

COMPLETE AND CUSTOMIZED DIGITAL STRATEGY

Certified Nissan and Google Partner.



A PASSIONATE AND SPECIALIZED TEAM



With over 200 dealership partners, we master every stage of the customer journey, from vehicle selection to dealership visits. Our approach is based on listening and providing expert advice, allowing you to maximize your sales and ROI while staying at the forefront of the automotive market.

- A complete range of services to better cover your market
- Innovative digital strategies to set you apart
- Personalized consulting to better understand and anticipate your needs
- High-performance products to outpace your competition
- Advanced data analysis solutions for smarter strategic decisions
- Clear onboarding, simple processes, and transparent results
- **Our Added Value: More qualified leads, unparalleled technical expertise, and personalized follow-up.**

Leadstream, engine of your success for over 8 years.

Transparency

Reliability

Performance

Passion

Pushing boundaries

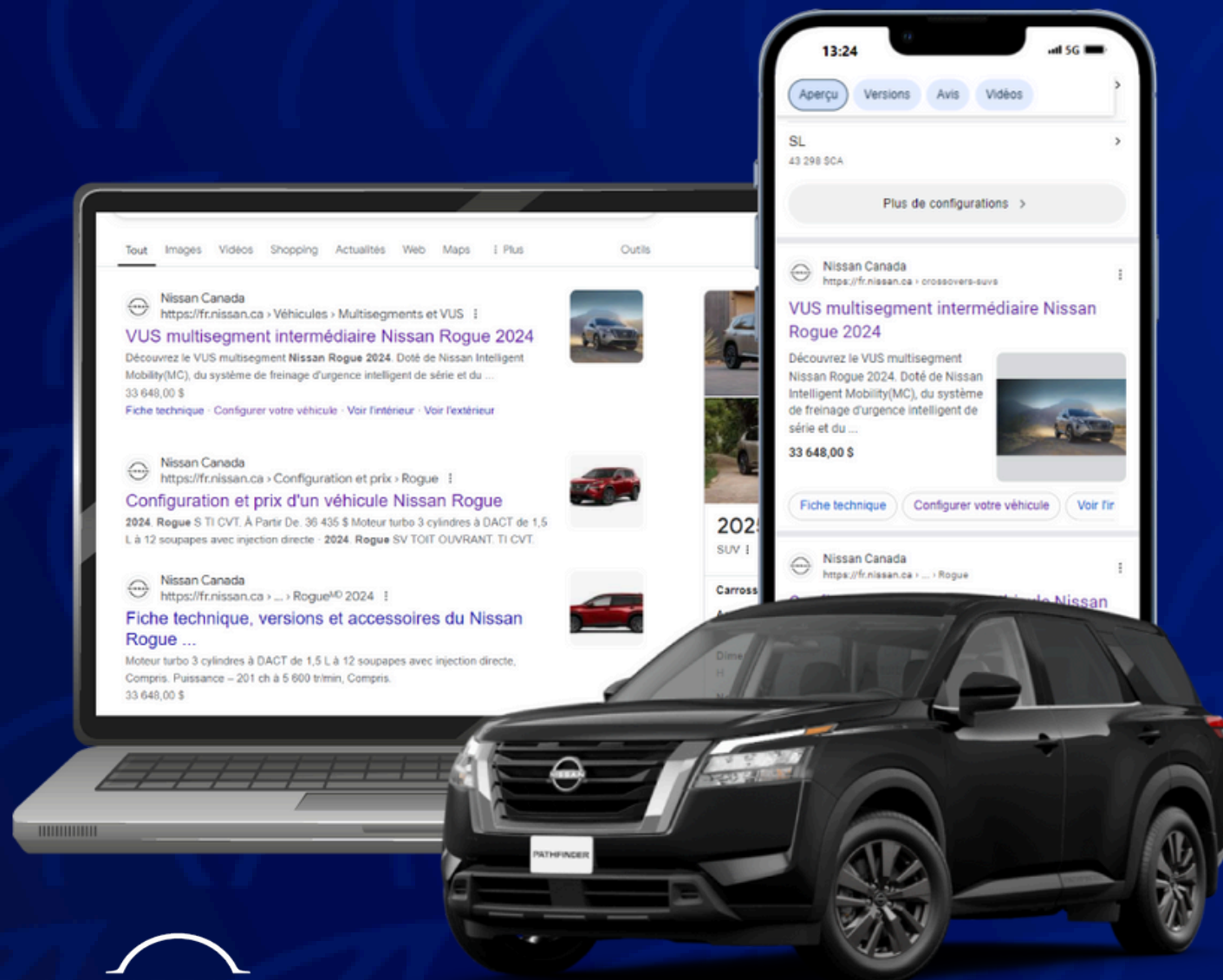
OUR SERVICE OFFERING

Comprehensive solutions to meet your business objectives.

- **SEO** - Organic search optimization and technical SEO.
- **SEO Local** - Google Business Profile management and citation creation.
- **SEM** - Sponsored Google ads, remarketing, display ads, Google VLA...
- **SMM** - Advertising across all social media platforms.
- **Leadstream Inventory Booster** - Carousel ads for your inventory.
- **Social Media** - Photo and video creation and community management.
- **Analytics Plus** - Advanced tracking dedicated to dealerships.
- **Advanced Analytics** - 24/7 real-time reporting tool.
- **Custom landing page creation** tailored for your campaigns.
- **Graphic Design** - Creation of captivating visuals for your marketing campaigns.

SEARCH ENGINE OPTIMIZATION (SEO)

Benefit from advanced expertise in content creation and technical SEO, among the best in the industry. We master all website platforms in the automotive sector, allowing us to fully leverage each solution to improve your performance and search engine rankings.



- Improve your site's visibility on search engines
- Increase your brand's credibility and authority online
- Multiply your chances of appearing in top organic search results
- Identify keyword opportunities and industry-specific trends
- Create optimized, high-performing content that converts
