

# DealerFire™

## PRICING

Car shoppers are doing their homework online before ever stepping onto your lot. Don't waste another second making a "pretty good" first impression. Your dealership is unique - doesn't it make sense that your online presence should reflect that? Show off your brand by partnering with a team that knows how to make a difference. We want what you want. Respect. Success. Recognition. Results. It's all within reach. Let's go get it - together.

|                                     | <b>PREMIUM</b><br><b>\$1049/MO</b> | <b>PRESTIGE</b><br><b>\$1599/MO</b> | <b>SUPERCHARGED</b><br><b>\$2349/MO</b> |
|-------------------------------------|------------------------------------|-------------------------------------|---|
| Unique Content                      | ✓                                  | ✓                                   | ✓                                       |
| Account Manager                     | ✓                                  | ✓                                   | ✓                                       |
| DealerFire Live Analytics           | ✓                                  | ✓                                   | ✓                                       |
| Incentives Integration              | ✓                                  | ✓                                   | ✓                                       |
| Social Media Integration            | ✓                                  | ✓                                   | ✓                                       |
| Responsive Page Builder             | ✓                                  | ✓                                   | ✓                                       |
| Market Pricing Tool                 | ✓                                  | ✓                                   | ✓                                       |
| Google Translate                    | ✓                                  | ✓                                   | ✓                                       |
| Lead Management                     | ✓                                  | ✓                                   | ✓                                       |
| Live Search                         | ✓                                  | ✓                                   | ✓                                       |
| Urgency Notifications               | ✓                                  | ✓                                   | ✓                                       |
| Google Analytics                    | ✓                                  | ✓                                   | ✓                                       |
| Inventory Integration               | ✓                                  | ✓                                   | ✓                                       |
| Ad Manager                          | ✓                                  | ✓                                   | ✓                                       |
| Fuel/Payment Calculators            | ✓                                  | ✓                                   | ✓                                       |
| Blog Integration                    | ✓                                  | ✓                                   | ✓                                       |
| Pricing Rules                       | ✓                                  | ✓                                   | ✓                                       |
| Promotions Manager                  | ✓                                  | ✓                                   | ✓                                       |
| Two Call Tracking Numbers           | ✓                                  | ✓                                   | ✓                                       |
| Inventory Stitch Video              |                                    | ✓                                   | ✓                                       |
| Price Change Alerts                 |                                    | ✓                                   | ✓                                       |
| Sales Attribution Dashboard (ROI)   |                                    | ✓                                   | ✓                                       |
| PayPal integration for hold payment |                                    | ✓                                   | ✓                                       |
| 3 Blog Posts                        |                                    |                                     | ✓                                       |
| 2 Content/Custom Landing Pages      |                                    |                                     | ✓                                       |
| 1 monthly press release             |                                    |                                     | ✓                                       |

**ADDITIONAL PRODUCTS / UPGRADES**

|  |                                  |
|--|----------------------------------|
| Inventory Exports (Unlimited Exports)  | \$200                            |
| Social Media Mgmt (40 posts/month)   | \$999                            |
| Content Marketing (Blogs)  | \$50                             |
| Content Marketing (Press Release)  | \$250                            |
| Content Marketing (Custom Pages)   | \$250                            |
| Additional Call Tracking Lines   | \$2/Line/Month + \$0.08/Minute   |
| Email (via Google Apps for Business)   | (\$200 setup) \$5 per user / mo. |
| Display Ad Creation  | \$250/set                        |
| Onsite Video Creation (Shooting, editing and voice over)<br>*Does not include Travel Reimbursement | \$2000 Each                      |
| YouTube Pre-Roll Video Creation<br>*Dealership must provide DealerFire with Raw Video for Editing. | Call for custom quote            |

**DIGITAL ADVERTISING**

|                                  |         |
|----------------------------------|---------|
| SEM/PPC                          | 20%     |
| Flat Fee Model (at \$5000 spend) | \$1,000 |

**RESPONSIVE WEBSITES**

We were one of the first vendors in automotive to provide a fully-responsive website solution. While many of our competitors have recently launched their own programs, we've been tweaking and optimizing for over 2 years. We build our websites with a "mobile-first mentality" and with mobile accounting for over 60% of website traffic, we make sure your digital brand is visible and relevant.

