

Magnetis
AUTO

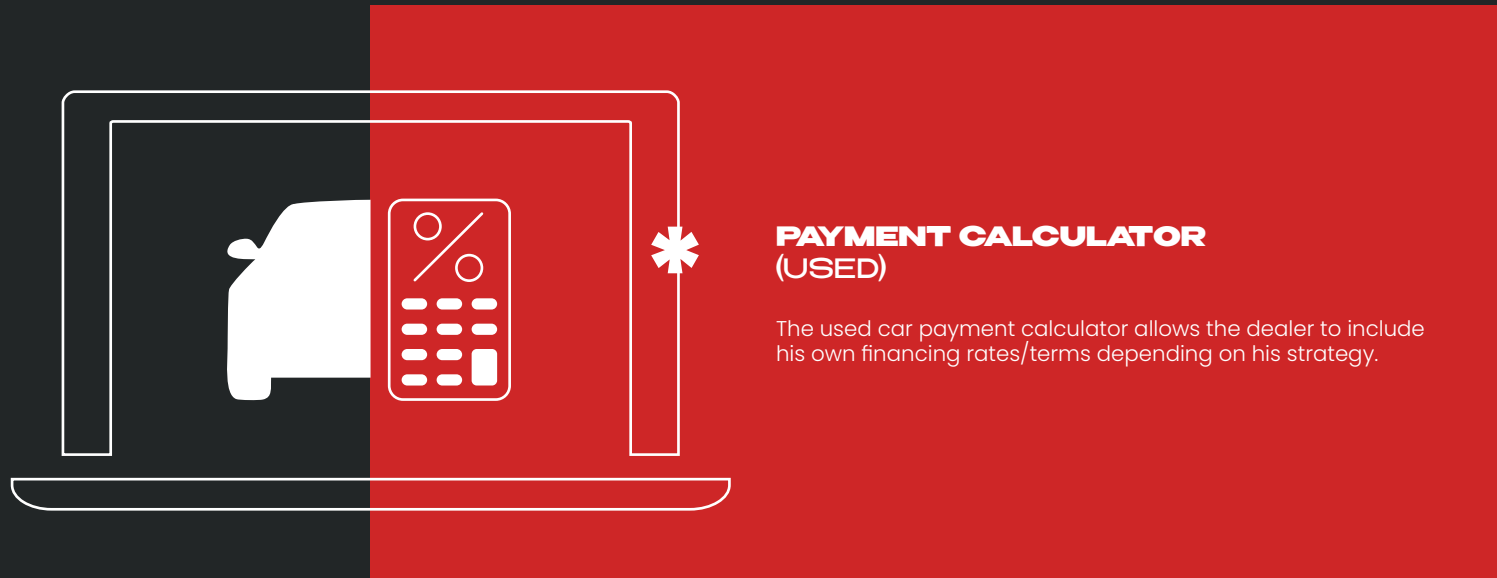
**DIGITAL
SOLUTIONS
FOR
DEALERS**

WEBSITE - ALL INCLUSIVE PACKAGES

	\$1299 PREMIUM	\$1099 PREFERRED	\$899 BASIC
Adaptive website for mobile devices	•	•	•
Digital strategist	•	•	•
Hosting & support	•	•	•
Maximum tracking phone numbers (sales)	6	6	6
Daily security backups	•	•	•
SSL certificate	•	•	•
WordPress CMS manager	•	•	•
Google analytics performance dashboard	•	•	•
Initial homepage personalization	•	•	•
Page customization - text & meta editor	•	•	•
NEW - Showroom listing page	•	•	•
NEW - Individual vehicle pages	•	•	•
NEW - 360 photo gallery	•	•	•
NEW - Trim selector	•	•	•
NEW - Dealer incentives (leasing / financing)	•	•	•
NEW - Inventory (daily import / export)	•	•	•
USED - Inventory (daily import / export)	•	•	•
Inventory search filter	•	•	•
Promo landing page generator	•	•	•
Third party integrations (CRM, Chat, API supported content)	•	•	•
YouTube video integration (New VDP pages)	•	•	•
Popup module	•	•	•
Monthly main event banner & incentives updates	•	•	•
Blog module	•	•	•
SEO video library	•	•	•
Payment calculator (New showroom pages)	•	•	•
Custom exit popup module	•	•	•
Payment configurator (Inventory listing pages)	•	•	•

WEBSITE - ADD-ON OPTIONS

Payment calculator (used)*	\$125 / MONTH
Artificial intelligence (AI) client database profile builder	\$549 / MONTH
Artificial intelligence (AI) profile builder (initial setup)	\$999
Facebook Marketplace inventory syndication	\$149 / MONTH
SMS connectivity	\$20 / MONTH
Extra website bilingual banner design (header, dealer promo or hero)	\$120 / UNIT



PAYMENT CALCULATOR (USED)

The used car payment calculator allows the dealer to include his own financing rates/terms depending on his strategy.

