

DEALER INSPIRE

DIGITAL ADVERTISING SERVICES



DIGITAL ADVERTISING	FEE TYPE
Package A Paid Search, Retargeting	\$1,000 - \$3,000 Spend \$699 Flat Fee <i>1st Set of Evergreen Retargeting Creative Free</i>
Package B Paid Search, Retargeting, Paid Social	\$3,001 - \$5,000 Spend \$899 Flat Fee <i>1st Set of Evergreen Retargeting Creative Free. Inventory Facebook Ads included; additional social creative a la carte</i>
Package C Paid Search, Retargeting, Paid Social, In-Market Display	\$5,001+ Spend \$1,299 Flat Fee <i>1st Set of Evergreen Display/Retargeting Creative Free. Inventory Facebook Ads included; additional social creative a la carte</i>

A LA CARTE	PRICE
FUEL™ : FUEL™ software fee for vehicle inventory advertising <i>*only needed if not already leveraging FUEL for Sales efforts</i>	\$200 flat fee
Custom Design Creative : Display, Retargeting, or Social asset creation	\$100/piece
Managed Services Standard Package - 800 Credits : DI Managed Services offers packages based on a credit system - not a set-in-stone list of creative assets - so we can be flexible with your strategy and direct our resources towards your immediate business goals.	\$500/mo
Managed Services Advanced Package - 1,750 Credits : DI Managed Services offers packages based on a credit system - not a set-in-stone list of creative assets - so we can be flexible with your strategy and direct our resources towards your immediate business goals.	\$1,000/mo
Managed Services Dominate Package - 2,250 Credits : DI Managed Services offers packages based on a credit system - not a set-in-stone list of creative assets - so we can be flexible with your strategy and direct our resources towards your immediate business goals.	\$1,500/mo
Facebook In-Market Data Package 1 Facebook Media Spend = \$1,000 - \$2,000	\$399/mo
Facebook In-Market Data Package 2 Facebook Media Spend = \$2,001 - \$4,000	\$499/mo
Facebook In-Market Data Package 3 Facebook Media Spend = \$4,001+	\$699/mo
SEO Standard Package : Introductory SEO package that includes keyword and competitor research, SEO content creation, monthly GMB management and posting, annual site health audits and updates, regular reporting and SEO Specialist support.	\$999/mo
SEO Advanced Package : Comprehensive SEO package that includes keyword and competitor research, additional monthly SEO content (compared to Standard Package), GMB management and posts, social media posting, 2X annual site health audits and updates and directory citation cleanup and optimization.	\$1,499/mo
SEO Dominate Package : Premium SEO package that includes comprehensive research, quarterly site health audits and updates, directory citation management, backlink profile monitoring, social media posting and boosting, and additional monthly content assets (compared to Advanced Package) each month.	\$2,299/mo
Social Media Management : Organic social media posting and management \$624/mo per platform: Facebook, Instagram, Twitter, Pinterest, LinkedIn	\$624/mo
Social Media Services Set-up : One time platform setup fee if account has not yet been set up	\$499 one-time fee
Premium Display : Display advertising to the highest-intent car shopping audience—shoppers who are actively researching on properties like cars.com, autos.com, pickuptrucks.com.	\$500/mo minimum