



NERDAUTO

We, Nerds, declare that the moment has arrived for a next-level, game-changing, ever-evolving website solution to be made available for all Mazda dealers, without breaking the bank.

It's time to start delighting your online customers right at the beginning of their process, way before they even choose to visit your showroom. It's time to give your sales team a comprehensive, easy-to-use and dedicated set of tools to help them thrive online and focus on what they do best : selling more cars.



"TO INFINITY... AND BEYOND!"

- Buzz Lightyear

We are NERD Auto. And we are here to help you do just that.

JOIN THE NERDS REVOLUTION!

Save **time** for the buyer in store

Provide **time**-saving tools to your marketing and sales team

Save **time** for the desk managers knowing where the clients are in their journey

Help your BDC spend more **time** on qualified leads

Give your Website visitors a good **time**... and lightspeed loading times



Cutting-Edge Website Technology



High Impact Digital Advertising



Professional Automotive Content Creation



Social Media Management



SEO Optimization



Online Reputation Management



On-demand Graphic Design



Monthly Digital Sale Strategy

The internet is vast. Don't get lost : hire a NERD.



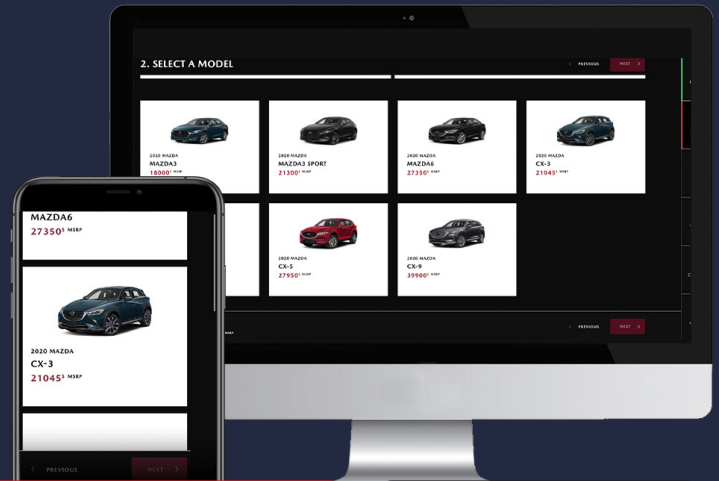
“ALWAYS IN MOTION THE FUTURE IS.”

- Yoda

In this fast-paced, ever-evolving industry, NERD Auto rethinks the online experience that is delivered to auto shoppers. Introducing a new, cutting-edge website technology, truly focused on the needs of today’s dealerships - as well as their customer’s. The Nerds’ approach aims at engaging with the shopper and really understanding at what step of their buying process they currently are. Then, giving them valuable information and delivering the answers they are looking for in a transparent and hassle-free experience, allowing to initiate a stronger, trust-based relationship. **Which makes it easier for your team to guide them towards the transaction without ever harassing or irritating them.**

Start building your future customer’s emotions and excitement from the early stages of their buying process. Deliver online the same quality of service as you do inside your showroom. And when they do show up, pick-up the process right where you left, **delivering a seamless, positive and enjoyable experience from the first point of contact, all the way to the delivery.**

WEBSITE ALL-INCLUDED PACKAGE



FEATURES

- SSL
- Responsive
- Smart inventory Manager
- Mobile inventory capture
- Account manager
- 2 Languages supported
- Phone tracking numbers (3)
- Performance dashboard
- Copy & Redirection of blogs (up to 10)

- Custom landing page tool
- Custom form builder
- Career postings
- Blog
- New car promotion page
- Promotion manager by user
- New carbuilder
- New inventory pictures
- Coupon Sticky Bar

PRICE

\$849

per site /
per month

A CLEAR STRATEGY LEADS TO BETTER RESULTS.

Our digital advertising nerds (SEM-SMM) have one thing in mind: to create and optimize innovative & impactful digital campaigns that help drive more qualified traffic to your Website, more conversions, and more sales.

Advertising channels are multiplying as consumers' attention is harder than ever to grasp. Don't leave the success of your digital advertising investments to chance! Surround yourself with an expert team that's up to speed on the hottest & latests trends, and ready to innovate and to drive results to your dealership.

Search, display, social... NERD Auto takes care of everything and deliver a simple, relevant and easy to understand performance report every month in order to measure the results and improve your campaigns performance every month.



	SERVICES		PRICE
DIGITAL ADVERTISING	Google Ads (Search & Display) 1 dynamic phone number 1 set of OEM creative	25% of budget Max. management fee \$1,499 per month	Minimum budget : \$750 per month
	Facebook Display & Leads Ads 1 dynamic phone number 1 set of OEM creative NEW Snapchat and Spotify Ads	25% of budget Max. management fee \$1,499 per month	Minimum budget : \$750 per month
A-LA-CARTE SERVICES CONTENT / DESIGN	Custom slider/header banner creation (1 language)	\$200	per banner / per month
	Custom slider/header banner creation (2 languages)	\$240	per banner / per month
	Inventory export per marketplace	\$30	per marketplace / per month
	Custom remarketing banner creation (1 language x 2 formats)	\$200	per banner / per month
	Custom remarketing banner creation (2 languages x 2 formats)	\$240	per banner / per month
	Custom facebook banner creation (1 language x 1 format)	\$150	per banner / per month
	Custom facebook banner creation (2 languages x 1 format)	\$180	per banner / per month

MEET YOUR NEW MARKETING TEAM!

What would be the impact on your dealership of having a complete marketing team? NERD Auto has brought together creative, experienced and highly efficient digital marketing teams to help you surpass your objectives and optimize your online investments.

Each team has a dedicated graphic designer, social media specialist, digital advertising expert, copywriter, web integrator and SEO specialist... all guided by an experienced automotive marketing manager.

It's time for your dealership to enjoy its own marketing department... For a fraction of the price!



**«God unplug me !
machines that create
machines !»**

- C3PO, Attack of the Clones

	SERVICES	PRICE	
A-LA-CARTE SERVICES SOCIAL MEDIA MANAGEMENT	Social Media Management on 1 platform 3 posts per week	\$809	per month
	Social Media Management Reshare on one other platform	\$249	per month
A-LA-CARTE SERVICES SEO	Blog ~300 words + 1 image	\$279	per product / per month
	Blog ~800 words + 2 images	\$649	per product / per month
	Custom SEO text per model/year (150 words - 1 language)	\$200	per product / per month
	Custom SEO text per model/year (150 words - 2 languages)	\$240	per product / per month
	Directory Cleanup and Optimization (15 directories)	\$649	one time fee
	Google my business full completion	\$349	one time fee
	Full google my business management Positive reviews answers Negative reviews flags	\$399	per product / per month
	Monthly web sale includes: (CRM mass mailing (or mailing), Banners, custom landing page, social media posts, \$400 social advertising boost)	\$1,799	per product / per month
A-LA-CARTE SERVICES OTHER	Custom Work per hour	\$120	Hourly rate
	Custom Work per hour (10+ hours / month)	\$100	Hourly rate