- Fix technical issues for a more efficient website
- Enhance user experience and browsing time on your site
- Receive in-depth analysis and recommendations to boost organic performance

And most importantly:

- Multiply your chances of ranking in the top organic search results
- Attract more qualified leads without paid advertising
- Boost your company's organic growth
- Overcome technical limitations of your CMS to maximize performance

SEARCH ENGINE OPTIMIZATION (SEO)



SEO package	Description
Starter \$795/month	Local SEO optimization, Google My Business management, Google My Business optimization, citation audit and cleanup, citation acquisition + 5 hours of on-site SEO optimization every 3 months.
Essential \$1,300/month	<u>1st month:</u> Website audit, keyword research, SEO sitemap creation, recommendation report. <u>After the 1st month</u> (every 3 months): Tracking of 10 keywords, 3 unilingual 800-word articles, quarterly report (Optimization of metadata, URLs, titles, content, and internal links).
Essential Plus \$1,800/month	<u>1st month:</u> Website audit, keyword research, SEO sitemap creation, competitor analysis, recommendation report. <u>After the 1st month</u> (every 3 months): Tracking of 20 keywords, 5 unilingual 800-word articles or 3 bilingual 800-word articles, 2 hours of SEO consultation including UX and conversion optimization, quarterly report (Optimization of metadata, URLs, titles, content, and internal links).
Performance \$2,700/month	<u>1st month:</u> Website audit, keyword research, SEO sitemap creation, competitor analysis, local SEO citation cleanup, recommendation report. <u>After the 1st month</u> (every 3 months): Tracking of 25 keywords, 5 unilingual 800-word articles or 3 bilingual 800-word articles, 4 hours of SEO consultation including UX and conversion optimization, local SEO package included, 1 graphic creation per blog, quarterly report (Optimization of metadata, URLs, titles, content, and internal links).

LOCAL SEARCH OPTIMIZATION (LOCAL SEO)

In addition to optimizing your website for local searches, we proactively manage your Google Business Profile. This helps you stand out on Google Maps and in the local pack, where customers are actively searching for vehicles and after-sales services.

This service also includes creating relevant local citations to strengthen your presence in online directories and increase your authority in Google's eyes.



