



# 360 AGENCY

PRODUCTS & SERVICES

## Digital Marketing

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



Agency fees of 25% of the gross budget. (See inclusions below)

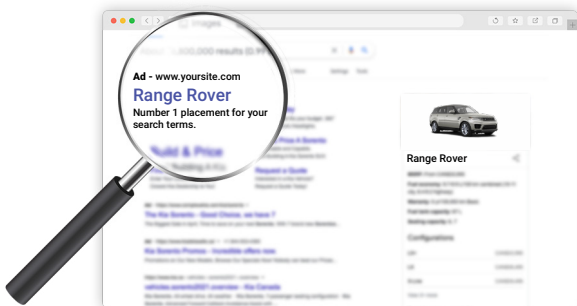
**As Per Budget**

Minimum budget  
\$1,000 / month

## AVAILABLE CAMPAIGNS

According to strategy and budget

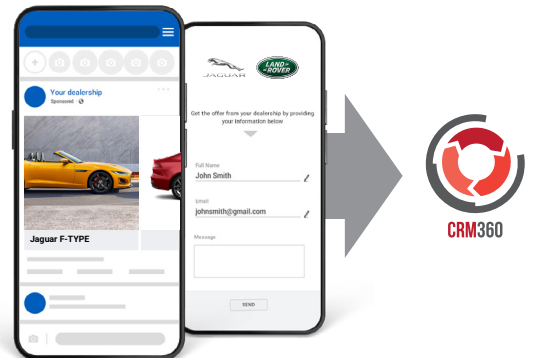
### SEM



- ✓ Overall Search ads strategy : Models, Brand, Conquest
- ✓ Automatic campaign for new vehicle with updated offers
- ✓ Dynamic used campaign based on inventory

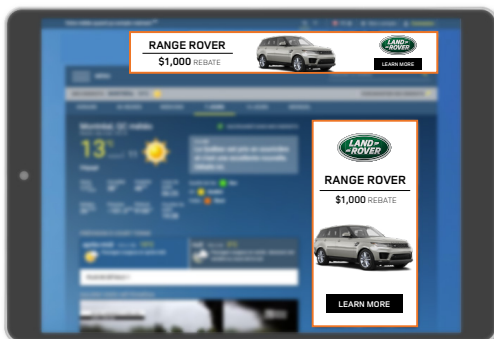
### FACEBOOK CAMPAIGNS

- ✓ Facebook drive to site advertising (banners, video, carousel)
- ✓ Facebook Lead ads advertising with CRM 360 integration
- ✓ Dynamic Facebook campaign 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

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 GIFs)

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		
HTML5 DYNAMIC BANNERS*	DYNAMIC RETARGETING BANNERS*	DYNAMIC VEHICLE BANNERS*
<p><b>\$ 150</b> /each</p> <p>Animated vehicles and branded banners for Google network.</p>	<p><b>\$500</b> /month</p> <p>Automated dynamic banners featuring vehicles from your inventory. (New or used)</p>	<p><b>\$500</b> /month</p> <p>Automated programmatic campaigns for vehicles and OEM offers. (Unlimited number of banners)</p>

# FACEBOOK BANNERS

**STATIC BANNERS** (1 image)

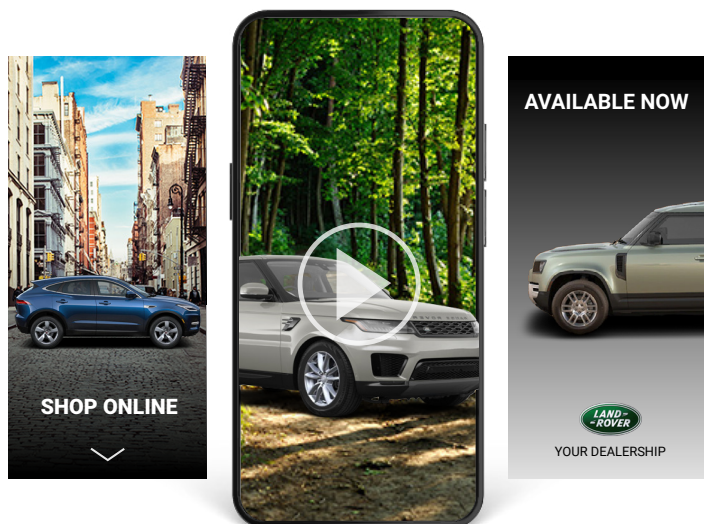
INCLUDED

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

**INCLUDED:**

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

+ ADDITIONAL OPTIONS
<p><b>CANVAS*</b></p> <p><b>\$350</b> /each</p> <p>Vehicle or branded banners.</p> <p><b>INCLUDED:</b></p> <ul style="list-style-type: none"> <li>✓ 1 Video</li> <li>✓ 1 Carousel</li> <li>✓ Hero image</li> <li>✓ Text</li> </ul>
<p><b>CAROUSEL*</b></p> <p><b>\$150</b> /each</p> <p>3-5 vehicle slider images.</p>



