

Paid Search Services

Choose up to three platforms:

- Google Paid Search
- YouTube
- Twitter Paid Social
- Google Display Network
- Microsoft Ad Center
- Local WAZE Advertising
- Facebook
- Programmatic
- Paid Social

Additional Platforms - \$250 per platform | Custom Creative - \$200 per piece | FUEL Software Fee - \$200

Management Fee

Under \$5,000

22%

Over \$5,000

\$1,000

SEO Packages

	Standard \$999	Advanced \$1,499	Dominate \$2,299
Keyword Research	✓	✓	✓
Custom Keyword Monitoring	✓	✓	✓
Ongoing Website Optimization	✓	✓	✓
Advanced Google Analytics	✓	✓	✓
Index and Crawl Audit	✓	✓	✓
Content Creation	✓	✓	✓
Google Analytics Certified Strategists	✓	✓	✓
Custom Strategy		✓	✓
Competitor Research		✓	✓
Directory Cleanup and Optimization		✓	✓
Social Media Amplification		✓	✓
Audience Research			✓
Creative Support			✓
Special Events/Ideation			✓



Dealer Inspire / Launch Digital Marketing is a certified Google Partner and currently holds more digital certifications than any other digital marketing agency in the automotive space.

Additional Products & Upgrades

	Price
Lease/Payment Calculator	\$449
Call Tracking Minutes	\$0.06 per minute
Call Tracking Additional Phone Numbers	\$5 per number
Creative Asset Creation	\$100 per piece
Email Marketing (2 email campaigns - up to 100K emails)	\$749 + one-time email scrub fee up to 75K emails
Conversion Rate Optimization	\$100 per hour
Social Media Posting (3-5 Posts Per Week Per Social Platform)	\$624
Social Media Setup (one-time fee)	\$499
Google 360 Business View	\$699 per location + travel
Video Services	\$124 per hour + travel
ROI Dashboard	\$99
Personalizer with GeoFencing	\$99
Apple Wallet Integration	\$199
Apple Wallet Integration with Geo Activated Notifications	\$249

Conversations

Package	Chats	Dealer Price
Starter	0	\$499
Select	50	\$599
Contact	150	\$899
Metro	300	\$1,229
Enterprise	500	\$1,799

[1] Managed chats cost \$3.00 ea. per overage. Please confirm your package is the right fit for your dealership. Availability to upgrade to a higher package is available at any time. One time fee will be applied for build out.



Online Shopper (Includes Starter Conversations Package)	\$1,499
Online Shopper Setup (one-time fee)	\$600