



1 WEBSITE | 1 SOLUTION



responsive transactional design

Site1 by Motortrak is our retail website offering. This is not an off-the-shelf site, but one that is completely designed for your brand and the franchises you represent. Our cornerstone focus is around website design, lead conversion and search optimization. The result for you is one of the best looking, transaction focused and optimized websites on the automotive market.

- ❖ Content Management System
- ❖ Inventory Management
- ❖ DMS Integration
- ❖ Vehicle Locators
- ❖ Remarketing System
- ❖ Fully Customizeable
- ❖ Responsive
- ❖ Managed Web Services
- ❖ Technical Support

	SET UP	MONTHLY
COST	\$999	\$1299

AUTOpilot

DRIVE TRAFFIC & CONVERSION



dealer concierge program

Dealers all over the U.S., count on Motortrak to keep their websites up-to-date, driving them well ahead of the competition.

AUTOpilot® by Motortrak is focused on increasing search engine relevance, website traffic, lead opportunities and best customer experience on your dealer website. We achieve this high-mark by assigning your dealership a Dedicated Digital Specialist (DDS) to manage your website content. Weekly calls are set to make certain your website properly reflects the dealership focus.

We center our attention on high value content, your dealership profit centers and community involvement; resulting in more traffic, more leads and better conversion.

Your Website. Best Experience.

	SET UP	MONTHLY
COST	\$999	\$1299



custom creative for your dealer website

AUTOgraphic® provides your dealership with custom homepage graphics, dealerships specials, dealer events and custom requests. Utilize these signature assets across your dealer website and other digital properties.

All signature assets will be created with top-of-mind awareness around your voice and brand. This awareness, combined with Motortrak’s Award Winning Design and conversion focus, drives the perfectly branded message centered on generating more website opportunities.

Get professionally designed graphics for your website today.

	SET UP	MONTHLY
COST	\$699	\$699



PAID SEARCH MARKETING

Paid Search Marketing on Google and Bing networks. Covers all profit centers of dealership while giving attention to DBA, GEO, AOI, and Local Competition. Fully compliant with manufacturer brand guidelines.

	SET UP	MONTHLY
COST	\$399	\$399



NETWORK DISPLAY MARKETING

Custom display ads created and marketed for dealer across Google and Bing/Yahoo Display Networks. Reach in-market shoppers by displaying new and used dealer car specials and events. Includes contextual and behavioral targeting.

	SET UP	MONTHLY
COST	\$399	\$249



PREMIUM DISPLAY MARKETING

Market your custom creative ads across premium Tier 1 automotive centric sites. Includes, Car and Driver, JD Power Autos, NADA Guides, etc. Reach in-market shoppers thru showcase of dealer new and used car specials and events. Includes contextual and behavioral targeting.

	SET UP	MONTHLY
COST	\$399	\$249



LOCALIZED TARGET MARKETING

Increase dealer exposure through optimization of localized results on search engines. Nearly a dozen local site pages are captured and updated, including: Google+, Yahoo, Yelp and Bing. Increase website visibility, traffic, leads and calls. Push down competition and third parties in search results.

	SET UP	MONTHLY
COST	\$899	\$399

Contact, At Once!

WEBSITE CHAT

Full service website chat client; unobtrusive and designed as part of the site. Provides customers another real-time alternative for connecting with the store and provides dealers an opportunity to collect contact information. Drives significant increase in conversions.

	SET UP	MONTHLY
COST	\$325	\$325

MOTORvid

PREMIUM INVENTORY VIDEO

Create unique videos for vehicles using images of the actual vehicle. Bring movement and excitement to your inventory while increasing customer interaction with your vehicles and leads into your store. Video indexes well in SEO results relating to Make/Model/Geographic searches.

	SET UP	MONTHLY
COST	\$299	\$299

LEADdriver

AUDIENCE ACTION MARKETING

Drive more leads off your website. Triggered by specific audience click action, a “hidden” pop under window is generated with your custom offer which is not visible until the client closes the current browser window.

	SET UP	MONTHLY
COST	\$899	\$399

LASERstream

INTERACTIVE CREDIT APPLICATION

Increase your dealerships online credit application conversion by 50% with a 3-stage video based credit app. Easy to use credit app breaks up the typical long credit form into three easy stages. Each stage is accompanied by a short video informing and assuring the user that their personal info is not at risk.

	SET UP	MONTHLY
COST	\$299	\$299