

# CONTENT & CREATIVE



Unlock your potential with a team of digital marketing experts—an extension of your dealership.

Assist shoppers in their path to purchase! Our professional campaign coordinators and graphic designers will deliver compelling, strategic campaign creative each month, aligned to your dealership's strategy, brand, and manufacturer guidelines. Campaign elements address all profit centers at the dealership and may include landing pages, ad creative, homepage slides, banners, and specials.

## Key Benefits

**Digital Marketing Expertise where and when you need it most.** At a time when ROI is more important than ever, we'll help you master key digital marketing fundamentals and get the most from your investment.

**Collaborative Expertise.** Dealer strategy is supported by Campaign Coordinators and design for efficient campaign management.

**Monthly Campaign Creation.** Dealerships can promote OEM incentives, dealership specials, or other dealership events, campaigns and initiatives.

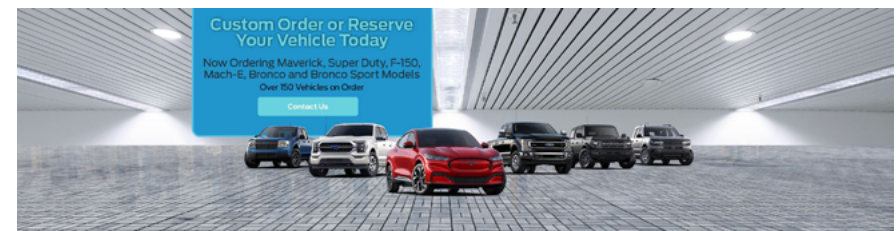
**Automotive-Specific Focus.** We deliver strategic marketing and design consultation focused on the goals of each automotive retailer.

**Fast Turnaround.** Our expert designers ensure fast delivery of your creative assets—no more than two business days.

## Great Creative Makes the Difference

Consistent creative assists consumers throughout their journey, as they make their way toward a purchase decision. Successful creative will drive an increase in website engagement, including VDP Views and Leads.

A great team, great creative, and great results are all within your reach. Contact your Dealer.com Representative today to learn more about all of the Content & Creative services available for all of your profit centers.



## Service Components

### Performance Manager

A Performance Manager (PM) will be assigned to all subscribers of Content and Creative. For the Standard level, your PM will handle all asset requests and assign a talented Campaign Specialist to manage.

### Dedicated Campaign Coordinator

With our Advanced and Premium offerings, you will have a dedicated Campaign Coordinator to provide strategic guidance and ongoing, proactive campaign management.

### Gathering/Extraction Calls with Proactive Recommendations

At the beginning of every month the Campaign Coordinator will schedule a call to gather information about the campaign strategy for that month. They will also provide recommendations based on previously successful campaigns and industry knowledge/best practices.

### Monthly Campaign Performance Review Call

In the second half of each month, the Campaign Coordinator will schedule a call to discuss the performance of the previous month's campaigns.

### Monthly Report

The Campaign Coordinator will provide a report that summarizes the performance of the campaigns and assets we've created for you. This report will be generated monthly and delivered in tandem with the reporting call.

### Monthly Site Audit for Expired Offers (specials, slides, banners)

Once a month, the Campaign Coordinator will check your site for specials, slides, and banners that have outdated offers and remove any assets that are no longer applicable.

### Campaign Brief

During the monthly strategy call, your dedicated Campaign Coordinator will fill out a Campaign Brief that outlines the campaigns and campaign details for the month.

### Monthly Integrated Campaigns

Our Content and Creative team leverages unique partnerships with OEMs to build approved campaigns using the most current and manufacturer compliant media, saving time, costs and ensuring creative alignment.

- **Homepage Slides.** We'll create slides for your homepage for each integrated campaign. Slides will be uploaded after you provide approval and will be removed upon the campaign's expiration date or upon your request.
- **Landing Pages.** When appropriate, we'll build a custom landing page for the campaign. The landing page will be linked from the slide on the homepage and will feature content and imagery focused on the integrated campaign. Examples include (but are not limited to) pages that support custom events, sales, community partnerships, and inventory.
- **Banners.** Banners are similar to slides, but are shorter in height and used for the top of landing pages. These banners will match the same design look and feel as the campaign to increase awareness and engagement.
- **Specials.** We recognize the importance of keeping specials pages current, so we will create a custom special that matches the look and feel of the campaign slide.
- **Display Ads.** Upon request, we'll create a display ad set for the campaign. Display ads will include one leaderboard, one medium rectangle, and one wide skyscraper-style display ad.
- **Campaign Assets for E-mail Newsletter.** To further support the monthly vehicle campaigns, we will design graphic assets in a format to be included in your e-mail newsletter. Copy, formatting, and deployment of the newsletter itself is not included with this offering.

**Social Creative (profile and cover photos)**

We'll create profile photos and cover photos at your request. If you also utilize our Dealer.com Managed Social offering, we will also upload these assets to your business social media profiles.

**Full Site Submitted to OEM for Compliance**

If your OEM has a Compliance Agency/Bureau, we will submit your full website on a monthly basis for review. We will provide you with the results from your compliance bureau so that you can facilitate the changes needed to bring your site into a compliant state.

**Asset Compliance**

Every asset we create will be submitted for OEM compliance approval. Note that some OEMs do not have compliance rules in place, so this is only for sites with OEMs that have a formal compliance bureau. We'll create the assets in the turnaround time window provided, however, compliance approval can take additional time.

**Existing Page Content Enhancement (pages per month)**

Each month, we'll enhance content on specific pages of your website. This content could be for the About Us, Service, Parts, or other similar pages and will be focused on creating a consistent message showcasing what makes your dealership unique.

**Website Buttons**

As a part of the Premium service level, we will design custom buttons for your website at your request.

**Inventory Overlays**

If you have Dealer.com Photo Overlays (a-la-carte or as part of a package), we will design custom overlays for you upon request.

**Off-Network Display (e.g. Pandora.com and Facebook Carousel Ads)**

Upon request we can create visual assets for your ads on off-network advertising sites like Facebook and Pandora.com.

**Asset Turnaround Time (business days)**

We will create the assets within two full business days. Please keep in mind that this turnaround time does not include compliance approval.

**Additional Services****Group Service**

Supports the migration of campaign assets to the group-level website, enhancing campaign visibility and consistency across the dealership and group. Requires additional \$299/month purchase.

One better experience for you and your customer.