

# Mazda Digital Certified Program



**mazda**

- PAID SEARCH
- PAID SOCIAL
- DISPLAY ADVERTISING
- SEO
- REPUTATION MANAGEMENT
- SOCIAL IMPACT

## L2TMedia partners with dealers to drive for results.

Our best-in-class digital marketing solutions improve the performance and profitability for dealerships, based on their unique business goals. Our proprietary AutoQuity™ digital advertising platform uses machine learning to programmatically optimize your campaigns across all channels and optimize your budget to provide better ROI. L2T provides our dealers with:

### EXPERT TEAMS

to help you get the most out of your marketing campaigns

### TRANSPARENT REPORTING

with our 24/7 Performance Dashboard

### SUCCESSFUL PARTNERSHIPS:

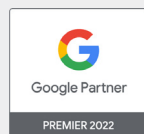
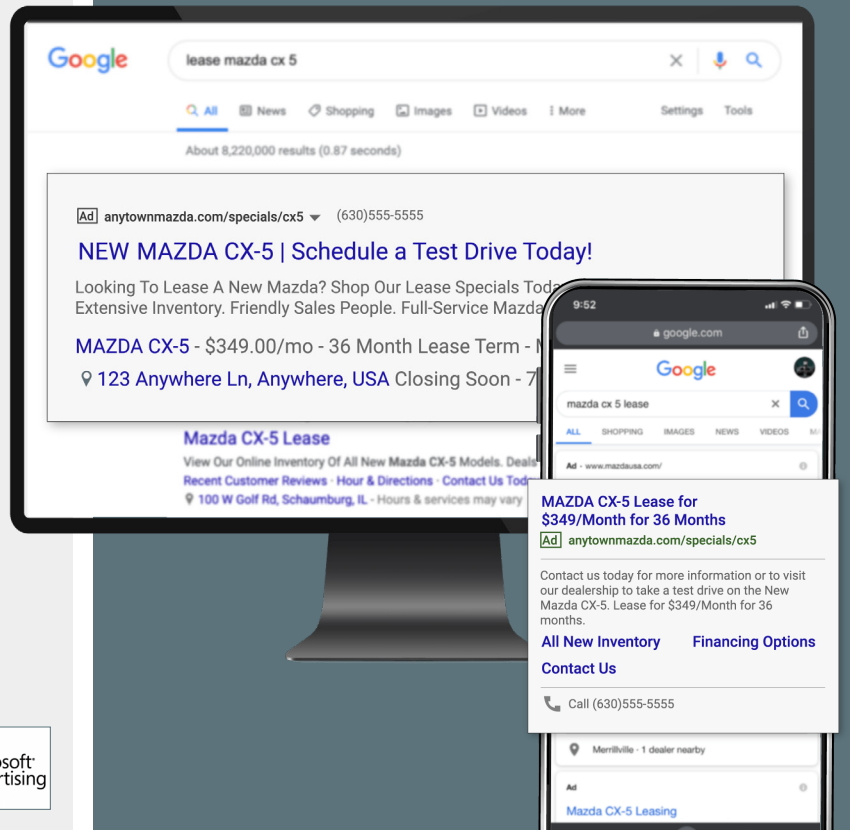


