JLR DIGITAL MANAGER







PROGRAM FOCUS

Monthly Website Review
Proactive & Reactive Website Updates
Custom Homepage Slides
Custom Special Offers
VLP, VRP & VDP Banners
Fixed Ops Specials
Call To Action
Custom Landing Pages
Unique Sales Proposal
Social Media Creative
Sales Event Ads
Newsletters
Email Artwork
Direct Mail Creative
Mobile Optimization



DIGITAL MANAGER OVERVIEW





DIGITAL SERVICES

A dedicated resource entrusted by the JLR Retailer providing ongoing support including updates to the retailer's website, creating compliant assets and content, assisting with requests related to the JLR Digital website, products, vehicle launches, consumer loyalty, and ultimately sales.

ACTIVE MANAGEMENT

Bridge the gap between Tier 1 promotion and Tier 3 branding. Consultants have an advantage of working with JLRNA marketing groups, regions, market and retailer network.

PROACTIVE CONSULTATION

Schedule sessions with retailers to discuss monthly offers and objectives, current performance and future goals. Brand communication helps the consultant speak to marketing events, campaigns and lead generation activities.

COMPLIANT CUSTOM CREATIVE

Consultant will monitor website to prevent infractions, recreate non-compliant promotions and remove expired content. The main focus is eye catching creative that ensures total brand cohesiveness, consistency and follows JLR guidelines.

EDUCATION

By educating retailers on how to move forward with website best practices, retailers come to understand the importance of digital as it pertains to their objectives and bottom line.

REPORTING

Review their digital metrics with their consultant to measure impact and discuss areas for growth within the digital realm.



ABOVE & BEYOND CREATIVE





JAGUAR



VIEW ALEXANDRIA SPECIALS
VIEW SPECIALS















THE NEW 2021 JAGUAR F-TYPE

The F-TYPE is Jaguar design in its most athletic form — lean, and elegant from any angle.



All the power and agility of a true thoroughbred. With state-of-the art driving systems perfecting an undorgettable experience. A powerful S.O-liter V8 575 hp engine is available on the F-TYPE R. Acceleration is rapid and progressive. Response is immediate. Test drive one at your local Jaguar dealership.

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At Land Rover Wilmington, we believe in providing a top notch experience for our customers. We aim to assist our customers in finding a vehicle that they will love!

Helping you find your next car is only the beginning of the Land Rover Wilmington experience, though. From there, our team of financing experts will help you drive home that car you've been eyeing on your terms.

Of course, nobody wants to be forgotten after the purchase of a new or used Land Rover. That's why we staff a state-of-the-art auto repair center, highly trained and equipped with the latest Land Rover parts.

Interested in utilizing one of our areas of expertise? Visit us today at Land Rover Wilmington!

Land Rover Wilmington 4310 Kirkwood HWY, Wilmington, DE 19808 302-992-9400

www.landroverwilmington.com

NEW 2022 LAND ROVER
RANGE ROVER EVOQUE S
\$699 /MONTH*
FOR 36 MONTHS - \$33,995 DUE AT SIGNING
SO SECURITY DEPOSIT - 10,000 MILES PER YEAR

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MEW 2022 RANGE BOVER EVIDOUE B

\$699 AMONTH FOR 36 MONTHS
\$3,995 CASH DUE AT SKINNG- 56 SECURITY GRYDET
11,000 WILES YET YEAR - DAYWES 2-78-7022

\$ 989 / MONTH FOR 36 MONTH!

5.199 CASH DULL AT SIGNING - 59 SECURITY OPPOSIT

10,000 WHES PER YEAR - EXPRES 1022022

NAV 2022 RANGE ROVER SPORT HIS SALVER

\$ 1,149 AMONTH FOR 54 MONTHS
\$4,99 CASH DUE AT SOUND - 10 SECURITY OPPORT
\$10,000 MEET REY YEAR - 12 FIRES 1 (50)-2022

MIN M 2022 RANGE ROVER STORT HIS SALVER

VISIT US TO EXPERIENCE THE REFINEMENT AN OF THE ALL NEW LAND ROVER RANGE ROVER

VIEW SPECIAL OFFERS >

VISIT US AT
WWW.LANDROVERANYTOWN.COM
- WE LOOK FORWARD TO SERVING YOU -

JAGUAR HINSDALE 336 E OGDEN AVE, HINSDALE, IL 60521 877-474-5721





OFFER DISCLAIMERS

0% APR MONTH FOR 24 TO 72 MO

*Certified Pre-Overed Courtory Vehicle, 2030. JAGUAR F-PACE, 25T PREHAIR. Lease for \$509.59 for 39 months. 455P \$53.252, Societ number X120067, Offer ands 7/3/2020. See retailer for complete.

