

FCA DIGITAL

# DIGITAL MARKETING PROGRAM

ALL SERVICES AVAILABLE A LA CARTE

## A LA CARTE DIGITAL SERVICES



### Paid Search Advertising (PPC)

Now you can reach your audience at the right place, in the right moment, on the right device, with the right message.

- Google, Bing, and Yahoo Paid Search (New, CPO, Used)
- YouTube Pre-Roll and Advertising
- Unique Ad Copy
- A/B Testing
- Lead and Call Tracking
- Customized Reporting
- Clients Own Their Google AdWords Accounts



### Facebook Advertising

Stream Companies works to create a cohesive, collaborative mix of effective messaging, unique content, platform optimization, and highly targeted advertising. By clearly representing your business on social, shoppers can learn, converse, inquire, engage, and decide.

- Facebook & Instagram
- Create, Launch, and Manage Ad Campaigns
- Design Time with Compliance Approval as Needed
- Reporting: Facebook Awareness Ads, Facebook Lead Generation Ads



### Display Advertising

Now more than ever, car buyers are using a variety of online sources to research and engage with your dealership, making their time in-market virtually irrelevant. At Stream, our Omni channel philosophy aligns the most relevant platforms and tactics around your target audience, not the other way around.

- Programmatic Display
- Boost Network (PMP) Banner Spots
- Interactive Dynamic Display Auto Ads
- Retargeting
- Waze Navigation Ads



### Native Video Advertising

- Yahoo-Owned and -Managed Sites Desktop and Mobile
- Facebook Video
- In-App Native Videos
- Private Market Places + Gemini Publisher Network

### Digital Video Advertising

- Pre-Roll Spots on US ComScore 100 Sites
- Mid-Roll and Post-Roll Ads Between Online Streaming Content
- True View—YouTube Pre-Roll and Advertising

# SEARCH ENGINE OPTIMIZATION (SEO)

	GOOD	BETTER	BEST
MONTHLY CONTENT PLANNING	✓	✓	✓
BI-WEEKLY WEBSITE ACCESSIBILITY & TECHNICAL ERRORS AUDIT	✓	✓	✓
GOOGLE ANALYTICS & KPIS SET UP	✓	✓	✓
KEYWORD ANALYSIS	✓	✓	✓
KEYWORD MAPPING	✓	✓	✓
MONTHLY PIECES OF CONTENT	5	10	10
MONTHLY WEBSITE PAGES OPTIMIZED	5	10	10
CITATION BUILDING	✓	✓	✓
ONGOING LINK BUILDING		✓	✓
EDUCATION GUIDE			✓
MONTHLY LANDING PAGE			✓
2 CALLS TO ACTION-MONTHLY			✓

# REPUTATION MANAGEMENT

## Strategy, Planning & Ongoing Analysis

A company’s digital presence is often a consumer’s first impression. From rave reviews to rants, are you engaged in and responsive to what people are saying about your business?

Reputation management involves more than just checking random websites to find out what customers are saying about you. It’s also about managing and analyzing that information, establishing helpful and insightful replies, and building your digital presence to strengthen your brand.

- Daily Review Monitoring
- Actively Responding
- Feedback Finder
- Tracking and Reporting

# SOCIAL MEDIA

	GOOD	BETTER	BEST
<b>SOCIAL MEDIA MANAGEMENT AND CONTENT/POSTING</b>	2x per week, Facebook & Twitter	3-4x per week, Facebook, Twitter & Instagram	5x per week, Facebook, Twitter & Instagram
<b>SOCIAL AMBASSADOR PROGRAM AND AUTOSNAPP ACCESS</b>	✓	✓	✓
<b>REPORTING AND REVIEW-MONTHLY</b>	✓	✓	✓



# EMAIL MARKETING

<b>PRE-BUILT TEMPLATE</b>	<b>CUSTOM TEMPLATE</b>	<b>CONQUEST EMAIL</b>
RESPONSIVE DESIGN AND CODING	RESPONSIVE DESIGN AND CODING	BRANDED AND DESIGNED FOR YOUR DEALERSHIP
PRE-APPROVED FOR FUNDING	BRANDED AND DESIGNED TO YOUR DEALERSHIP	RESPONSIVE DESIGN
DEPLOYABLE IN 3 OR FEWER BUSINESS DAYS	TAILORED SPOTLIGHT GRAPHIC	PROVEN CAMPAIGNS THAT DRIVE SALES
FULL ENGAGEMENT REPORTING	ONE TO EIGHT CUSTOM VEHICLE OFFERS	ZIP CODE TARGETING
GOOGLE ANALYTICS CUSTOMER CAMPAIGN PARAMETERS	FULL ENGAGEMENT REPORTING	GOOGLE ANALYTICS TRACKING
	GOOGLE ANALYTICS CUSTOMER CAMPAIGN PARAMETERS	ROI REPORTING