- Improve your visibility in local search results
- Regularly optimize your Google Business Profile for better performance in Maps and Search
- Attract customers near your physical location
- Increase in-store visits
- Boost credibility through customer reviews
- Target region-specific queries for more qualified traffic
- Strengthen your presence in local directories and industry-specific platforms

And most importantly:

- Build brand awareness within your geographic area
- Attract more customers without increasing your ad budget
- Gain a competitive edge over local businesses

LOCAL SEO AND SEO ADD-ON

Add-on	Description	Price
Local SEO Add-on (available only with SEO Essentiel or SEO Essentiel Plus packages)	<p><u>1st month:</u> Audit and cleanup of citations & citation acquisition, local SEO optimization.</p> <p><u>Following months:</u> Google My Business management, Google My Business optimization.</p> <p>*Available only with SEO Essentiel or SEO Essentiel Plus subscription</p>	\$500/month
SEO Consultation (Hourly)	SEO consultation	\$140/hour
Blog Microsite	Creation of a blog microsite	\$1,600 per microsite
Blog Microsite Hosting	Hosting for the blog microsite	\$65/month

SEARCH ENGINE ADVERTISING (SEM)

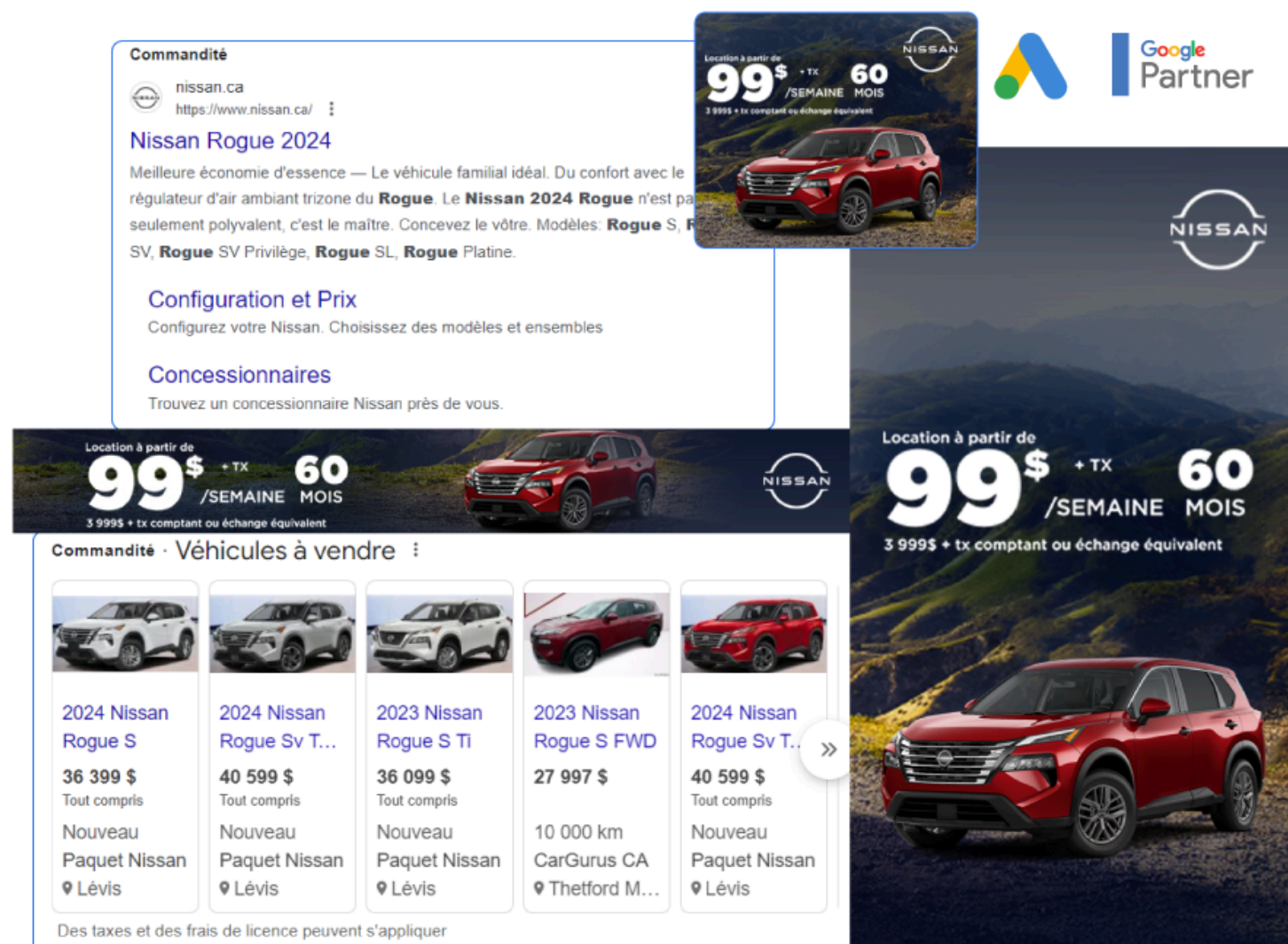
Whether you're looking to increase brand awareness, generate leads, or boost the visibility of your inventory, we adapt to your business needs by building customized strategies that meet your objectives.

