

SUBARU DIGITAL PACKAGES

WHY SOKAL?

The digital landscape is crowded, the key way Sokal stands out is through unique partnerships, audiences, campaign execution and a true white glove customer approach.

Everything we do is in-house from the production of a video ad to creating FB carousels to the tech we utilize to optimize and launch campaigns and websites. We leverage partners where it makes sense but really try to do majority of the work for our retailers in-house as a full-service partner.



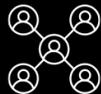
20 YEARS IN AUTOMOTIVE



**150+ EMPLOYEES
REPRESENTING 8 STATES**



2 OFFICES



25:1 ACCOUNT RATIO
IN ADDITION TO ACCOUNT DIRECTOR, ACCOUNT
COORDINATOR(S), ARTIST, PAID SOCIAL SPECIALIST,
PROGRAMMATIC SPECIALIST, PAID SEARCH SPECIALIST



6 OEM PROGRAMS



24/7 SUPPORT





SUBARU

DIGITAL ADVERTISING SERVICES

ALL DIGITAL ADVERTISING SERVICES SOLD À LA CARTE

Paid Search

Programmatic
Display/Retargeting

Paid Social

Digital Video

CTV/OTT

20% (+\$499 Market Data Fee)



For More Information and/or to Schedule a Demo: subaru@gosokal.com





MONTHLY CREATIVE

Provision of traditional and digital creative advertising services to assist retailers in bringing their brand to life to target shoppers and increase sales. (ex: web banner slides, event logos, website specials, custom display & social creative). Offered in a tiered package structure: Standard, Premium and Custom.

STANDARD

(UP TO)

- 4 - Webslides/Multisliders
- 1 - eBlasts
- 4 - Website Assets
(pop-ups, SR strips, web images)
- 4 - PMAX/GMB
- 4 - Social (three sizes of each)
- N/A - Print Design/Special Projects

INVESTMENT

\$595/MO

PREMIUM

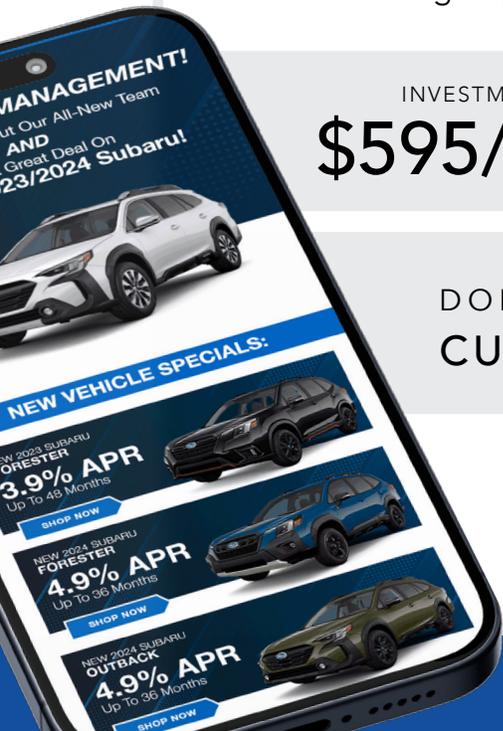
(UP TO)

- 5 - Webslides/Multisliders
- 2- eBlasts
- 5 - Website Assets
(pop-ups, SR strips, web images)
- 5 - PMAX/GMB
- 5 - Social *(three sizes of each)*
- 1 - Print Design/Special Projects

INVESTMENT

\$895/MO

DON'T SEE WHAT YOU'RE LOOKING FOR?
CUSTOM CREATIVE PLANS AVAILABLE





MONTHLY PRODUCTION

TEMPLATE KINETIC VIDEO _____ \$495

Templated kinetic video, localized and exclusive to your retail location (:15 sec), no voiceover, 2 options available: deal-based or text-based (why buy, sales event, accolades, etc)

CUSTOM KINETIC VIDEO _____ \$895

Completely custom (:15 secs) kinetic video, no voiceover

TEMPLATE VIDEO W/LOCALIZATION _____ FROM \$495

:15 sec. \$495 or :30 sec. \$795 - Makes use of running footage, optional VO, text offers and transitions. (**Doesn't include custom footage, complex animations — 1920x1080 only)

ON LOCATION RUNNING FOOTAGE/CUSTOM _____

Custom Quote - B-roll package with on location custom running footage (footage options include: vehicles, local landmarks/areas of interest, service bays, employee/customer interaction footage) - additional travel fees not included



SEO PACKAGES

Our new SEO packages have been reshaped to provide greater performance, value, and are built around best-in-class and proprietary tools to improve your brand ranking, helping your site outrank competitors. Through a partnership with external former Google search engineers, we continually refine our expertise to outperform competitors at a reasonable cost. By purchasing an SEO package with Sokal you will be able to leverage our SEO experts who are specialized in automotive SEO.

Starter \$999

Our starter SEO package is for those who need basic local SEO management. This package is designed for retailers in low to moderately competitive markets. SEO Consultant Support is available via email.

Premium \$1,499

+ Starter Package

Our Premium SEO Package is more comprehensive and for those who need active local SEO management. This package is designed for retailers in moderate to highly competitive markets. SEO Consultant Support is available via email.

Elite \$1,999

+ Starter and Premium Packages

Our Elite SEO Package is our highest level. This package is designed for retailers in highly competitive markets, transitioning retailers going through a recent name change, or those who want to highly expand their organic footprint. SEO Consultant Support is available via email.

WEBSITE & SEO AUDIT

- » Google Search Console Setup
- » Metadata Audit
- » Content Audit
- » Site Health Audit
- » Directory Synchronization
- » Dedicated SEO Analyst
- » Heat Sheet Leads
- » Online Presence Audit
- » Targeted Keyword Research
- » Behavioral Tracking (Heat Maps)
- » Competitor Analysis

GOOGLE MY BUSINESS

- » Basic Profile Setup & Optimization Review
- » Support for creation & verification of new pages
- » UTM Tracking
- » Dedicated SEO Analyst
- » Real Time Alert Monitoring for User
- » Suggested Changes
- » Regular Posting on Main Retailer Page
- » Product Carousel Updates
- » Regular Posting on Service & Parts Pages
- » Product Carousel Updates on Service & Parts Pages
- » 10 Custom Keyword Tracking (per month)
- » 10 Geogrids (per month)
- » Discounted Photography Session of Retailer Exterior and Interior with our Studio Photographers
- » Google Cars For Sale Inventory

ON/OFF PAGE SEO

- » Dedicated SEO Analyst
- » Metadata Creation
- » Original, Optimized, Strategy-Based Content Creation
- » Internal Link Building
- » Backlink Cleanup & Monitoring
- » Blog Management

REPORTING

- » Status Review & Recommendations Report
- » Yearly Strategy Review and Comprehensive Performance Report
- » Dedicated SEO Analyst
- » Monthly SEO Performance Reports With Custom Options Available
- » Mid-Year Strategy Review & Comprehensive Performance Report
- » Monthly Keyword Performance Report (Up To 50 Requested Keywords, Full Organic Search Position List, & Competitor Keyword Gap)
- » Monthly Google My Business Performance Report
- » Quarterly Strategy Review and Comprehensive Performance Report