## STREAM POWER SEARCH

### Platform Features

- Inventory-sourced dynamic ad creation (New/Used)
- Responsive design ads: reach consumers across any device to ensure a cohesive cross-platform UX
- Advanced geo-targeting – national, regional, local & zip specific options
- Reach the right people at the right time:
  - Make/model combinations of your choice
  - Brand or conquest ads
  - Full control of ad text and image assets

### Service USPs

- Minimum 5% CTRs guaranteed
- Flexible: Drive traffic to VDP or SRP
- Transparent and detailed reporting. Ad hoc data requests and mid-month optimizations included
- Insights on industry/platform performance benchmarks for same make/model campaigns

## LEAD SCORING

- Increased Sales Productivity
- Shortened Customer Car-Buying Cycle
- Increased Conversion Rate
- Better Customer Engagement

## CONVERSION OPTIMIZATION

- Call-To-Action Color and Copy
- Listing and Detail Page Layouts
- Social Proof Placement
- Widget Integrations and Evaluation
- Form Optimization
- Abandonment Pop-Up Offers

# WEBSITE MERCHANDISING

## GOOD

- Dedicated Webmaster Concierge
- Saturday Emergency Support
- Google Analytics Setup
- Webmaster Tools Setup
- IP Filters
- Goal Conversion Setup
- Standard Event Tagging
- Desktop Site Performance Report
- Mobile Site Performance Report
- 3rd Party Vendor Support
- Monthly Site Audit
- Adding/Removing Forms
- Replace Images
- Feed Troubleshooting
- Content Changes & Disclaimer Updates
- Update Links
- New Vehicle Specials
- **(5) Used Vehicle Specials**
- **(5) Service Specials**
- **(5) Parts Specials**
- **(3) Slide Creative**
- **(3) Slide Posting/Removal**
- **(3) Banner Creative**
- **(1) Add & Remove Banners**
- **(1) Add Videos**
- **(1) Event/Sale Landing Pages**
- Pricing Rule Changes
- Customized Event Tagging
- Add Widgets (Chat, Blackbook)
- Form Verification
- Indexation Requests
- Custom Alerts

## BETTER

- Dedicated Webmaster Concierge
- Saturday Emergency Support
- Google Analytics Setup
- Webmaster Tools Setup
- IP Filters
- Goal Conversion Setup
- Standard Event Tagging
- Desktop Site Performance Report
- Mobile Site Performance Report
- 3rd Party Vendor Support
- Monthly Site Audit
- Adding/Removing Forms
- Replace Images
- Feed Troubleshooting
- Content Changes & Disclaimer Updates
- Update Links
- New Vehicle Specials
- **(10) Used Vehicle Specials**
- **(10) Service Specials**
- **(5) Parts Specials**
- **(5) Slide Creative**
- **(5) Slide Posting/Removal**
- **(5) Banner Creative**
- **(3) Add & Remove Banners**
- **(3) Add Videos**
- **(2) Event/Sale Landing Pages**
- **(1) Pricing Rule Changes**
- Customized Event Tagging
- Add Widgets (Chat, Blackbook)
- Form Verification
- Indexation Requests
- Custom Alerts

## BEST

- Dedicated Webmaster Concierge
- Saturday Emergency Support
- Google Analytics Setup
- Webmaster Tools Setup
- IP Filters
- Goal Conversion Setup
- Standard Event Tagging
- Desktop Site Performance Report
- Mobile Site Performance Report
- 3rd Party Vendor Support
- Monthly Site Audit
- Adding/Removing Forms
- Replace Images
- Feed Troubleshooting
- Content Changes & Disclaimer Updates
- Update Links
- New Vehicle Specials
- **Unlimited Used Vehicle Specials**
- **Unlimited Service Specials**
- **Unlimited Parts Specials**
- **Unlimited Slide Creative**
- **Unlimited Slide Posting/Removal**
- **Unlimited Banner Creative**
- **Unlimited Add & Remove Banners**
- **Unlimited Add Videos**
- **Unlimited Event/Sale Landing Pages**
- **Unlimited Pricing Rule Changes**
- Customized Event Tagging
- Add Widgets (Chat, Blackbook)
- Form Verification
- Indexation Requests
- Custom Alerts