

## Paid Search Services

Choose up to three platforms:

- |                        |                     |                        |
|------------------------|---------------------|------------------------|
| Google Paid Search     | YouTube             | Twitter Paid Social    |
| Google Display Network | Microsoft Ad Center | Local WAZE Advertising |
| Facebook               | Programmatic        | Paid Social            |

Additional Platforms - \$250 per platform  
 Custom Creative - \$200 per piece  
 FUEL Software Fee - \$200

## Additional Products & Upgrades

	Price
Additional Phone Numbers	\$5 per number plus \$.07 per minute
Toll Free Number	\$6.40 per number and \$0.14 per minute
Conversations (Live Chat)	\$449
Lease/Payment Calculator	\$449
Email Marketing	\$799/month up to 100k + one-time email scrub fee up to 75k
Creative Asset Creation	\$100/piece
Conversion Rate Optimization (CRO) Services	\$100 per hour
Social Media Posting	\$699/3-5 posts/week
Social Media Setup	\$499 Facebook, Twitter, G+
Video Services	Quoted per job at \$125 hour + travel
Google 360 Business View	\$699 per location + travel



Dealer Inspire / Launch Digital Marketing is a certified Google Partner and currently holds more digital certifications than any other digital marketing agency in the automotive space.

## SEO Packages

	Standard \$999	Advanced \$1,499	Dominate \$2,299
Keyword Optimization	✓	✓	✓
Ongoing Website Optimization	✓	✓	✓
Advanced Google Analytics	✓	✓	✓
Google Webmaster Tools Monitoring	✓	✓	✓
Custom Reporting	✓	✓	✓
Custom Content Creation	✓	✓	✓
Competitor Analysis		✓	✓
Social Integration		✓	✓
Custom Strategy		✓	✓
Local Optimization		✓	✓
Account Management		✓	✓
Event Support and Outreach			✓
Creative Support			✓

\* % variable management fee for spending \$4,999 and under.  
 \* \$1,000 flat management fee for spending \$5,000 and over.