### A LOVE OF THE AUTOMOTIVE INDUSTRY!

## L2T PAID SEARCH

The Most Essential Step in Targeting In-Market Shoppers

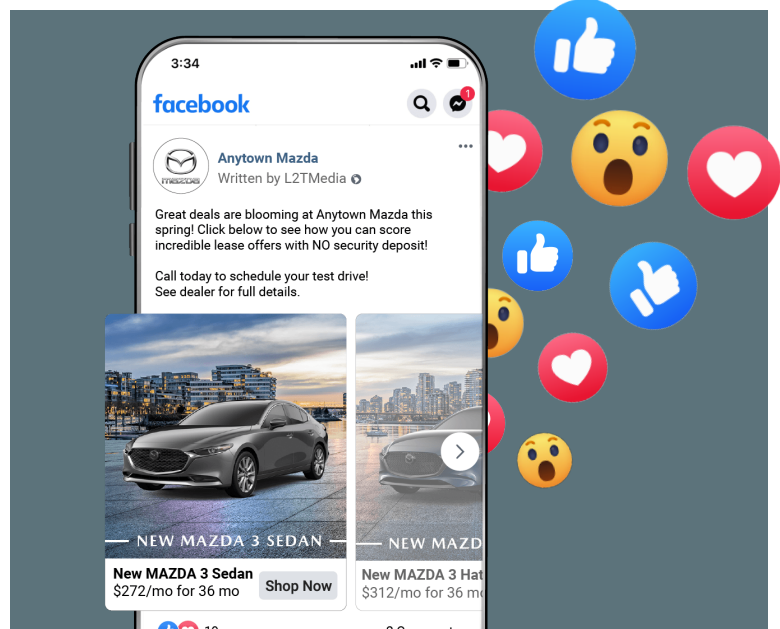
- + Drive more vehicle views
- + Capture more traffic
- + Focus on best-performing keywords



## L2T PAID SOCIAL

Target In-Market Shoppers on Facebook and Instagram

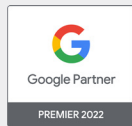
- + Focus on hyper-targeting
- + Boost with retargeting and lookalike audiences
- + Leverage all Facebook ad format options



## L2T DISPLAY ADVERTISING


Drive Awareness and Maximize Impressions to Drive Interest

- + Drive high-quality website traffic
- + Increase consideration by in-market shoppers
- + Send qualified shoppers back to your site



# Mazda Advertising Program

PACKAGES

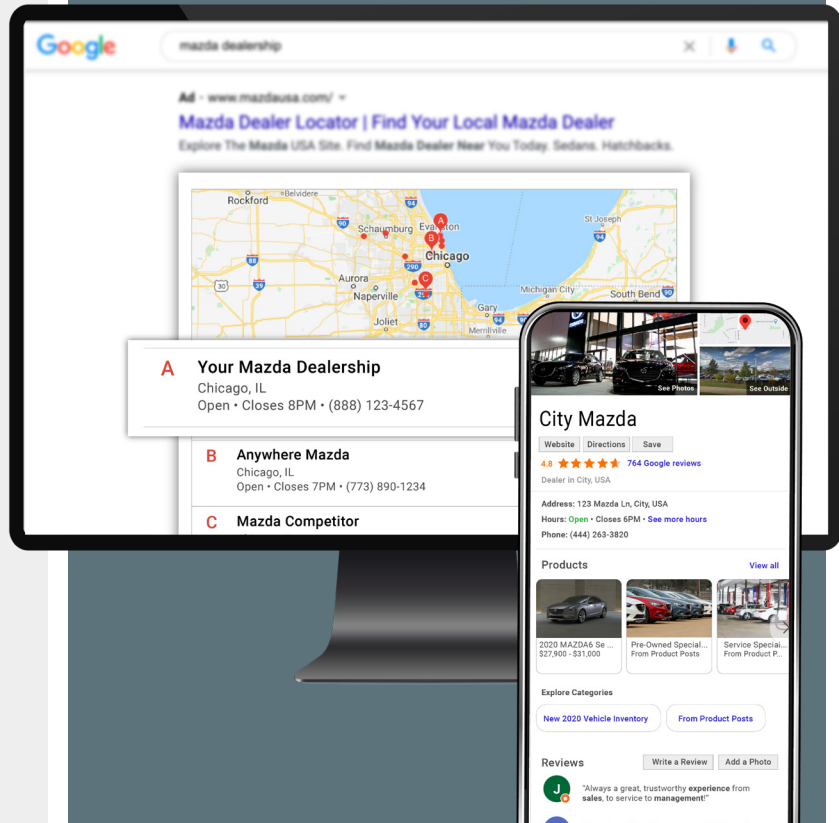
PACKAGE A	PACKAGE B	PACKAGE C	Technology Fee
<b>\$999 - \$1,499</b> <i>Management Fee 23%</i>	<b>\$1,500 - \$2,999</b> <i>Management Fee 23%</i>	<b>\$3,000+</b> <i>Management Fee 23%</i>	<b>\$199</b>
<ul style="list-style-type: none"> <li>• Paid Search</li> <li>• Retargeting</li> </ul>	<ul style="list-style-type: none"> <li>• Paid Search</li> <li>• Retargeting</li> <li>• Paid Social</li> </ul>	<ul style="list-style-type: none"> <li>• Paid Search</li> <li>• Retargeting</li> <li>• Paid Social</li> <li>• Display Advertising</li> </ul>	

