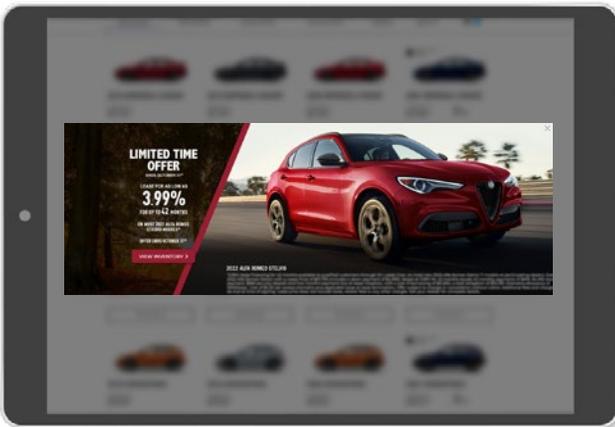
NEWSLETTER

MARKETING NEWSLETTER

The newsletter may contain news of the dealership, articles and promotions. (Includes initial design, management and monthly mailing).



MARKETING WEBSITE UPDATES



Example of coupon on website

PERSONALIZED OEM MONTHLY PROMOTIONS

Management and publication of the latest OEM new vehicle incentives, personalized for your website.

SEARCH ENGINE OPTIMISATION

SEO PACK

PLUS

Blog articles onsite. New Vehicle Only. 1 article and 1 news piece every month + 1 additional article every 2 months. (Articles will run 350 to 500 words while news runs 150 to 250.)

POWER

Blog articles onsite and offsite. New Vehicle Only. 1 article and 1 news piece every month, 1 onsite/offsite article every 2 months, plus an additional offsite article every 2 months. (Articles will run 350 to 500 words while news runs 150 to 250.)

