

GOSOKAL.COM



## Momentum Digital Advertising

Sokal's Momentum platform is a leading technology platform designed to deliver optimized multi-channel digital marketing to our dealer partners. Momentum provides custom creative and custom user defined experiences to help achieve maximum business outcomes.



### MOMENTUM SEARCH

Google & Bing  
*(New, Used, Fixed Ops)*

### MOMENTUM DISPLAY

Programmatic Display Network  
*(with Dynamic Inventory Ads)*

### MOMENTUM RETARGETING

Programmatic Display Network  
*(with Dynamic Inventory Ads)*

### MOMENTUM SOCIAL

Facebook & Instagram  
*(with Dynamic Inventory Ads)*

### MOMENTUM DIGITAL VIDEO

Programmatic Video Network  
**hulu Roku Apple tv**






For questions and support, please contact the Digital Team at [shiftkia@gosokal.com](mailto:shiftkia@gosokal.com) or call **919-872-9410**



Scan this QR code to find our more about Momentum Digital Advertising

# SOKAL

## MOMENTUM DIGITAL PACKAGES

 <b>Momentum</b> STARTER	 <b>Momentum</b> PRO	 <b>Momentum</b> PRO +
<ul style="list-style-type: none"> <li>✓ Search Advertising</li> <li>✓ Display &amp; Retargeting</li> <li><del>Social Media Advertising</del></li> <li><del>Digital Video Advertising</del></li> <li>✓ Momentum Reporting Platform</li> <li>✓ Expert Strategy and Support Team</li> </ul>	<ul style="list-style-type: none"> <li>✓ Search Advertising</li> <li>✓ Display &amp; Retargeting</li> <li>✓ <b>CHOOSE:</b> Social Media Advertising or Digital Video Advertising</li> <li>✓ Momentum Reporting Platform</li> <li>✓ Expert Strategy and Support Team</li> </ul>	<ul style="list-style-type: none"> <li>✓ Search Advertising</li> <li>✓ Display &amp; Retargeting</li> <li>✓ Social Media Advertising</li> <li>✓ Digital Video Advertising</li> <li>✓ Momentum Reporting Platform</li> <li>✓ Expert Strategy and Support Team</li> </ul>
<p>MANAGEMENT FEE</p> <p><b>\$1,000/MO</b></p>	<p>MANAGEMENT FEE</p> <p><b>\$1,500/MO</b></p>	<p>MANAGEMENT FEE</p> <p><b>\$2,000/MO</b></p>
<p>\$4,000 RECOMMENDED MINIMUM AD BUDGET</p>	<p>\$6,000 RECOMMENDED MINIMUM AD BUDGET</p>	<p>\$8,000 RECOMMENDED MINIMUM AD BUDGET</p>

### À LA CARTE MEDIA PRODUCTS

SOCIAL MEDIA ONLY	DIGITAL VIDEO ONLY	EMAIL MARKETING
<p>Facebook/Instagram \$500/MO</p>	<p>Momentum Programmatic Video \$500/MO</p>	<p>Conquest Campaigns or CRM List Campaigns</p>
<p>Minimum Budget \$1,500   FB Video +\$1,000</p>	<p>Minimum Budget \$1,500</p>	<p>Campaign Prices Starting at \$1,000 <small>(ARTWORK + SALES MATCHBACK INCLUDED)</small></p>



## 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 dealerships 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 dealerships 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 dealerships in highly competitive markets, transitioning dealerships 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 Dealership 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 Dealership 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