Example of Facebook Canvas Ads

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

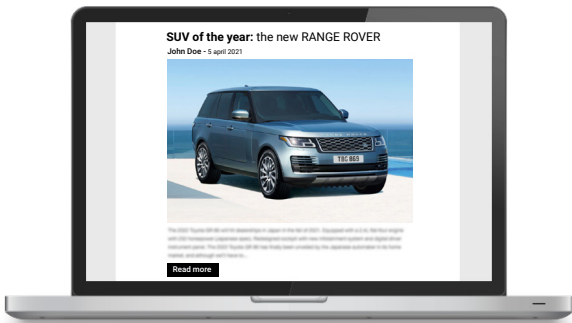
## CONTENT PACKAGE / GUEST BLOGGING

(By NetMedia 360)

NATIONAL	COMPLETE SEO PACKAGE
<p><b>\$595</b> /month (unilingual) or <b>\$695</b> /month (bilingual)</p>	<p><b>\$1,199</b> /month (unilingual) or <b>\$1,500</b> /month (bilingual)</p>
<p><b>INCLUDED:</b></p> <ul style="list-style-type: none"> <li>✓ 1 vehicle review /month</li> <li>✓ 1 news article /month</li> <li>✓ 6 guest blogging articles /year with backlinks to your site</li> <li>✓ Geo-targeted ad banners on the NetMedia 360 website network</li> <li>✓ Pre-owned vehicle listing on the NetMedia 360 website network</li> </ul>	<p><b>INCLUDED:</b></p> <ul style="list-style-type: none"> <li>✓ 1 comparison article /month</li> <li>✓ 1 news article /month</li> <li>✓ 1 pre-owned vehicle article /month</li> <li>✓ 1 new vehicle article /month</li> <li>✓ 1 technology article /month</li> <li>✓ 6 outside backlinks from authority automotive websites /year</li> </ul>

## FORFEIT EDITORIAL

(Articles on website)

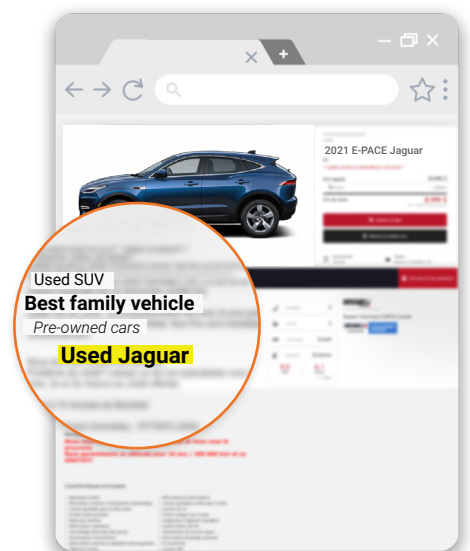


INDUSTRY NEWS	NEWS AND DRIVE TEST
<p><b>\$100</b> /article (unilingual) or <b>\$150</b> /article (bilingual)</p>	<p><b>\$250</b> /article (unilingual) or <b>\$350</b> /article (bilingual)</p>

## USED CAR VDP ENHANCER

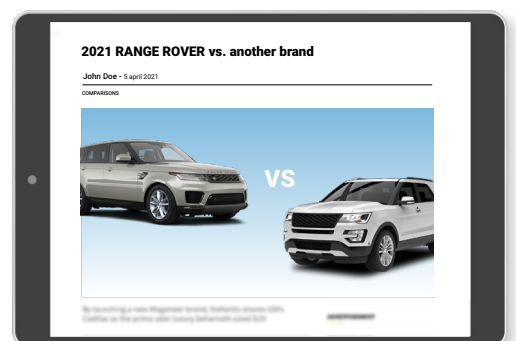
(Based on average monthly sales)

