



Managed Services Content & Creative

Dealer.com's professional Campaign Coordinators and Graphic Designers are dedicated to creating compelling, strategic website content that increases on-site engagement and aligns with your campaign strategy and dealership goals. Our Campaign Coordinators develop your campaigns according to your specific dealership, group, and OEM identity.

KEY FEATURES AND BENEFITS:

Collaborative Structure

Backed by professional specialists for efficient campaign management.

Monthly Campaign Creation

Highlights OEM incentives, dealership specials, and other dealership events.

Automotive-Specific Expertise

Inform and deliver strategic marketing and design needs for today's automotive dealer.

Experienced Graphic Designers

Ready to create visually-engaging and effective custom creative assets.

Group Service

Supports the migration of multiple rooftops' campaign creative onto the group-level website, enhancing campaign visibility and consistency across the dealership and group websites.

Managed Content & Creative Packages

	PREMIUM	ADVANCED	STANDARD
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PROACTIVE STRATEGIC GUIDANCE AND COMMUNICATION

Digital Strategist	X	X	X
Dedicated Campaign Coordinator	X	X	
Gathering/Extraction Calls w/Proactive Recommendations	X	X	
Monthly Campaign Performance Review Call	X	X	
Monthly Report	X	X	
Monthly Site Audit for Expired Offers (specials, slides, banners)	X	X	
Campaign Brief	X	X	

CREATIVE ASSETS

	6 CAMPAIGNS	4 CAMPAIGNS	2 CAMPAIGNS
Monthly Integrated Campaigns	6 CAMPAIGNS	4 CAMPAIGNS	2 CAMPAIGNS
• Homepage Slides	X	X	X
• Landing Pages	X	X	X
• Banners	X	X	X
• Specials	X	X	X
• Display Ads	X	X	
• Campaign Assets for E-mail Newsletter	X		
• Other Asset (e.g. Button, Inventory Overlays, etc.)	X		
Social Creative (profile and cover photo)	X	X	
Full Site Submitted to OEM for Compliance	X		
Asset Compliance	X	X	X
Existing Page Content Creation (pages per month)	3 PAGES/MONTH	2 PAGES/MONTH	1 PAGE/MONTH
Graphic Designers	X	X	X
Website Buttons	X		
Inventory Overlays	X		
Off-Network Display (e.g. Facebook Carousel Ads and Pandora)	X		
Asset Turnaround Time (Business Days)	2 BUSINESS DAYS	2 BUSINESS DAYS	2 BUSINESS DAYS

Service Components

Digital Strategist

A Digital Strategist (DS) will be assigned to all subscribers of Content and Creative. For the Standard level, your DS 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.

Graphic Designers

Professionally trained designers will produce your graphic assets according to your provided creative direction, considering design best practices for web advertising in order to effectively communicate your campaign message with an appropriate visual aesthetic.

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.