

DealerFire™

Engaged consumers become loyal customers. Begin the dialogue by telling your dealership's story on a uniquely designed website. DealerFire's responsive websites reach consumers seamlessly on their screen of choice: desktop, tablet, or mobile. Let's create a brand experience that leads a consumer down the path to becoming a customer.

PACKAGE FEATURES	CAMPFIRE \$699	BONFIRE \$1,499	WILDFIRE \$2,199
Custom Responsive Website	✓	✓	✓
Ignite CMS (Back-End Access for Dealers and Shift)	✓	✓	✓
Support of All Third-Party Integrations	✓	✓	✓
Support of All Shift Digital Integrations	✓	✓	✓
Integration of All MNAO Integrations	✓	✓	✓
Mazda Incentives Integration	✓	✓	✓
Proprietary Credit Application	✓	✓	✓
Fuel/Payment Calculators	✓	✓	✓
Unique Mazda Content on Primary Pages	✓	✓	✓
DealerFire Live Analytics With Coupon Push	✓	✓	✓
Social Media Plugins	✓	✓	✓
Inventory Feeds	✓	✓	✓
Inventory Market Pricing	✓	✓	✓
Inventory Standardization Algorithm (Colors, Engine, Features, Etc.)	✓	✓	✓
Live Search Bar With Real-Time Results	✓	✓	✓
Urgency Notifications	✓	✓	✓

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Google Translate	✓	✓	✓
Virtual Garage (Save and View Recent Vehicles)	✓	✓	✓
Testimonials Manager	✓	✓	✓
Slideshow Manager (Image and Video)	✓	✓	✓
Responsive Page Builder	✓	✓	✓
Minimum Six Sales and Service Call Tracking Numbers (200-Min. Cap)	✓	✓	✓
Analytics Access and Custom Reporting	✓	✓	✓
SEO (Meta, URLs, Images, Schema, Canonical Tags, Breadcrumbs)	✓	✓	✓
Mobile Page Speed Optimization	✓	✓	✓
Dedicated Support Team (Email, Phone)	✓	✓	✓
Dedicated Launch Manager	✓	✓	✓
Website SSL Support	✓	✓	✓
Price-Drop Alerts		✓	✓
Inventory Video		✓	✓
ePay — Reserve a Vehicle With PayPal		✓	✓
Mazda Rebate Webservice		✓	✓
WordPress Blog Platform		✓	✓

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ADVANCED SEO			
Monthly Blog Posts		4	6
Monthly Custom Landing Pages		2	3
Custom Organic SEO Strategy		✓	✓
Targeted Keyword Optimization and Analysis		✓	✓
Google Search Console Monitoring		✓	✓
Dedicated Marketing Product Expert		✓	✓
Dedicated Content Writer		✓	✓
Unlimited Inventory Syndication			✓
Dynamic Call Tracking for Paid and Organic Conversion Reporting			✓
One Quarterly Press Release			✓
Custom Organic SEO Strategy			✓
Ongoing Website Optimization and Analysis			✓

CUSTOM RESPONSIVE WEBSITE

We were one of the first vendors in automotive to provide fully responsive websites. While our competitors play catch-up, we've been increasing our lead by continuously optimizing. We build websites with a mobile-first mentality, and with mobile accounting for up to 50 percent of website traffic, your brand is visible and relevant.

IGNITE CMS (BACK-END ACCESS FOR DEALERS AND SHIFT)

Users can control nearly every aspect of their website, from the information displayed to the layout of modules and components. Our CMS allows you to manage inventory and content, and give you the ability to merchandise special offers, edit subcategory pages, and highlight in-transit or demo/loaner cars.

SUPPORT OF ALL THIRD-PARTY INTEGRATIONS

Our platform is equipped for third-party tools. Our programming and support teams are well versed in third-party integrations, ensuring implementation of any script or code.

INTEGRATION OF ALL MNAO INTEGRATIONS

As part of the certified DealerFire platform, you can access custom Mazda data services including incentives, vehicle brochures, coupons, and window stickers.

MAZDA INCENTIVES INTEGRATION

Rebates and incentives are important to every customer. We keep your website current with the most up-to-date regional and national offers.

PROPRIETARY CREDIT APPLICATION

Credit approval is vital in the purchase process. Your customers get off to a fast start with secure credit application access.

FUEL/PAYMENT CALCULATORS

Giving consumers an accurate estimate of the costs and savings around a vehicle purchase helps gain their trust.

UNIQUE MAZDA CONTENT ON PRIMARY PAGES

See all your website traffic in real time: active users, the pages they're on, their geographical locations, their referral sources, their past visits, and more. Brand loyalty is built through custom content. Every page of your website is unique: written for humans, not search engines.

DEALERFIRE LIVE ANALYTICS WITH COUPON PUSH

Take DealerFire Live Analytics to the next level with Coupon Push. Target customers proactively by pushing a coupon overlay featuring custom offers.

SOCIAL MEDIA PLUGINS

Allow customers to share and engage with your content and brand with simple, unobtrusive social integrations.

INVENTORY FEEDS

Some changes need to happen in real time. We map your inventory provider's export-to-custom fields to our CMS, creating a supplemental, real-time inventory editing tool so you can update pricing, equipment, photos, videos, and mark specials.

INVENTORY MARKET PRICING

Compare your inventory pricing against dealerships in your area or around the country to market your vehicles more effectively.

INVENTORY STANDARDIZATION ALGORITHM

Vehicles from various manufacturers have similar features, but are often named in a variety of unique ways. Our standardization algorithm simplifies these naming conventions by standardizing names for common features and equipment. Users can search and filter a large group of vehicles with easy-to-understand terms, making it easier for them to find exactly what they seek.

