

Invoice For

Maita Honda (5586)

Invoice Number: OP#-00214638

Salesperson: Bobby Roberts Date Created: 9/21/2012

Products

Product	Description	Quantity	Total Price
Website - VIN Ala Carte	Monthly fee for VIN Website, includes mobile platform for Blackberry, iphone, ipad and Droid. Choose from one of eight best practice themes with customizable colors, and customizable/movable calls to action. Includes up to 40 pages of content, 5 custom content pages, a 17-20 page service department section and the ability for dealer to customize the look and feel by moving modules around within the site. SEO includes recent customers, In addition to Inventory and Titles. These enhancements add functionality, calls to action and improve SEO.	1.0	\$1,299.00
Digital Marketing SEM Package	<ul style="list-style-type: none"> • Monthly Strategy Session with Ad Budget Recommendations • PPC Keyword & Market Research Analysis • Search, Display, Mobile, and Remarketing Campaign Creation • Campaign Management • Bid Management • Keyword & Ad Copy Optimization • Landing Site Technology • Monthly Reporting 	1.0	\$899.00
Inventory Light	Limited inventory gallery, view inventory with ILM	1.0	\$0.00
<p>Our social media experts will work with you to completely control your online social media presence. This includes: Gmail Set up account for dealership Facebook: Set Up of Fan Page Development of Info page Linking with dealership Place page (if set up) Custom</p>			

Digital Marketing VinSocial
Maximum

profile pic Custom Timeline Image
Facebook App Set up Set up: Fan Page
status updates – minimum 14/week
Monitoring and reaction to Fan Page Ad
set up and management of ads - Ad spend
not included Create vanity url Networking
with local supporting businesses Posting of
positive sentiment reviews from review
sites Twitter: Set Up of Account Custom
background Custom avatar Connecting
with your community Connect & link
to/from other social media accounts
Minimum of 14 Tweets /week
Management of @mentions Keyword
conversation management and response
within 24 hours Competition Monitoring
(up to 3) Unsolicited Support through
dealer name and keywords Additional
Twitter accounts can be set up for an
additional fee, ie: Service, Community,
Body Shop, Sales. Pinterest: Set up
Customization Create Boards Create
Images and Adds linking back to dealer
website Google+: Set up Google Account
Set up Google+ Profile Custom profile pic
Manage circles Monitoring and reaction to
page Connection to YouTube account
Links posted on profile page to other
dealer's social sites YouTube: Channel
setup Custom background Custom avatar 3
interactions/week with users Connection to
Google+, Twitter and Facebook Full
networking with local community channels
Target customers using keywords and
demographics About.me Set up &
customization Custom Graphics
Connection to all SM sites Foursquare: Set
up Claim your listing Create deals Track
Analysis of and respond to reviews Blog:
Blog creation RSS Feed from OEM
Posting to social media accounts Online
Reputation Management Track mentions
of dealership on social channels Track
analysis of reviews Respond to reviews &
Notify Dealership of Reviews Correct
inaccurate statement(s) about dealership
Klout: Set Up Manage K+ adds Additional
Social Media Site Set up: Secondary and
Up & Coming Social Sites Seo/SEM
Optimized Context Descriptors included in
Social Site Set up & Content Posted Link
relevancy connecting SM account
increasing SEO Weekly Reach Out Phone

