



# TIRED OF COOKIE-CUTTER AGENCIES? IT'S TIME YOU TALKED TO STREAM



## ABOUT STREAM

Stream is a full-service, fully integrated advertising agency powered by strategy, experience, and technology. We believe in an integrated approach that fosters communication with and between each department to elevate the results of our digital efforts. This strategy aligns all messaging through each medium and channel but also ultimately allows us to be more strategic and transparent with our advertising dollars, thus saving money and being more effective with our ad placement and spend. Our motto is Do the Ordinary Extraordinarily Well, and our team members truly live by this philosophy. Our client partners are treated like our only clients with a high level of communication, absolute transparency, and an aggressive pursuit of mutually set KPIs.

## SERVICE PACKAGES

### PLATINUM

- ✓ Digital Marketing & Advertising Strategy
- ✓ Dedicated Account Manager
- ✓ Adnomics Reporting Platform
- ✓ Website Merchandising
- ✓ SEO
- ✓ Shopper Suite® by FullThrottle
- ✓ MyShowroom™ by FullThrottle
- ✓ Creative Services

**\$8,399** per month

### GOLD

- ✓ Digital Marketing & Advertising Strategy
- ✓ Dedicated Account Manager
- ✓ Adnomics Reporting Platform
- ✓ Website Merchandising
- ✓ SEO
- ✓ Shopper Suite® by FullThrottle
- ✓ MyShowroom™ by FullThrottle
- ✗ Creative Services

**\$6,999** per month

## SERVICES



### Digital Marketing & Advertising Strategy

Plan and implement dealer-specific integrated (traditional & digital) strategy using unique selling propositions, 1st & 3rd party market data, and individual dealer goals.



### Dedicated Account Manager

Dealers are assigned a dedicated account manager as their primary point of contact.



### Adnomics Reporting Platform

Access to vendor's proprietary reporting and analytics platform for the automotive industry, which highlights pertinent information for dealers to making data actionable.



### Website Merchandising

Hands-on maintenance of your most important digital asset, including merchandising monthly promotions and incentives, as well as routine adjustments and changes to daily operations (personnel, hours, news).



### SEO

Strategic planning and implementation of keywords and search queries to assist dealers in obtaining top-ranking pages to convert leads into website visitors and buyers.



### Creative Services

Traditional and digital creative advertising services to assist dealers in bringing their brand to life to target shoppers and increase sales.

## SILVER

- ✓ Digital Marketing & Advertising Strategy
- ✓ Dedicated Account Manager
- ✓ Adnomics Reporting Platform
- ✓ Website Merchandising
- ✓ SEO
- ✓ Shopper Suite® by FullThrottle
- ✗ MyShowroom™ by FullThrottle
- ✗ Creative Services

**\$5,179** per month

## BRONZE

- ✓ Digital Marketing & Advertising Strategy
- ✓ Dedicated Account Manager
- ✓ Adnomics Reporting Platform
- ✓ Website Merchandising
- ✓ SEO
- ✗ Shopper Suite® by FullThrottle
- ✗ MyShowroom™ by FullThrottle
- ✗ Creative Services

**\$3,179** per month



### Paid Search

Offering a fully customized, hands-on, high-touch, integrated, team-structured approach to pay-per-click (PPC) campaigns and strategy, including direct access to PPC specialists, who actively optimize campaigns throughout the month and follow trends to deliver a PPC campaign custom-tailored to a business's needs.



### Display and Video Advertising

Creation of captivating and converting graphics and video content on client's platforms such as social media, news sites, and web pages to engage audiences and drive retail traffic to the business.



### Social Advertising

Plan and implement advertising campaigns on social media platforms such as Facebook, Twitter, Instagram, and LinkedIn.



### Social Management

Data-driven management program of dealers' social media accounts on platforms such as Facebook, Twitter, Instagram, and LinkedIn, with focus on user purchasing behaviors, occupation, educational background, and others.



### Reputation Management

Maintenance and management of a dealer's online image and reputation, including comments, reviews, and star ratings on various sites and platforms.



### Shopper Suite® by FullThrottle

Access to vendor's proprietary reidentification platform, which allows dealers to identify anonymous online shoppers and deploy targeted marketing strategies using enriched data and statistics.



### MyShowroom™ by FullThrottle

Access to vendor's proprietary digital showroom platform where a dealer may import its customer database to offer its customers a virtual Vehicle Wallet along with personalized vehicle updates to increase dealer-customer engagement.

## ADDITIONAL PACKAGE ADD-ONS

The following is a list of all additional products and services that will be made available on an à la carte basis to dealers that subscribe to a Digital Advertising Service Package.

**Paid Search • Display • Social Advertising • Social Management • Reputation Management**  
**Shopper Suite® by FullThrottle • MyShowroom™ by FullThrottle**