# Mazda Advertising Program

## L2T PERFORMANCE SEO

Amplify Your Dealership's Organic Ranking

- + Increase organic relevancy
- + Direct more searchers to your dealership
- + Monitor your top competitors
- + Ensure local business citation accuracy
- + Create fresh and evergreen website content



BASIC	STANDARD	ADVANCED	DOMINATE
<b>\$899</b>	<b>\$1,299</b>	<b>\$1,599</b>	<b>\$2,599</b>
<ul style="list-style-type: none"> <li>• Claim and validate local citations on social media</li> <li>• Structured data and technical SEO</li> <li>• Data-data driven page optimization</li> <li>• Custom content <b>2/month</b></li> <li>• Strategic keyword research (<b>Up to 10 keywords</b>)</li> <li>• Quality off-site content links <b>2/month</b></li> <li>• GMB posts <b>1/month</b></li> </ul>	<ul style="list-style-type: none"> <li>• Claim and validate local citations on social media</li> <li>• Structured data and technical SEO</li> <li>• Data-data driven page optimization</li> <li>• Custom content <b>2/month</b></li> <li>• Strategic keyword research (<b>Up to 20 keywords</b>)</li> <li>• Quality off-site content links <b>2/month</b></li> <li>• GMB posts <b>2/month</b></li> <li>• Competitive analysis <b>1 competitors</b></li> <li>• Optimized dealer videos <b>Up to 1</b></li> </ul>	<ul style="list-style-type: none"> <li>• Claim and validate local citations on social media</li> <li>• Structured data and technical SEO</li> <li>• Data-data driven page optimization</li> <li>• Custom content <b>3/month</b></li> <li>• Strategic keyword research (<b>Up to 30 keywords</b>)</li> <li>• Quality off-site content links <b>3/month</b></li> <li>• GMB posts <b>3/month</b></li> <li>• Competitive analysis <b>2 competitors</b></li> <li>• Optimized dealer videos <b>Up to 2</b></li> </ul>	<ul style="list-style-type: none"> <li>• Claim and validate local citations on social media</li> <li>• Structured data and technical SEO</li> <li>• Data-data driven page optimization</li> <li>• Custom content <b>4/month</b></li> <li>• Strategic keyword research (<b>Up to 40 keywords</b>)</li> <li>• Quality off-site content links <b>4/month</b></li> <li>• GMB posts <b>4/month</b></li> <li>• Competitive analysis <b>3 competitors</b></li> <li>• Optimized dealer videos <b>Up to 3</b></li> </ul>
WEBSITE MAINTENANCE <b>+\$449</b>	WEBSITE MAINTENANCE <b>+\$449</b>	WEBSITE MAINTENANCE <b>+\$449</b>	WEBSITE MAINTENANCE <b>INCLUDED</b>

# Mazda Advertising Program

## L2T REPUTATION MANAGEMENT

Attract Customers with Your Online Reputation

- + Demonstrate to shoppers you care
- + Appear higher in search results
- + Monitor and respond to reviews on multiple sites



### BASE

**\$329**

- Claim and manage review sites
- Automatic alerts for negative reviews
- Daily alerts for all reviews
- Review generation by automated text or emails

### PREMIUM

**\$549**

- Claim and manage review sites
- Automatic alerts for negative reviews
- Daily alerts for all reviews
- Review generation by automated text or emails
- Respond to negative reviews

