



Volkswagen

Strathcom Media



One Provider, Unlimited Potential

At Strathcom Media we provide industry leading, data-driven designs that produce results. Our content management system (CMS) puts you in control of your website so you can make changes when you need to. But we know you're in the car business to sell cars and service clients, not make web edits, that's why our website packages come with included standard changes. We eliminate the nickel and dime charges that you hate, so you can keep your website up to date.

As a full-service solutions provider (website, SEM, SEO) we also believe in providing complete transparency so you can confidently re-invest your money where it makes sense. We don't hide the numbers, we share them with you through back-end access to all website and advertising platforms.

Services + Features

Core
\$699/mth

Elite
\$999/mth

Executive
\$1799/mth

	Core \$699/mth	Elite \$999/mth	Executive \$1799/mth
Content Management System (CMS) w/ Responsive Web Design	✓	✓	✓
Website hosting on Pantheon and Amazon Web Services with Guaranteed Uptime	✓	✓	✓
SSL - Secure Website HTTPS	✓	✓	✓
Google Translate Plugin	✓	✓	✓
Custom Coupon and Specials Creator	✓	✓	✓
Content Scheduling Tools (up/down dates)	✓	✓	✓
CASL Compliant Custom Form Creator	✓	✓	✓
Completely Optimized for Search (SEO) Upon Site Launch, Meta Titles, Descriptions, ALT Attributes, and Breadcrumbs	✓	✓	✓
Schema.org and Custom Structured Data Markup	✓	✓	✓



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Services + Features	Core \$699/mth	Elite \$999/mth	Executive \$1799/mth
301 Redirects of Previous Site Pages	✓	✓	✓
VWCA Provided Build & Price	✓	✓	✓
VWCA Graphical Incentive Integration	✓	✓	✓
Automated Monthly VWCA Graphical Promotion Updates	✓	✓	✓
Google Analytics Setup, Access, and Automated Reporting	✓	✓	✓
Google Search Console (formerly Google Webmaster Tools) set up & access.	✓	✓	✓
Market Inventory - New, Used and CPO Vehicle Inventory Management Tool	✓	✓	✓
Market Leads - Lead Management, Distribution and Reporting Tools	✓	✓	✓
Lot cAPPture - Android and iOS Mobile Inventory Capture Solution	✓	✓	✓
DMS inventory Automation	✓	✓	✓
CarProof Integration	✓	✓	✓
CRM Leads Integration	✓	✓	✓
Unlimited Ongoing Support & Training	✓	✓	✓
Dedicated Google Certified Online Marketing Manager		✓	✓
Monthly review, recommendations and reporting from one of Strathcom's Google Certified Online Marketing Managers		✓	✓



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Services + Features	Core \$699/mth	Elite \$999/mth	Executive \$1799/mth
Personalized Thank You Pages		✓	✓
Credit Application Request Form		✓	✓
Reputation Management Page		✓	✓
Blog Page		✓	✓
Inventory Syndication and integration with over 70 destinations like Kljiji, Trader, UCC (Portal fees may apply)		✓	✓
3 Call Tracking Numbers (minutes billed based on usage)		✓	✓
3 Hours/month Standard Site, SEO and Unique Content Changes per Month (Landing pages, Images, Sliders, etc.)		✓	✓
3 Additional Call Tracking Numbers (6 total) (minutes billed based on usage)			✓
3 Additional Hours/month (total of 6 hours) Standard Site, SEO and Unique Content Changes per Month (Landing pages, Images, Sliders, etc.)			✓
Website Personalization			✓
Geo Fencing			✓
Note Pad and Silent Salesman			✓
In-Depth Monthly Analysis from a Google-Certified Senior Online Marketing Manager			✓
Market Pricing and Market Appraisal tool			✓
Market Intel Inventory Analytics Tool			✓



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Feature Sections

“THE” CMS Website Platform

WordPress now powers 28% of the internet’s websites. At Strathcom we have a custom installation built on top of WordPress. Simply put this provides the easiest and most flexible website CMS in the market. As an open source system, WordPress is constantly being developed and new features are being released all the time. We host our websites in Pantheon and Amazon Web Services to ensure your site security and up time are guaranteed.



Responsive Website Design

We know consumers are constantly on the go, which means they use multiple devices throughout the research and buying stages. Our website platform is completely responsive and will provide a seamless experience to your consumers as they transition between all devices.

Google Certified Online Marketing Manager – Monthly Reviews and Performance Reports

Ever wish that your website solution came with proactive ideas and industry leading best practices to keep you ahead of the curve? Well, your Google Certified online marketing manager provides all this and more. They are your VIP concierge to help you coordinate everything for your website. Further to that each month they will provide you with a detailed report and review call to show you where you can improve.