0-25 🚗	26-50 🚗	51-75 🚗
<b>\$499</b> /month	<b>\$749</b> /month	<b>\$999</b> /month
<p>Above 76 vehicles: add <b>\$200</b> /month for each bracket of 25 vehicles.</p> <p><b>Bilingual : 50%</b> off the price of original content.</p>		
<p><b>INCLUDED:</b></p> <ul style="list-style-type: none"> <li>✓ Your used vehicle descriptions written by professional automotive journalists.</li> <li>✓ Keyword optimization for better organic referencing in search engines (SEO).</li> <li>✓ Compliance with industry standards for easy syndication on third-party sites like Facebook Marketplace, Autotrader, etc.</li> </ul>		



## COMPARATIVE ARTICLES

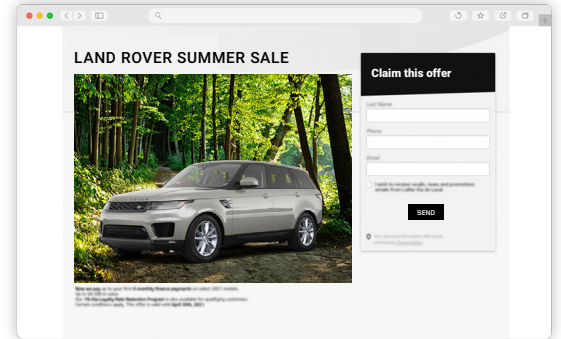
ARTICLE DESCRIPTION	1 ARTICLE	2 ARTICLES	3 ARTICLES
<p><b>Unilingual. For bilingual items, add \$100 per article</b></p>	<b>\$299</b>	<b>\$499</b>	<b>\$699</b>
The best-selling model of the brand vs. its premier rival	✓	✓	✓
The best selling SUV vs. its premier rival		✓	✓
The second best selling model vs. its premier rival			✓





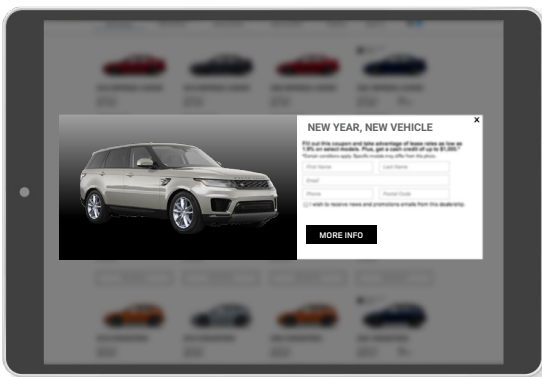
LANDING PAGES

<b>LEAD GENERATION LANDING PAGE*</b>	<b>\$500</b> / each
Landing pages for 1-3 vehicle models.	
<b>CONQUEST LANDING PAGE*</b>	<b>\$1,000</b> / each
Page comparing special offers for 2 vehicles, highlighting their advantages, including a comparative article.	



Example of Lead Generation Landing Page

MARKETING WEBSITE UPDATES

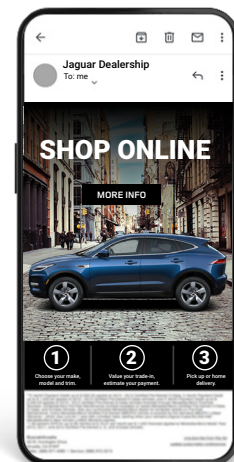


Example of coupon on website

<b>CREATIVE CONTENT HOURLY RATE</b>	
<b>COUPONS ON WEBSITE</b>	<b>\$95</b> /hour
<b>IN-HOUSE PROMO</b>	
<b>HEADER (carousel)</b>	
<b>OEM INCENTIVE SUPPORT</b> <i>Management and publication of OEM new-vehicle incentives on your website.</i>	<b>\$350</b> /month
<b>SUPER PACKAGE</b> <i>(1 promo, 1 header and 1 coupon)</i>	<b>\$249</b> /each

EMAIL BLAST

<b>EMAIL BLAST*</b>	<b>\$350</b> /each
<b>Email blast can include vehicle or service promotion, any event organized by your dealership.</b>	
<b>INCLUDED:</b>	
<ul style="list-style-type: none"> <li>✓ Layout design of the Email blast</li> <li>✓ HTML integration</li> <li>✓ Dispatch management</li> <li>✓ Post delivery report</li> <li>✓ Preferences management</li> </ul>	