**INDUSTRY-LEADING DESIGN**

Stock images and scalability have overrun the industry. We believe that quality design is hard work and we've recruited the best designers in the industry to make sure your website has the highest-quality images and design.

**DYNAMIC SEO PLATFORM**

Our websites are optimized for maximum search engine crawlability. Every page is dynamically created with unique metadata - that means all your inventory pages will be custom and easily indexed by Google and other search engines.

## **UNIQUE CONTENT**

What is the story of your dealership? We are dedicated to building your brand-loyalty through custom content creation. That means every page of your website will be truly unique, written for humans.

## **ACCOUNT MANAGER**

Our account management team is built around a consulting model that emphasizes the importance of proactive outreach. You will be assigned a dedicated account manager to provide strategy, reporting and best practices.

## **DEALERFIRE LIVE ANALYTICS**

See your website traffic in real time. See all active users, the page they're on, their geographical location, their referral source, their past visits and more. All in real time.

## **INCENTIVES INTEGRATION**

Your OEM incentives will live on a dedicated page inside your website, built for engagement.

## **SOCIAL MEDIA INTEGRATION**

Allow customers to share and engage with your content and brand with simple, unobtrusive social integrations.

## **RESPONSIVE PAGE BUILDER**

Access our robust page builder in order to create a fully-responsive page for your website - no coding required. Just use our simple text/image/video editor and name the page, assign a URL and link within the menu.

## **MARKET PRICING TOOL**

Compare your inventory pricing against dealerships in your area or around the country. Use this intelligence to market your vehicles more effectively.

## **GOOGLE TRANSLATE**

The web is not limited to one language. Utilize our very simple Google Translate plugin to translate all the content of your website into over 100+ languages.

## **LEAD MANAGEMENT**

Our websites are optimized for maximum conversion. This means that all leads collected through your website will be delivered to your CRM in real-time. You can also use our reporting to determine the traffic source of a user lead before they ever hit your website.

## **LIVE SEARCH**

Consumers are accustomed to search bars that automatically suggest and preview results as you type your inquiries. Provide your shoppers with the search method of choice.

## **URGENCY NOTIFICATIONS**

Leverage shopping information to help push customers down funnel. Top ecommerce and travel sites do, you should too.

## **GOOGLE ANALYTICS**

Get full analytics access to your site. We'll transfer any current account you have and start you a new account that you can take with you if you leave. 100% transparency.

## **INVENTORY MANAGEMENT**

Some changes need to happen in real-time. We will map your inventory providers export to custom fields within our CMS in order to provide you with a supplemental inventory tool that can serve as a real-time editing portal - update pricing, equipment, photos, videos and even mark specials.

## **HOMEPAGE SLIDESHOW MANAGER**

Welcome to the storefront of your dealership - the homepage. Upload photos and video to your homepage through a simple drag/drop functionality within our CMS. Create your own graphics, or simply ask us to - for free!

## **FUEL/PAYMENT CALCULATORS**

It may seem simple, but giving consumers an accurate idea of the other costs and savings surrounding a vehicle purchase makes the sales process more transparent, which helps you gain trust.

## **BLOG INTEGRATION**

Consider blogs the entry point for consumers to learn your history, philosophy and stories. We install a fully-functional, responsive WordPress blog on every site we develop. You can create your own posts, or consult with our digital marketing department to create a custom package to meet your content needs.

## **PRICING RULES**

Use custom segmenting rules to change pricing for batches of vehicles with one rule. Offers are schedulable and can be applied to as many or as few vehicles at once.

## **PROMOTIONS MANAGER**

More function in your CMS means more control over your website. Use Promotions Manager via Ignite CMS to create custom special banners and inventory specials in full-responsive layouts. Place them on any inventory page and watch your engagement rise.