All new 2020 models eligible for fisializing at the APB shown for well qualified buyers as determined by approved sincle. Permany pur receife are \$1000 fisialized, legiplates of encoding of distance or second of the permanent o

VIEW SPECIAL OFFERS >



OFFER DISCLAIMER

"Must greated coupon where order is written. Current be combined with any other order has a specialle to prior purchases. Not responsible for typographical, digital download, or printing arrow. Other extentition enter epide. Prioring may very based on make and include -places see particle administration.

VISIT US ONLINE WWW.JAGUARHINSDALE.COM







JLR DIGITAL MANAGER

PRICING & PACKAGES

100% CO-OP ELIGIBLE TURN-KEY SUBMISSION

ESSENTIAL PACKAGE

\$499

INITIAL FULL WEBSITE AUDIT
MONTHLY REPORTING REVIEW
5 CUSTOM SPECIALS PER MONTH
1 CUSTOM PAGE PER QUARTER OR 4 PER YEAR

PROFESSIONAL PACKAGE

\$749

INITIAL FULL WEBSITE AUDIT MONTHLY REPORTING REVIEW 8 CUSTOM SPECIALS PER MONTH 2 CUSTOM PAGE PER QUARTER OR 8 PER YEAR

EXECUTIVE PACKAGE

\$999

INITIAL FULL WEBSITE AUDIT
MONTHLY REPORTING REVIEW
16 CUSTOM SPECIALS PER MONTH
4 CUSTOM PAGE PER QUARTER OR 16 PER YEAR

CUSTOM DEVELOPMENT

\$99/HOUR

INCLUDES BUT NOT LIMITED TO: NEWSLETTERS, EMAIL BLASTS, SOCIAL MEDIA CREATIVE, SALES EVENT ADS & DIGITAL CREATIVE

CERITIFIED PRE-OWNED JLR DIGITAL MANAGER

PRICING & PACKAGES

100% CO-OP ELIGIBLE TURN-KEY SUBMISSION

BASE PACKAGE

\$299

INITIAL FULL WEBSITE AUDIT
MONTHLY REPORTING REVIEW
3 CUSTOM SPECIALS PER MONTH
1 CUSTOM CPO PAGE PER QUARTER OR 4 PER YEAR

ESSENTIAL PACKAGE

\$499

INITIAL FULL WEBSITE AUDIT MONTHLY REPORTING REVIEW 6 CUSTOM SPECIALS PER MONTH 1 CUSTOM CPO PAGE PER QUARTER OR 4 PER YEAR

PROFESSIONAL PACKAGE

\$749

INITIAL FULL WEBSITE AUDIT MONTHLY REPORTING REVIEW 8 CUSTOM SPECIALS PER MONTH 2 CUSTOM CPO PAGE PER QUARTER OR 8 PER YEAR

EXECUTIVE PACKAGE \$999

INITIAL FULL WEBSITE AUDIT
MONTHLY REPORTING REVIEW
16 CUSTOM PIECES OF CREATIVE PER MONTH
3 CUSTOM CPO PAGES PER OUARTER OR 12 PER YEAR

CUSTOM DEVELOPMENT

\$99/HOUR

INCLUDES BUT NOT LIMITED TO: NEWSLETTERS, EMAIL BLASTS, SOCIAL MEDIA CREATIVE, SALES EVENT ADS & DIGITAL CREATIVE

HOW TO ENROLL







TO ENROLL IN THE JLR DIGITAL MANAGER PROGRAM PLEASE CONTACT:

EMAIL INFO@JLRDIGITAL.COM OR CALL US AT (888) 850-1008
VISIT OUR ENROLLMENT SITE AT JLRDIGITAL.COM