### PREMIUM PLUS

**\$799**

- Claim and manage review sites
- Automatic alerts for negative reviews
- Daily alerts for all reviews
- Review generation by automated text or emails
- Respond to all reviews

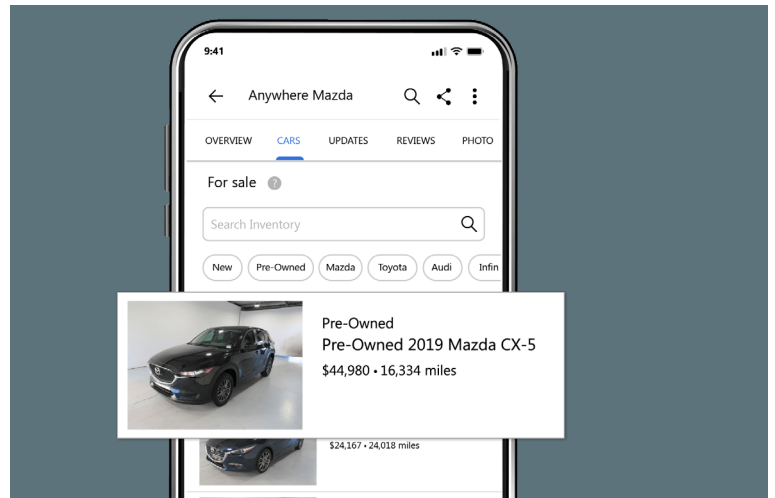
## CARS FOR SALE

Share Inventory on Your Google Business Profile

- + Inventory is searchable and filtered
- + Customers can learn more about the vehicle
- + Direct shopper to your VDPs

### PACKAGE

**\$95**



# L2T Product Add-Ons

## L2T SOCIAL IMPACT

Engage with Your Community on Social Media Platforms

- + Optimize social profiles
- + Establish a connection with your customers
- + Create a more qualified base



PACKAGE

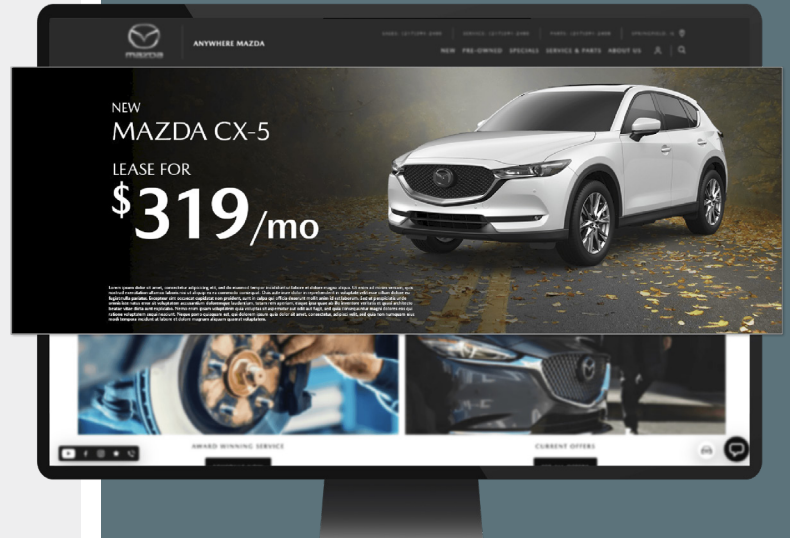
**\$549**



## L2T AUTOINCENT™

Showcase Your Incentives to Attract Shoppers

- + Dynamically publishes specials on your website
- + Maximizes your vehicle views
- + Ensures consistent pricing and messaging



AutoIncent™ Base

**\$399**

- AutoIncent specials page updates
- Compliance management
- Monthly audit

AutoIncent™ Advanced

**\$578**

- AutoIncent specials page updates
- Compliance management
- Monthly audit
- Home page sliders
- Inventory page banners

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