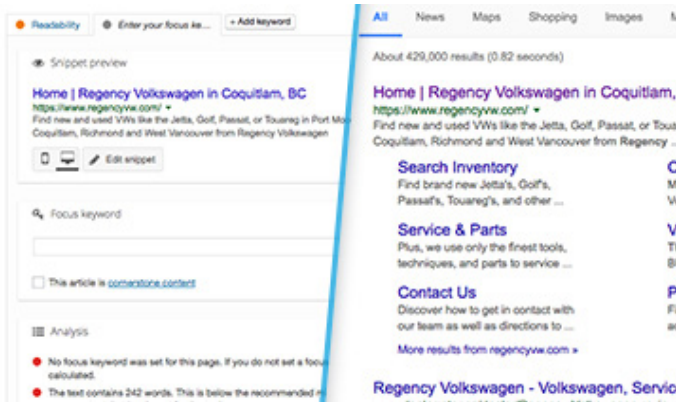
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Included Standard Changes – We do the work!

You are in the car business to sell cars and service clients, let us take care of the website for you. If you can text, email or dial a phone we can keep your website up to date for you without the fear of BS nickel and dime charges appearing on your invoice.



Completely Optimized for Search (SEO)

Your websites comes search ready. We make sure that all on site SEO such as Meta Titles and Descriptions are written to modern best practices. We ensure that information is marked up with structured data. Also, schema and internal links are used to make crawling the website smooth.

Manufacture Incentives – VIN Level

Put your best offer forward with the manufacturer’s incentives right on your VDP. Cash rebates, finance rebates and rates, and lease rebates, rates and residuals, are all displayed to a specific vehicle.

FINANCE		
Rebate (pre tax)	\$2000.00	
Terms (Months)	Rate	Payment (Bi weekly)*
24	1.99%	\$496.18
36	1.99%	\$334.06
48	1.99%	\$253.02
60	1.99%	\$204.41
72	1.99%	\$172.01
84	2.49%	\$151.45

LEASE		
Rebate (pre tax)	\$3500.00	
Terms (Months)	Rate	Payment (monthly)*
24	0%	\$545.08
36	0%	\$403.03
48	0%	\$336.96
60	0%	\$289.39

*Lease calculations based on an annual allowance of 20,000 kms.

PAYMENT CALCULATOR



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Website Personalization

You remember a potential customer when they walk in, so get your website to do the same thing. Dynamically personalize the website message to each individual visitor based on the data that we have about them. The buyer for a Golf and an Atlas are different, so why serve them the same message? Our tool gives you the ability to personalize the creative, message and call-to-actions in real time based on what we know about the returning visitor.

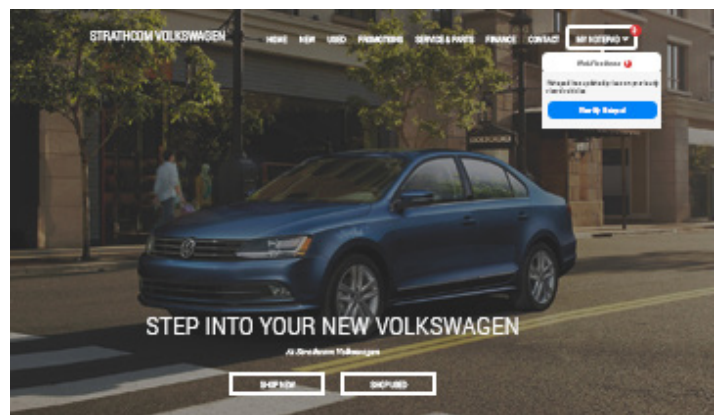


Geo-Fencing

Our technology can establish geo-fences around certain areas, like a competitor, large business, post secondary institution or army base. When a visitor comes to your website from inside one of these fences we can serve them personalized creative, messaging and call-to-actions in real time to generate more conversions

Note Pad

Saved vehicle tools are great, except for the fact that less than 2% of visitors use them (1.8% to be precise). Our Note Pad tool automatically saves vehicles that a visitor has viewed. If they leave the website and return, the saved vehicles remain on their notepad and the system will update the visitor if there has been a price change or if the vehicle has been sold. This keeps your inventory front and center to help increase conversions.