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



**PERSONA360**

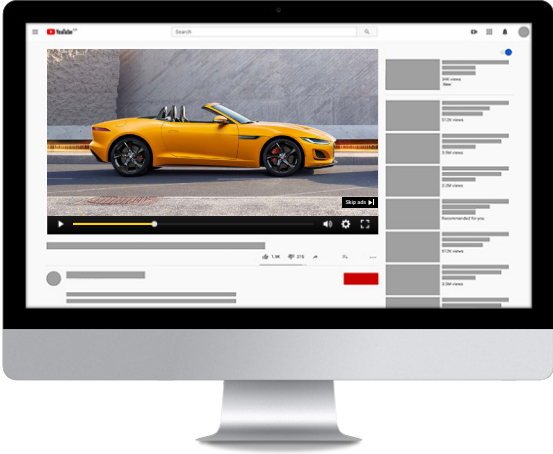
**DEFINE YOUR UNIQUE STRATEGY**

Contact your **Media Director** to complete your persona test, and define the personalized strategy for your dealership according to your objectives.



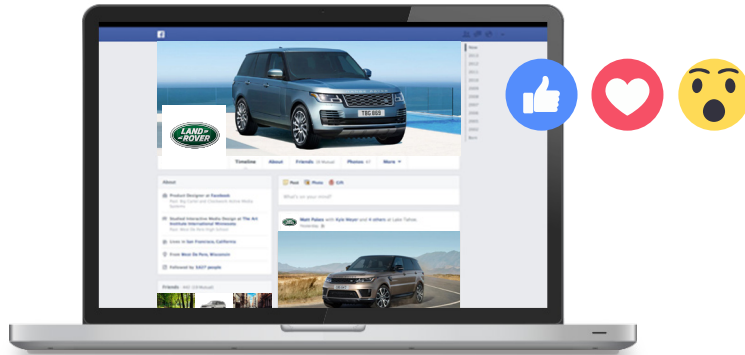


VIDEO EDITING



<b>MOTION EFFECT + MUSIC</b>	<b>\$350</b> initial / <b>\$250</b> per month
<b>MOTION EFFECT + VOICE-OVER</b>	<b>\$500</b> initial / <b>\$250</b> per month
<p><b>Customized video for your website, YouTube, Facebook and programmatic network.</b></p> <p><b>INCLUDED:</b></p> <ul style="list-style-type: none"> <li>✓ Footage mix of 3 vehicles (15 - 25 sec total)</li> <li>✓ Pictures or footage from dealership building (if available)</li> <li>✓ Music or voice over (depending on package)</li> <li>✓ Dealership logo and contact information</li> <li>✓ Monthly offers update</li> </ul> <p><i>* Shooting and filming not included.</i></p>	

COMMUNITY MANAGEMENT



BASE	INTERMEDIATE	ADVANCED
<b>\$899</b> /month	<b>\$1,299</b> /month	<b>\$2,099</b> /month
1 platform, 10 posts, account monitoring once a day. <i>(Once a day on weekends and public holidays)</i>	2 platforms, 15 posts, account monitoring twice a day. <i>(Once a day on weekends and public holidays)</i>	4 platforms, 20 posts, account monitoring 3 times a day. <i>(Once a day on weekends and public holidays)</i>
<p><b>INCLUDED:</b></p> <p><b>CREATIVE:</b></p> <ul style="list-style-type: none"> <li>✓ One or several social media platforms (according to package)</li> <li>✓ Original content posts</li> <li>✓ Cover image updates: 1, 4 or 6/year (according to package or optional)</li> <li>✓ Strategic meeting: 1, 4 or 12/year (according to package or optional)</li> <li>✓ Account creation (according to package or optional)</li> <li>✓ Bilingual page (according to package or optional)</li> </ul>	<p><b>STRATEGY:</b></p> <ul style="list-style-type: none"> <li>✓ Creation of annual strategy</li> <li>✓ Monitoring of competitors (according to package)</li> <li>✓ Results tracking (according to package)</li> </ul> <p><b>MANAGEMENT:</b></p> <ul style="list-style-type: none"> <li>✓ Platform monitoring 365 days a year</li> <li>✓ Account monitoring</li> <li>✓ Interaction management</li> <li>✓ Google My Business reviews management (according to package or optional)</li> </ul>	