



FEATURES	BASE	EXECUTIVE	ELITE
	\$999	\$1,999	\$2,999
Dedicated Mercedes-Benz Digital Consultant	●	●	●
100% Responsive Website	●	●	●
Ignite CMS Access for Dealer	●	●	●
Minimum 6 Call Tracking Numbers	●	●	●
All Required OEM Integrations	●	●	●
Unique Content on Primary Pages	●	●	●
Dedicated Account Manager	●	●	●
DealerFire Live Analytics	●	●	●
Live Coupon Push	●	●	●
Social Media Plugins	●	●	●
Market Pricing Tool	●	●	●
Google Translate Plugin	●	●	●
Live Search with Real-Time Results	●	●	●
Customer Urgency Notifications	●	●	●
Virtual Garage with Recent Vehicles	●	●	●
Google Analytics Access	●	●	●
Weekly Ads Manager	●	●	●
Fuel/Payment Calculators	●	●	●
Industry-Best Inventory Results and Vehicle Description Pages	●	●	●
Mercedes-Benz Incentive Integration	●	●	●
Customer Testimonials	●	●	●
Image/Video Slideshow Manager	●	●	●
CMS Page Builder with Templates	●	●	●
Media Center with YouTube Sync	●	●	●
Parts and Service Pages	●	●	●
Inventory Stitched Video		●	●
Sales Attribution Dashboard		●	●
ePay - Reserve a Car with PayPal		●	●
4 Blogs (Custom and Written by a Human)		●	●
2 Custom Landing Pages (Custom and Written by a Human)		●	●
Unlimited Inventory Exports			●
4 Additional Blogs (8 Total)			●
2 Additional Custom Landing Pages (4 Total)			●

Dedicated Mercedes-Benz Digital Consultant

A dedicated Mercedes-Benz Digital Consultant (MDC) works with your dealership to update and manage your new website, report analytics, and provide suggestions to improve website performance.

100% Responsive Website

Website is natively fully responsive and all content added either by DealerFire or the dealer will be naturally responsive as well. Includes mobile optimization and functioning across all devices/browsers.

Ignite CMS Access for Dealer

Allows for user to control nearly every aspect of their site, from the information that is displayed to the layout of modules and components. Features inventory and content management, as well as the ability for dealers to merchandise special offers, edit subcategory pages, and highlight in-transit or demo/loaner vehicles.

Minimum 6 Call Tracking Numbers

Retailer-unique call tracking numbers that track, record, and report both incoming and outgoing inquiries.

All Required OEM Integrations

Includes all integrations specific to the OEM.

Unique Content on Primary Pages

No duplications to ensure unique and personalized content for each dealer.

Dedicated Account Manager

Account management team is built around a consulting model that emphasizes proactive outreach. Account managers will provide strategy, reporting, and best practices.

DealerFire Live Analytics

See all active users, the page they're on, their location, referrals, past visits, and more in real time.

Live Coupon Push

Target customers proactively by pushing a coupon overlay featuring custom offers.

Social Media Plugins

Integrate your Facebook, Twitter, and other social media accounts to share links and pages.

Market Pricing Tool

Compare inventory pricing against dealerships in your area or around the country.

Google Translate Plugin

Translate all website content into over 100+ languages.

Live Search with Real-Time Results

Automatically suggests and previews results, provides shoppers with search method of choice.

Customer Urgency Notifications

Leverages shopping information to help push customers down the funnel.

Virtual Garage with Recent Vehicles

Shows each website visitor their 15 most recent visited VDPs. Gives visitors the ability to re-visit previously viewed vehicles and save them to view later.

Google Analytics Access

Provides 100% analytics transparency, while transferring any accounts you have; starts a new account that you can take with you if you leave or transition out.

Weekly Ads Manager

Link traditional and digital marketing with the ability to upload the latest PDF advertisements.