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Silent Salesman

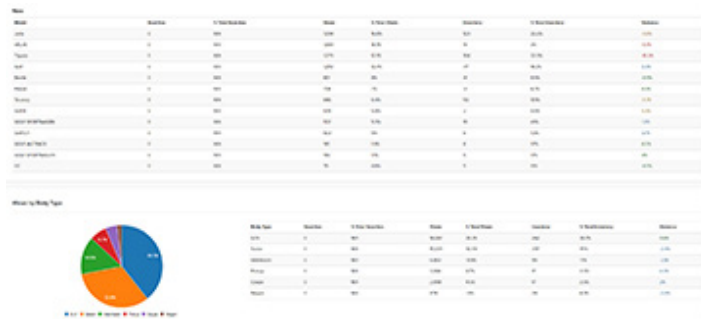
Just like on Amazon, only 2 left order now! Our silent salesman tool uses the concepts of scarcity and abundance to increase conversion. We can display to your visitors how many others have viewed a vehicle, as well as how many inquiries have been made on a vehicle. Additionally to demand based metrics, we can also display supply based metrics with custom language based on how many vehicles are in stock.

NEW > Volkswagen > Jetta > 2017

2017 Volkswagen Jetta Trendline+ (Heated Seats | Back Up Camera)

Our Price **\$21,300***
 Bi-weekly Payment **\$118***
 34 in stock/Great colours to choose from!
 6 people have viewed this vehicle

Get More Information
 Book a Test Drive
 Trade Approval
 Get Approved



Market Intel -- Inventory Analytics

Google Analytics will tell you everything you need to know about your website metrics. Market Intel takes data one step further and provides you with in-depth inventory based analytics to complement Google's tool. It provides data and insight on what vehicles get the most views based on price range, color, body type and more, and will break down these stats for you.

Market Platform Tools – Inventory, Pricing, Appraisals and Leads

One password, one platform to a complete suite of tools to help you succeed online. The Market Platform tools give you access to merchandise your inventory, manage your leads, as well as price and appraise your vehicles to current market conditions.

	Wholesale			Retail		
	Price	Adjustment	Total	Price	Adjustment	Total
Price Clean	\$25,750	\$2,000	\$27,750	\$18,475	\$2,000	\$20,475
Clean	\$30,500	\$2,000	\$32,500	\$27,000	\$2,000	\$29,000
Average	\$31,400	\$2,000	\$33,400	\$26,525	\$2,000	\$28,525
Range	\$29,250	\$2,000	\$31,250	\$22,575	\$2,000	\$24,575

Market Pricing

Market Buy Price: **\$40699.67** | Market Buy Mileage: **24543 km**

Current Market Leads: **8** | Market Day Leads: **870**

Compete Plus Tool

Compare against: **500** | Price Range: **27.5%** | Price to Market: **100%** | Use Price: **\$40000**

Between Parameters: **2014 - 2014** | To include in this: **Search Title**

Compare Vehicles

Year	Make/Model	Mileage	List Price
2014	Volkswagen Jetta Trendline	45,800 km	\$24,900
2014	Volkswagen Jetta Trendline	52,400 km	\$24,900
2014	Volkswagen Jetta Trendline	16,800 km	\$24,900
2014	Volkswagen Jetta Trendline	27,000 km	\$24,900
2014	Volkswagen Jetta Trendline	4,300 km	\$24,900



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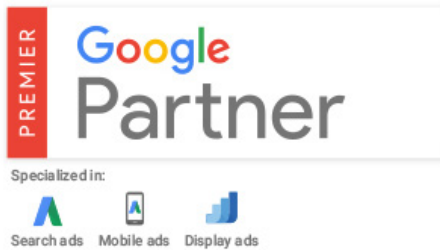


Inventory Syndication

Strathcom Media has the largest direct syndication network in Canada. Send your Data to such places as: Trader, Kijiji, Metroland, and Canadian Black Book. As well as a number of free classified sites without any additional work.



- ✓ Kijiji.ca
- ✓ AutoTRADER.ca
- ✓ Wheels.ca
- ✓ LemonFree.com
- ✓ Autocatch.com
- ✓ Canadian Black Book
- ✓ UsedCarsCanada.com
- ✓ MonsterAuto.ca
- ✓ Autonet.ca
- ✓ CanadaCarBuyer.com
- ✓ + 70 more



Online Advertising Solutions

We are a Google Premier Partner and work directly with both Google and Facebook to make sure that we can deliver a wide variety of solutions to meet every VW dealers needs regardless of size or market. We offer a comprehensive online advertising solution which covers:

- SEM
- Display
- Remarketing
- Dynamic Inventory Remarketing
- Mobile
- Geo-Targeting
- Cross Device Retargeting
- Facebook Solutions

A-La-Carte Services – Tailor your solution to your specific needs

In addition to our website and online advertising solutions we offer many a la carte services so that you can tailor make your solution to your specific needs.