LIVE SEARCH BAR WITH REAL-TIME RESULTS

Provide shoppers with familiar search functionality: search bars that automatically suggest and preview results as they type their inquiries.

URGENCY NOTIFICATIONS

Top ecommerce and travel websites leverage shopping information to help advance customers down funnel. Now you can too.

GOOGLE TRANSLATE

The web is not limited to one language. Our Google Translate plugin translates your content to more than 100 languages.

VIRTUAL GARAGE (SAVE AND VIEW RECENT VEHICLES)

Allow customers to save the vehicles they are interested in and access them when they return.

TESTIMONIALS MANAGER

People buy based on friend and family reviews. We can pull that information from across the web (Yelp, Edmunds, Cars, etc.) and display it on your website.

SLIDESHOW MANAGER (IMAGE AND VIDEO)

Welcome to your digital storefront: your homepage. Drag-and-drop photos and video to upload to your homepage through our CMS. Create your own graphics or we can do it for free!

RESPONSIVE PAGE BUILDER

Our page builder creates fully responsive pages on your website — no coding required. Our text/image/video editor allows you to name the page, assign a URL, and create a link in the menu.

SALES AND SERVICE CALL TRACKING NUMBERS

Each website includes a call-tracking line for sales and service. Access reports from the CMS and even review actual call recordings.

ANALYTICS ACCESS AND CUSTOM REPORTING

We provide you with full analytics access to your website. We transfer your current accounts into a new account that you own even if you switch providers. We also send customized monthly reports — 100 percent transparency.

SEO (META, URLS, IMAGES, SCHEMA, CANONICAL TAGS, BREADCRUMBS)

As your inventory updates, so does your SEO. With our dynamic SEO platform, your pages are created with unique meta elements and schema to ensure proper site architecture.

MOBILE PAGE SPEED OPTIMIZATION

If your website loads quickly, your customers stay tuned in. DealerFire websites are some of the fastest in the industry that still provide a full user experience across all devices.

DEDICATED SUPPORT TEAM (EMAIL, PHONE)

Our support team works exclusively with the DealerFire product line, and you will always talk to a live person. No matter the size of your adjustment, our support team gets it done in a timely fashion with the quality you deserve. Each DealerFire website comes with a dedicated account manager who exists to help you leverage the DealerFire difference for your business.

DEDICATED LAUNCH MANAGER

Your launch manager guides you through the build phase of your website from start to finish. He or she walks you through every step of the process to ensure you are happy with your website before it is pushed live. He or she also takes part in devising your initial digital marketing strategy.

PRICE-DROP ALERTS

The search for a car can be time-consuming and customers can be fickle. Stay top of mind by allowing customers to subscribe to inventory price changes.

INVENTORY VIDEO

We all wish we had the time to shoot and edit true vehicle videos, but let's face it, time is a luxury we can't afford. Custom stitch video will bring your inventory to life with stitched photos and quality voice-overs for each new and used unit.

EPAY — RESERVE A VEHICLE WITH PAYPAL

Ecommerce sites like Zappos and Amazon drive online transactions. Our custom PayPal integration connects your inventory to a secure payment module. Take down payments directly through your website and enter the future of automotive purchasing.

WEBSITE SSL SUPPORT

Your website data is as important as your customers feeling secure. Add an SSL certificate to rank better with Google and allow for faster downloads and connections.

WORDPRESS BLOG PLATFORM

Tell the story of your dealership through our integrated, fully responsive WordPress platform. Each post can tell a story from your dealership to the community. We leverage these posts via social media to create buzz and extend your digital reach.

CUSTOM ORGANIC SEO STRATEGY

Our SEO engine is one of the most advanced in the industry. Your content writer is also well-versed in keywords, anchor text, headings, and alt image tags.

TARGETED KEYWORD OPTIMIZATION AND ANALYSIS

In addition to monthly reports, a product expert coordinates with you on marketing strategy. We make recommendations based on last month's results and your overall strategy.

ADVANCED GOOGLE ANALYTICS

You get full access to your site and marketing analytics. We transfer your current accounts to a new account that you can take with you if you leave us. We provide complete transparency.

CUSTOM REPORTING

You get full admin access to Google Analytics and an account manager that can help you sort through your website and marketing data. Customized reports ensure you get details on KPIs that matter most to your specific business. If you're running PPC, you'll also receive monthly breakdowns of spend, keywords, conversion data, and more.

DEDICATED MARKETING PRODUCT EXPERT

Our product expert team is built around a consulting model that emphasizes proactive outreach. You are assigned a dedicated account manager to provide strategy, reporting, and best practices.

DEDICATED CONTENT WRITER

All DealerFire content writers are college-educated journalists. Each is given dedicated accounts to work on a monthly basis to keep your brand's voice consistent.

UNLIMITED INVENTORY SYNDICATION

Through our CMS, customer inventory feed exports can be set up to one (or multiple) of 200-plus export options.

DYNAMIC CALL TRACKING FOR PAID AND ORGANIC CONVERSION REPORTING

Dynamic website tracking takes call tracking to the next level. Through it, we can report on phone call traffic generated from referral sources (organic, paid) and keywords.

BLOG POSTS

Your dealership's blog can be a beacon of information for local events, breaking news about the OEMs you represent, and everything in between. Spreading the word about your brand gets eyeballs on your website.

CUSTOM LANDING PAGES

An informative landing page that uses specific keywords gets higher rankings and puts your market in your crosshairs. Increase your non-branded search traffic.

PRESS RELEASES

Get word out quickly about your event, promotion, or unique features with a press release. Your press release is distributed to high-quality sources that post your content and give you valuable backlinks.

MAZDA REBATE WEBSERVICE

Automatically import and display Mazda manufacturer cash and conditional offers along with vehicle pricing. Include details and disclaimers through a management tool in our CMS.