Fuel/Payment Calculators

Helps shoppers generate payment estimates with an online calculator; giving consumers an accurate idea of the other costs and savings surrounding a vehicle purchase makes the sales process more transparent, which helps you gain trust.

Industry-Best Inventory Results and Vehicle Description Pages

Map your inventory providers export-to-custom fields within our CMS; update pricing, equipment, photos, videos, and mark specials in the editing portal.

GLOSSARY

Mercedes-Benz Incentive Integration

Rebates and incentives are important to every customer; DealerFire makes sure you have the most up-to-date regional and national offers listed on the site.

Customer Testimonials

Powerful word-of-mouth marketing from real customers; people buy based on reviews from their friends and family.

Image/Video Slideshow Manager

Upload photos and video to your page through a simple drag/drop functionality within our CMS; you can create the graphics, or we can for free.

CMS Page Builder with Templates

Access our robust page builder in order to create a fully responsive page for your website - no coding required; use the simple text/image/video editor, name the page, assign a URL, and link it within the menu.

Media Center with YouTube Sync

Sync your YouTube channel to your website to display the most up-to-date commercials and vehicle walk-arounds.

Parts and Service Pages

Fixed Operations is a large part of any dealership and we want that to reflect on your website; from custom content to service schedulers and parts order forms, DealerFire covers your service needs.

Inventory Stitched Video

Takes photos from each new and used vehicle and assembles them into video with voice overlay.

Sales Attribution Dashboard

See which sources/referrals are driving the most sales and revenue for your dealership; our dashboard connects visits to sales and everything in between so you know which investments are returning the most.

ePay – Reserve a Car with PayPal

Integrate your PayPal account with secure, on-site payment collection to allow customers to place a hold on a vehicle.

Blogs (Custom and Written by a Human)

Blogs can be a source of info for local events, breaking news about the OEMs you represent, and everything in between; spread the word about your brand and get the right traffic to your website.

Landing Pages (Custom and Written by a Human)

Target your market using an informative landing page that uses specific keywords to obtain high rankings; a great way to increase non-branded search traffic.

Unlimited Inventory Exports

Through Ignite CMS, customers' inventory feeds are kept so an export can be setup to one (or multiple) of their 200-plus export options.



A LA CARTE ITEM(S)

COST

Additional Call Tracking Lines

Additional 800 tracking lines to measure phone call volume.

\$2 per line + \$0.08 per min.

Content Marketing (Blogs)

Written by a human, for humans. Your dedicated content writer will create custom blog posts on a monthly basis.

\$60 per blog

Content Marketing (Custom Pages)

Models, comparisons, services and events; we'll write and link custom pages on your website to attain and retain traffic.

\$289 per page

Content Marketing (Press Release)

Your dedicated content writer will create and distribute news-worthy dealership news via online publications.

\$329 per press release

Email (via Google Apps for Business)

The power of Gmail and Google Drive for your dealership.

\$5/user + \$200 setup

Inventory Exports (Unlimited Exports)

Unlimited inventory exports to over 100 marketplaces which can be managed from within our Ignite CMS.

\$99 monthly + \$99 setup

ROI Attribution

Connect your website conversion metrics (forms, phone calls) with DMS sales data to provide the ultimate sales attribution report.

\$99 monthly + \$99 setup

Social Media Management (40 posts/month)

Custom profile design and posting by a marketing manager on up to 4 social media channels of your choosing.

\$999 monthly

Stitched Video Export to AutoTrader & Cars.com

Export your stitched video for each vehicle to AutoTrader and Cars.com marketplaces.

\$40 monthly

Stitched Video Export to YouTube

Export your stitched video for each vehicle to YouTube for increased SEO visibility.

\$40 monthly

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DIGITAL ADVERTISING (PPC)

Having a great website is essential. However, if you really want to get noticed by customers and search engines alike, you need to pair your website with top-notch marketing services. Each piece of content and every PPC campaign is controlled by an individual to make sure that it is unique and makes sense for your specific dealership. We employ the latest industry tools to ensure that you get the most out of each product. You know, #technologyandstuff.