Sponsored ads

Google VLA

Remarketing

Display



The screenshot displays a search result for the 2024 Nissan Rogue on the Nissan Canada website. The search result includes the Nissan logo, the URL nissan.ca, and the title "Nissan Rogue 2024". The description highlights the vehicle's fuel economy and features. Below the description are links for "Configuration et Prix" and "Concessionnaires". A "Google Partner" logo is visible in the top right corner of the search result. In the foreground, a large advertisement for the 2024 Nissan Rogue is shown, featuring a red SUV and the text "Location à partir de 99\$ + TX 60 /SEMAINE MOIS". Below the advertisement, a list of vehicles for sale is displayed, including the 2024 Nissan Rogue S, 2024 Nissan Rogue Sv T..., 2023 Nissan Rogue S Ti, 2023 Nissan Rogue S FWD, and 2024 Nissan Rogue Sv T... with their respective prices and locations.

Year	Model	Price	Location
2024	Nissan Rogue S	36 399 \$	Lévis
2024	Nissan Rogue Sv T...	40 599 \$	Lévis
2023	Nissan Rogue S Ti	36 099 \$	Lévis
2023	Nissan Rogue S FWD	27 997 \$	Thetford M...
2024	Nissan Rogue Sv T...	40 599 \$	Lévis

- Precisely target your market
- Dominate search results
- Retarget undecided visitors
- Expand your visibility on YouTube
- Boost performance with VLA (Vehicle Listing Ads) and Pmax campaigns
- Adaptable to various formats

And most importantly:

- Gain more qualified leads
- Control your advertising spend
- Optimize your ROI

SEARCH ENGINE ADVERTISING (SEM)



SEM package	Description	Management fees	Minimum spend
\$1,000 - \$5,000/month	Google Ads campaign management	25%	\$1,000/month
Over \$5,000/month	Google Ads campaign management	23%	\$5,000/month
Strategy and setup fees	Initial strategy and setup on Google Ads	\$0 (no setup fee)	
Call tracking (up to 3 lines)	Implementation of call tracking lines that change the dealership's phone numbers on the website to measure ad results	\$50/month	
Landing page	1 landing page	\$125/hour	

SOCIAL MEDIA MARKETING (SMM)