1.0

\$799.00

	calls/ Email from VinSocial Specialist Full Reports Available Weekly/Monthly/Custom		
Data Integration	Data integration with dealer's DMS. Publishes Vehicle Inventory, F&I Deal History and Repair Orders when applicable.	1.0	\$99.00
Email Hosting	Hosting of dealers' email.	1.0	\$0.00
AIS Rebates - Website Integration	Third party vender - website integration.	1.0	\$0.00
Digital Marketing SEM Budget	Dealer's Search Engine Marketing Budget per month. Used on behalf of dealer.	1.0	\$0.00
VIN Chat	VIN Click to Chat. Robust integration. Reports include Chat History, Agent Performance, Chat Analysis and Chat Placement Performance reports.	1.0	\$0.00
SEO - Advanced	<ul style="list-style-type: none"> • Keyword market research analysis • Market Control Dealer SEO Titles • Primary Optimization for three city specific locations • Search Engine Friendly Automotive SEO URLs • Long tail SEO • Location Specific Page heading and content optimization • Lead Generating Vehicle Detail Pages • Integrated Content Management • Inventory Specials & Featured Vehicles • Search Engine Optimized Automotive Content • Ability to Add Custom Pages • Dynamic OneClick Inventory Search • Boomerang Coupon Technology • Integrated Vehicle Video's • High Resolutions Pictures (Unique to VinSolutions) • RSS Feeds (Inventory & Specials) • Enhanced XML Sitemaps (Google, Bing & Yahoo!) • Robot.txt file • Google Analytics & VinSolutions Integrated Analytics • Local Listing URL Submission plan • Social Media Plugins • HTML Optimization • Recent Customer community specific pages • Sold Vehicle SEO Pages • Dealer Market SEO wrap • 5 SEO service driven Sub Pages • Page Header Enhancement • Platinum Home Page SEO Enhancements • Dominant City SEO scroll bar 	1.0	\$0.00
Website - VIN Ala Carte onetime fee	Onetime fee to create VIN Website.	1.0	\$1,299.00
Digital Marketing SEM Package Onetime Fee	Onetime fee for establishing dealer's Search Engine Marketing.	1.0	\$899.00
Digital Marketing SEM Package Onetime Fee	Onetime fee for establishing dealer's Search Engine Marketing.	1.0	\$899.00

Digital Marketing VinSocial Maximum Onetime Fee	Onetime fee to establish VinSocial Maximum which includes over 50 different social media sites.	1.0	\$799.00
Data Integration - onetime fee	Onetime fee for data integration with dealer's DMS. Publishes Vehicle Inventory, F&I Deal History and Repair Orders when applicable.	1.0	\$199.00
Email Hosting onetime fee	Email hosting for dealer	1.0	\$0.00
Inventory Light onetime fee	Onetime fee for limited inventory gallery, view inventory with ILM	1.0	\$0.00
AIS Rebates - Website integration onetime fee	Onetime fee for AIS Rebates - website integration.	1.0	\$0.00
VIN Chat onetime fee	Onetime fee for VIN Click to Chat.	1.0	\$0.00
SEO - Advanced Onetime fee	Onetime to fee to build Advanced SEO (VinSolutions Website only).	1.0	\$0.00
Credit - AutoTrader Family Discount	Onetime fee AutoTrader Family discount.	1.0	(\$3,095.00)

Products/One Time: \$1,000.00
Monthly Recurring: \$3,096.00
One Time Shipping: \$0.00

Total Due Now: \$4,096.00

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

Copyright VinSolutions.

CONTRACTS

HASSLES

SERVICES

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Payment Authorization

The undersigned customer hereby authorizes VinSolutions, LLC to charge said account on our behalf. If selecting the Check by Fax option, we authorize VinSolutions to submit all pertinent information from this check to our bank for payment as check, and we understand that we are not required to submit the check to VinSolutions.

ONE TIME AUTHORIZATION

ACCOUNT HOLDER INFORMATION			
Account Owners Name:		VinSolutions Account Number: 5586	
Address Line 1:		Phone Number:	
Address Line 2:		Fax Number:	
City:	State:	Zip:	Email:
Opportunity ID: OP#-00214638		Dollar Amount: \$4,096.00	

Credit Card Payment

CREDIT CARD INFORMATION	
Cardholder Name:	Visa Mastercard AmEx - Please circle one
Card Number:	Expiration Date:

Check by Fax

CHECK BY FAX INFORMATION (ACTUAL CHECK MUST ACCOMPANY THIS FORM) DO NOT MAIL	
Bank Name:	Bank Phone:
Name on Bank Acct:	Check Number:
Bank Routing Number:	Checking Account Number:

ACH (Electronic Debit)

ACH (ELECTRONIC DEBIT) (VOIDED CHECK MUST ACCOMPANY THIS FORM)	
Bank Name:	Bank Phone:
Name on Bank Acct:	
Bank Routing Number:	
Checking Account Number:	

ACKNOWLEDGEMENT

Authorized Name:	Title:
Authorized Signature:	Date: