



PROGRAM FOCUS

Monthly Website Review
Proactive & Reactive Website Updates
Custom Homepage Slides
Custom Homepage Buttons
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 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.





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

CERTIFIED 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 QUARTER 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