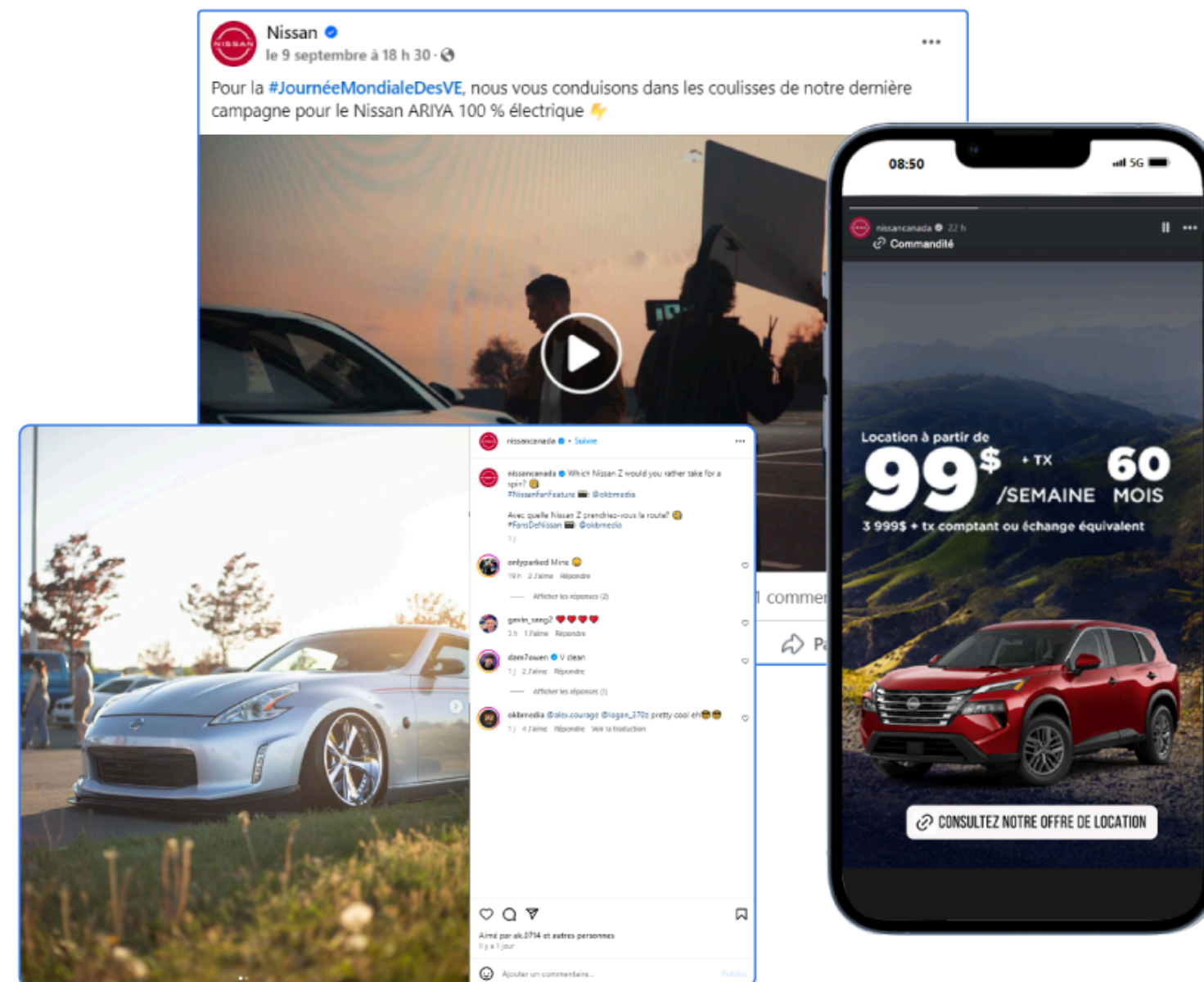
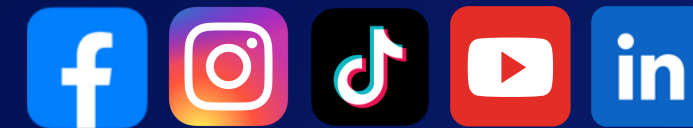


As a Meta-certified agency, our social media advertising strategies go beyond traditional "lead ads" or short-term visibility. We create custom audiences and work on retargeting through search engines.

- Create personalized audiences
- Test your campaigns (A/B testing)
- Stand out with video content
- Retarget on search engines
- Adaptable to various formats
- Integrate with Leadstream Inventory Booster ads

And most importantly:

- Gain more qualified leads
- Control your advertising spend
- Optimize your ROI



Boost Your Inventory

LEADSTREAM INVENTORY BOOSTER

Automatically sync your dealership's inventory with Facebook. Your ads update in real-time, generating dynamic carousels of your vehicles to capture users' interest and maximize your chances of making a sale.

- Increase your vehicle exposure with Facebook ads
- Generate dynamic and personalized ads for each vehicle in stock
- Ensure potential clients always see available vehicles
- Present buyers with the right options at the right time
- Increase your chances of conversion



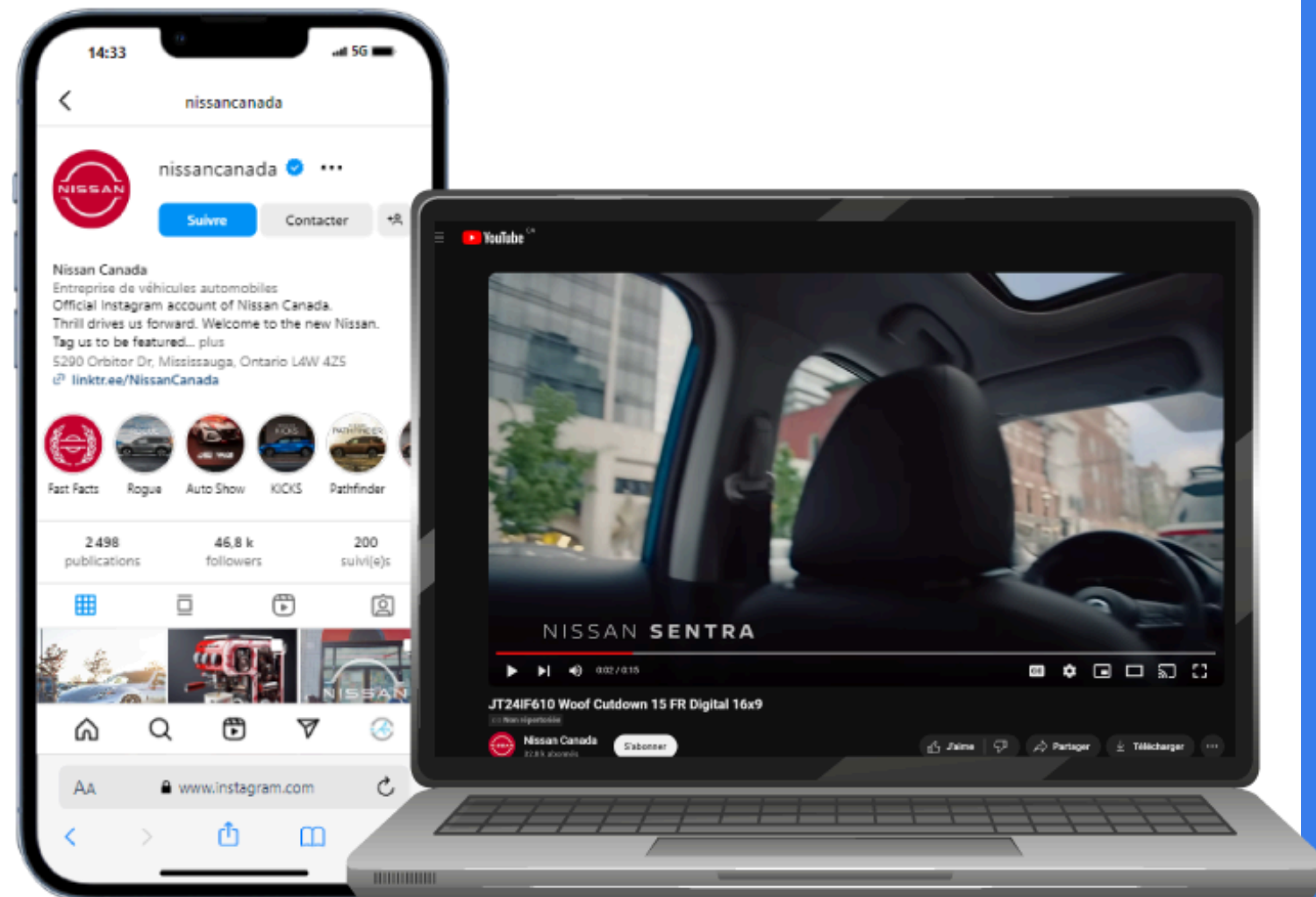
SOCIAL MEDIA MARKETING (SMM)



SMM package	Description	Management fees	Minimum spend
\$1,000 - \$5,000/month	Creation and management of Facebook Ads campaign	25%	\$1,000/month
Over \$5,000/month	Creation and management of Facebook Ads campaign	23%	\$5,000/month
Strategy & setup fees	Initial strategy and setup on Facebook Ads	\$0 (no setup fee)	

SOCIAL MEDIA MANAGEMENT

No matter the platform—Facebook, Instagram, YouTube, TikTok, or LinkedIn—we help enhance your visibility with tailored strategies through creative and high-quality photos and videos.



- Create engaging and relevant content
- Increase your organic reach
- Stand out with video content
- Create and optimize your YouTube channel
- Stay updated with the latest trends and algorithms
- Boost your presence on the most suitable platforms

And most importantly:

- Engage with your community
- Manage your online reputation
- Differentiate yourself from competitors



Packages	Description
<p>Essential \$1,595/month</p>	<p><u>1st month:</u> Account cleanup, initial account optimization, complete positioning audit, communication strategy.</p> <p><u>Following months:</u> Facebook and Instagram (8 posts per month, 2 reels, and 2 stories per month), editorial calendar creation, content writing, graphic design, quarterly strategy meeting, community management once per day.</p>
<p>Performance \$1,895/month</p>	<p><u>1st month:</u> Account cleanup, initial account optimization, complete positioning audit, communication strategy.</p> <p><u>Following months:</u> Facebook and Instagram, organic growth strategy (10 posts per month, 4 reels, and 4 stories per month), editorial calendar creation, content writing, graphic design, community management twice per day, quarterly strategy meeting.</p>
<p>Elite \$2,395/month</p>	<p><u>1st month:</u> Account cleanup, initial account optimization, complete positioning audit, communication strategy.</p> <p><u>Following months:</u> Facebook and Instagram, organic growth strategy (14 posts per month, 6 reels, and 6 stories per month), editorial calendar creation, content writing, graphic design, community management twice per day, quarterly strategy meeting.</p>
<p>Coaching \$125/hour</p>	<p>Hourly social media coaching.</p>

ANALYTICS PLUS

Gain a deeper understanding of your visitors' profiles, online behaviors, and preferences, whether for new or used vehicles. With our Analytics Plus service, you get detailed insights for better inventory management, identifying the most sought-after models, and optimizing vehicle turnover.

- Dive deeper into data analysis
- Measure KPIs specifically tailored to your dealership
- Obtain in-depth information about your inventory
- Discover the most popular vehicle models
- Build personas for your visitors
- Fully understand your visitors' behavior on your website



ADVANCED ANALYTICS

Your 24/7 accessible dashboard provides a complete and real-time view of your campaign performance. With this tool, you can precisely track the impact of your marketing efforts—SEO, SEM/SMM, or social media.

- View your performance in real-time
- Analyze every aspect of your marketing efforts
- Easily examine key data points
- Quickly identify opportunities for improvement
- Keep an eye on your advertising spend

Advanced Analytics
\$125/month

Advanced web analytics tools

LEADBOOSTER



Increase conversions on your website with Leadbooster. Our strategic pop-ups highlight your seasonal offers, capture visitors' attention, and convert them into qualified leads. It's the ideal solution to grow your database and engage with potential customers through other marketing channels.



- Turn more visitors into qualified leads
- Ensure your seasonal offers are seen
- Grow your database for future marketing efforts
- Multiply sales opportunities

Leadbooster Packages	Description	Price
Leadbooster Coupons	Setup of our Leadbooster popup tools on the dealership's website	\$130/month
Leadbooster Creative Coupons	1 graphic for a promotion and/or message to be displayed with the Leadbooster system	\$125/creative

GRAPHIC DESIGN

Showcase your dealership with striking visuals, perfectly tailored to your marketing needs. Whether for advertising banners, brochures, or digital campaigns, we create custom designs that reflect your brand identity and highlight your vehicles.



Graphic design packages	Description	Price
Bronze package - 3 hours of graphic design at \$125/h	3h of graphic design	\$375/month
Silver package - 5 hours of graphic design at \$125/h	5h of graphic design	\$625/month
Gold package - 10 hours of graphic design at \$125/h	10h of graphic design	\$1,250/month
Hourly rate	Graphic design: Hourly rate	\$125/hour
Video creation: Hourly rate	Video creation: Hourly rate	\$125/hour

THANKS



LEADSTREAM

AGENCY

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