

# TeamVelocity®

## General Motors

At Team Velocity, we do digital *differently*.

### How it Works:

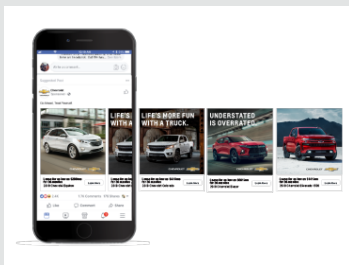


## Digital Products

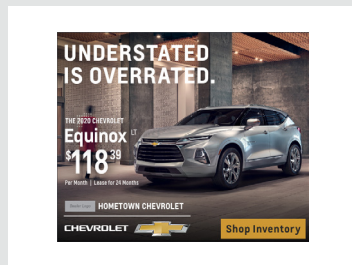
Dominate with *dynamic* content.



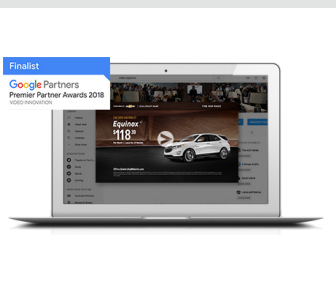
**Paid Search**  
New, Pre-Owned & Service



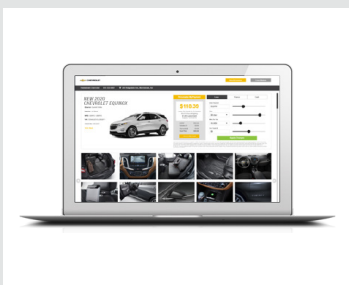
**Social Media**  
Retargeting, Behavioral & Management



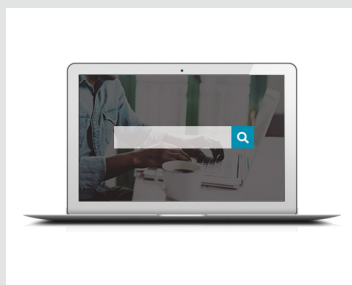
**Dynamic Display**  
Retargeting & Behavioral



**Automated Pre-Roll**  
Retargeting & Behavioral



**VDP Extensions**  
Optional For No Charge



**SEO**  
Optimization & Content

### Apollo Technology Platform<sup>®</sup>

Offer Management + Inventory Management + Multi-Channel API + CRM Integration + ROI Reporting

**\$2,415 /mo.** One-Time Data Integration Fee: \$2,415 | Add Apollo Text for \$595 /mo.

#### Packages

| BASE                              | PLUS                              | PREMIER                           |
|-----------------------------------|-----------------------------------|-----------------------------------|
| Minimum Spend: <b>\$1,500+</b>    | Minimum Spend: <b>\$2,500+</b>    | Minimum Spend: <b>\$3,500+</b>    |
| Paid Search   New                 | Paid Search   New                 | Paid Search   New                 |
| Paid Search   Pre-Owned           | Paid Search   Pre-Owned           | Paid Search   Pre-Owned           |
| Display Advertising   Retargeting | Display Advertising   Retargeting | Display Advertising   Retargeting |
| --                                | Display Advertising   Behavioral  | Display Advertising   Behavioral  |
| --                                | --                                | Social Advertising                |

Unlimited Models | Ads Updated Daily | Our Services are 25% of Spend

| A La Carte   |   | Cost                             |
|--|---|----------------------------------|
| Automated Pre-Roll Video Ads (Advid <sup>®</sup> ) | Unlimited payment-based behavioral and retargeting videos for all new models. Ads update daily. (Production cost not eligible for reimbursement.)   | \$1,295/mo. + 30% spend          |
| Social Advertising                                 | Unlimited payment-based behavioral and retargeting Facebook ads for all new models. Ads update daily.   | 25% spend                        |
| Social (Self-Managed)                              | Platform that allows dealerships to self-manage all the content and posting on social media platforms.  | \$395                            |
| Social + <sup>®</sup> (Full-Managed)               | Dedicated staff that manages all the content and posting across all social media platforms. Includes Facebook Marketplace pre-owned inventory feed.   | \$995                            |
| SEO Plus   | Managed SEO services designed to deliver organic visibility and dealership success. Includes ongoing optimizations of all core SEO components, monthly blog content, and monthly reporting. | \$800/mo. + \$199/mo. mgmt fee   |
| SEO Pro  | Includes all services offered withn SEO; also includes Local Listings Distribution, 2 Google My Business Posts, Google Q&A Management, and 2 blog posts per month.                          | \$1,200/mo. + \$299/mo. mgmt fee |

[TeamVelocityMarketing.com/GM](https://TeamVelocityMarketing.com/GM)

Schedule a demo or contact us for additional information.

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