## **TWO CALL TRACKING NUMBERS**

The world has gone mobile and call tracking is essential to the full story of your dealership leads. We will provide two static tracking lines to make sure you have insight on phone calls coming from your website. If you need more numbers, don't worry, we can provide those too.

## **INVENTORY STITCH VIDEO**

We would all like to have the time to shoot and edit true vehicle videos, but let's face it, time is a luxury in our industry. Allow custom stitch video to bring your inventory to life with stitched photos and quality voiceovers for each new and used unit.

## **PRICE CHANGE ALERTS**

The search for a car can be a long one and customers can be fickle. Stay top of mind by allowing customers to subscribe to price changes to inventory.

## **SALES ATTRIBUTION DASHBOARD (ROI)**

See which sources/referral are driving the most sales and revenue for your dealership. Our Sales attribution dashboard connects visits to sales and everything in between so you know which investments are returning to the most.

## **PAYPAL INTEGRATION**

eCommerce sites like Zappos and Amazon have driven the world of online transactions. Use our custom PayPal integration to connect your inventory with a secure payment module. Take down payments directly through the website and wave to the future of automotive purchasing.

## **3 BLOG POSTS**

Make your website the source for consumers to find information on happenings in your local area and big news about the brands you sell. Blogs are also a great place to highlight, in-depth, the special events and promotions surrounding your dealership that happen throughout the year.

## **1 CONTENT/CUSTOM LANDING PAGES**

Non-branded search is a great way to get new potential customers to find your dealership. Content landing pages target specific keywords and geo locations to allow you to get more top-ranking results in your area and that of your competition.

## **1 MONTHLY PRESS RELEASE**

Get word out quickly about your event, promotion or unique dealership feature with press releases. We distribute to high quality sources that will post your content while in the process giving your site valuable backlinks.

## **\*A LA CARTE UPGRADES**

### **DIGITAL ADVERTISING (PPC)**

Specifically target the buyers in your area with advertising that speaks to them. We have a team of certified Google Analytics specialists on staff that know how to craft a campaign that is customized for your dealership.

### **BLOGS**

Your dealership's blog can be the source of information for local events, breaking news about the OEMs you represent - and everything in between. It's also a great place to spread the word about your brand. Get eyeballs on your site from the right people.

### **CUSTOM LANDING PAGES**

Target your market - or that of your competitor - using an informative landing page that uses specific keywords to obtain high rankings. Custom landing pages are a great way to increase your non-branded search traffic.

### **PRESS RELEASES**

Get the word out about your event, promotion or anything that's happening at your dealership with a press release. We distribute press releases to high-quality sites that display your news and give you quality backlinks in the process.

### **INVENTORY EXPORTS**

We can provide inventory exports to 60+ 3rd party marketplaces. We'll include all relevant vehicle data and imaging in our export.

## **SOCIAL MEDIA ENGAGEMENT**

Everyone is on social media these days. And that includes car buyers. Connect with them where they dwell with our social media engagement package. This includes setup and optimization of your social networks, monitoring of your brand and monthly posting. All of this is done by a social media strategist that has your business goals in mind.

## **ADDITIONAL CALL TRACKING LINES**

We include 2 tracking lines off the bat, but we understand you have many departments and initiatives at your dealership, so we can provide additional numbers to meet all of your needs.

## **GOOGLE APPS FOR BUSINESS EMAIL**

Email is an essential part of business. Leverage the power of Google Apps for Business and utilize features like Gmail, Calendars, Drive and Hangouts.

## **GOOGLE DISPLAY AD CREATION**

If you'd like to utilize our design services for additional display ad creation (two sets are included with each Advertising enrollment), we will connect you to our award-winning team.

## **ON-SITE VIDEO CREATION**

From walk-arounds to drone flyovers, we understand that the dealer identity shines through true video. We'll gladly travel to your dealership and develop a plan to shoot and edit high-quality video for your digital use and beyond.

## **VIDEO EDITING SERVICES**

If you're willing to shoot the video, just send us the raw file and we'll do the magic.