PREMIUM
UP TO \$4,999 **ELITE**
\$5,000+

	PREMIUM UP TO \$4,999	ELITE \$5,000+
AdWords certified account manager	✓	✓
Comprehensive keyword research	✓	✓
Top three position targeting	✓	✓
Competitor keyword research	✓	✓
Split testing with search ads	✓	✓
Mobile and desktop ads	✓	✓
Geotargeting	✓	✓
Google analytics linking and conversion tracking	✓	✓
All ad extensions	✓	✓
Quality score monitoring	✓	✓
Bing search ads	✓	✓
Facebook advertising	✓	✓
In-stream and in-display video ads (YouTube, Pre-Roll, etc.)	✓	✓
Monthly analysis and recommendations	✓	✓
Dynamic inventory SEM (Custom Ads for Every Vehicle)	✓	✓
Advanced remarketing and two sets of graphics	✓	
Advanced remarketing and five sets of graphics		✓
Dynamic remarketing		✓

ADWORDS-CERTIFIED ACCOUNT MANAGER

The DealerFire SEM team is fully certified in Google AdWords and Google Analytics, making them the most qualified team to manage your account. Our team coordinates with your Shift Digital VDC and DealerFire account manager to implement your monthly marketing goals. You'd be hard pressed to find another vendor that provides as many layers of account assistance as DealerFire.

COMPREHENSIVE KEYWORD RESEARCH

We take great pride in our market analysis. By using tools such as Google Trends, Keyword Planner, Think with Google and SEMrush, our team can devise and execute a monthly strategy that contends with your closest competitors.

TOP THREE POSITION TARGETING

There is a direct correlation between your brand visibility and conversions. Let's take advantage of this opportunity and target your brand placement in the top three Google search results.

COMPETITOR KEYWORD RESEARCH

We monitor and analyze your competitor's PPC and SEM to keep you in front of your potential customers.

SPLIT TESTING WITH SEARCH ADS

To maximize ROI, we split test at least two ads with every ad group running in the account.

MOBILE AND DESKTOP ADS

Mobile visitors make up the majority of web traffic across the internet. On average, mobile traffic accounts for at least fifty percent of your overall visitor base. Your ads need to be optimized for mobile. Not only do we incorporate functions such as click-to-call, but we also provide the best responsive website platform in the industry; we are a five-time Automotive Website Awards (AWA) Pinnacle Platform Award winner.

GEO-TARGETING

We wouldn't be doing our jobs if we didn't take your primary marketing areas (PMAs) into consideration. Not only will we target your primary market, but we'll use our strategy to break into markets that you may not know about yet.

GOOGLE ANALYTICS LINKING AND CONVERSION TRACKING

All ad accounts are linked with Google Analytics, which allows us to pull in Google Analytics metrics such as goals, visit duration, time on site, etc. We can tailor and optimize accounts based on KPIs within Google Analytics.

ALL AD EXTENSIONS

Ad extensions help enhance and extend your normal text ads. When necessary and applicable, we apply all available ad extensions including sitelinks, call, call-outs, location, and review.

QUALITY SCORE MONITORING

Google has some strict guidelines for using competitor names and negative keywords. It's our job to stay current on those rules and deliver the most optimized campaign possible.

ADVANCED REMARKETING AND TWO CUSTOMIZED SETS OF GRAPHICS

We use the latest advancements in remarketing, along with bid strategies and targets, to help you re-target consumers who already have been to your website. Plus, we throw in two customized sets of graphics.

BING SEARCH ADS

Expand your paid search to more car buyers on Bing. Our tools clone and create campaigns on Bing. Just like Google AdWords, campaigns, keywords, bids, and creative are updated and optimized to not only get you in front of relevant car buyers, but also get you the best ROI.

