

Marketing - Digital Performance Assessment and Optimization, Website Development & SEO, Digital Advertising and Creative Services.

(Confidential - For Program Use Only)

SERVICE	DESCRIPTION OF PROGRAM	PRICING
<p align="center">Digital Performance Assessment and Optimization</p>	<p align="center">Digital Marketing Performance Assessment and Optimization is designed to provide an assessment of your dealership’s digital marketing. Categories assessed include pricing, website SEO, paid search, retargeting, display and social media advertising, marketing analytics, user experience and more.</p>	<p align="center">\$625 Fee is waived if you signup for any of our monthly services</p>
<p align="center">Website Development & SEO Optimization</p>	<p align="center">Website Development & SEO Optimization is designed to build your website customized to your liking to be a lead generating machine and a leading website when people are searching online.</p>	<p align="center">Website Development fee dependent on scope of work. Ongoing SEO maintenance retainer starting at \$500/month</p>
<p align="center">Digital Advertising</p>	<p align="center">Digital Advertising offers a wide-range of services that are designed to consistently generated proven results, maximize your budget and target your specific audience. Services that are offered include creation and management of Google AdWords, retargeting, display and social media advertising.</p>	<p align="center">15% of Digital Advertising Budget, minimum fee of \$400/ month.</p>
<p align="center">Creative Services</p>	<p align="center">Creative Services offers a wide-range of creative services that are customizable to your dealership and your brand to ensure your dealership’s image and messaging stays consistent throughout each campaign.</p>	<p align="center">\$125/hour</p>