DIGITAL ADVERTISING

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DIGITAL ADVERTISING - PACKAGES

	25% PREFERRED	20% BASIC
Minimum investment*	\$2000	\$1000
Dedicated strategist	•	•
Consultation with strategist (1h)	MONTHLY	QUARTERLY
Campaign report	MONTHLY	MONTHLY
Manual ad updates (payment & event into ads)	MONTHLY	
Creative banner sets (Facebook or Google Display)	5 GENERIC IMAGES	
Google Search network	•	•
Google Display network	•	
Facebook Ads / Instagram Network	•	
Remarketing audiences	•	
Extra campaign subdivisions (conquest & other)	•	



MINIMUM INVESTMENT

A dealership can spend less than 2000\$ and choose the preferred package to go on other networks. If so, the minimum charge to the client will be 500\$/month.

BASIC PACKAGE

Basic package is only open on the Google Search network.

PREFERRED PACKAGE

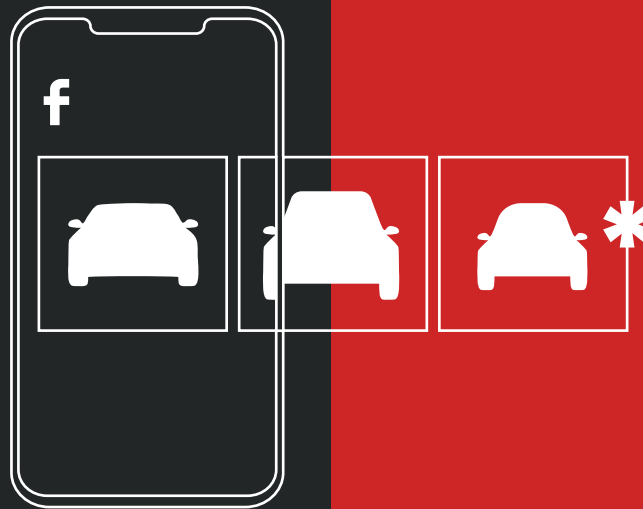
The 5 generic images are the manufacturer offers. It includes the OEM Event and the top models with the OEM offer.

DIGITAL ADVERTISING

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DIGITAL ADVERTISING - ADD-ON OPTIONS

Additional responsive / Facebook banner (1 language)	\$120
Additional creative Google banner kit (1 language)	\$175
Facebook carousel (5 slides)	\$150
Facebook Dynamic Ads (remarketing / inventory)*	\$450
Exit popup creation (1 language)	\$150
Landing page (1 language)	\$500
Dealer offers module - Promo landing page (1 language)	\$150



FACEBOOK DYNAMIC ADS

Dynamic banners created with the vehicles in your inventory.

SEO - SERVICES

SEO blog article - 1 language (including featured image)

\$275 / ARTICLE

SEO blog article - 2 languages (including featured image)

\$349 / ARTICLE

SEO New model page - 1 language

\$199 / MODEL

SEO New model page - 2 languages

\$249 / MODEL

Pinterest account management (SEO social backlink management)

\$239 / MONTH



WWW



MARKETING



TARGET GROUP



BACKLINKS



CONTENT



SEARCH



RANKING



PERFORMANCE

À LA CARTE - SERVICES

Extra call tracking number	\$45 / MONTH
Newsletter: template building	\$999
Newsletter creation (1 language)	\$375 / UNIT
Newsletter creation (bilingual)	\$439 / UNIT
Facebook profile management (2 posts / week)*	\$545 / MONTH
Premium Facebook profile management (5 posts / week)*	\$1199 / MONTH
YouTube campaign management (1 video)*	\$299 / MONTH
YouTube campaign management (Extra video)*	\$175 VIDEO / MONTH



FACEBOOK PROFIL MANAGEMENT

- Calendar preparation
- Facebook cover & avatar
- Weekly posts (2 or 5 depending on the package)
- Quarterly report



YOUTUBE CAMPAIGN MANAGEMENT

- Audience targeting
- Performance monitoring
- Performance report