FACEBOOK ADVERTISING

Search and display are not the only networks on which you should concentrate. Leverage Facebook's robust targeting tools such as email, phone, and Polk data list creation— to engage customers through interest and research intent.

DYNAMIC INVENTORY SEM

Campaigns, ads, and creative is produced and updated on the fly based on current inventory levels. Creative is updated to include unique selling points such as current prices and stock levels. This applies for both new, used, and certified pre-owned.

IN-STREAM AND IN-DISPLAY VIDEO ADS

YouTube videos with in-stream and/or in-display ads help build brand awareness and drive relevant clicks back to your website. With tons of targeting options from retargeting to in-market segments and keyword targeting, we help tailor campaigns to target your customers when it matters most.

MONTHLY ANALYSIS AND RECOMMENDATIONS

We optimize and analyze on a daily basis, but also give you a breakdown, along with recommendations at the end of every month.

DYNAMIC REMARKETING

Activate your inventory on the display network. Use real-time inventory to re-target users that have previously visited your VDPs.

Mercedes-Benz



CONTENT MARKETING

If you really want to get noticed by customers and search engines alike, you need to want to pair your website with top-notch marketing services. Each piece of content is developed by a human being, unique to your dealership, and optimized for maximum organic reach.

INCLUDED

Dedicated content developer	✓
Dedicated account manager	✓
Unique content	✓
Competitor keyword research	✓
Optimized for devices and screen sizes	✓
Geo-targeting PMAs	✓
Google analytics and conversion tracking	✓
Monthly analysis and recommendations	✓
SEO	✓
Custom landing pages	✓
Blogs	✓
Press releases	✓

DEDICATED CONTENT DEVELOPER

All DealerFire content developers are college-educated journalists. Each developer is given dedicated accounts to work on a monthly basis to keep your dealer voice consistent.

DEDICATED ACCOUNT MANAGER

While your content developer builds your website content, your account manager handles all strategy related to your marketing initiatives. They will also provide your monthly reports.

UNIQUE CONTENT

DealerFire's content is ALWAYS unique to your brand. We never borrow from other sources, and we never duplicate to our other clients.

COMPETITOR KEYWORD RESEARCH

Knowing your market is one of our greatest strengths. Using specific tools, we can estimate what your competitors are developing and tailor your strategy to capitalize on any weaknesses.

OPTIMIZED FOR ALL DEVICES AND SCREEN SIZES

All content that DealerFire develops is hosted on our proprietary responsive engine: every piece of content is optimized for all devices and screen sizes.

GEO-TARGETING PMAs

You may dominate your PMA, but what about secondary cities in which you haven't capitalized yet? We can create a strategy to pull customers from nearby markets.

GOOGLE ANALYTICS AND CONVERSION TRACKING

When it comes to reporting on marketing activity, we believe in 100 percent transparency. Each month, you'll receive a custom report with traffic and conversion tracking from every piece of your content.

MONTHLY ANALYSIS AND RECOMMENDATIONS

In addition to your monthly reports, your account manager coordinates with you on marketing strategy. We make recommendations based on the previous month's results and your future marketing strategy.

SEO

We have one of the most advanced SEO engines in the industry. Your content developer is also well-versed in specific pieces of content with keywords, anchor text, headings, and alt. image tags.

CUSTOM LANDING PAGES

These are pages created directly on your website and written in your dealer brand's voice to acquire and retain consumers who have conducted unique vehicle model research. We can create pages based on model releases, competitor comparison, promotions, and even fixed ops. All pages are fully search engine optimized and responsive.

BLOGS

These posts tell the story of your dealership. Written on our integrated, fully responsive WordPress platform, each post has the ability to tell a story from your dealership or community. We leverage these posts via social media to create buzz and extend your digital reach.

PRESS RELEASES

Press releases are designed to be news-worthy. If you have a specific event or award to announce, use one of our custom-written releases via PRNewsWire to spread it to the world.