

Invoice For

## **Dahl Ford of Davenport, Inc. (4816)**

Invoice Number: OP#-00216096

Salesperson: Matthew Mauldin Date Created: 9/10/2012

### **Products**

Product	Description	Quantity	List Price	Total Price
Digital Marketing SEM Package	<ul style="list-style-type: none"> <li>• Monthly Strategy Session with Ad Budget Recommendations • PPC Keyword &amp; Market Research Analysis • Search, Display, Mobile, and Remarketing Campaign Creation • Campaign Management • Bid Management • Keyword &amp; Ad Copy Optimization • Landing Site Technology • Monthly Reporting</li> </ul> <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 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 &amp; 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</p>	1.0	\$899.00	\$600.00

Digital Marketing VinSocial Maximum	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 calls/ Email from VinSocial Specialist Full Reports Available Weekly/Monthly/Custom	1.0	\$799.00	\$600.00
Digital Marketing SEM Budget	Dealer's Search Engine Marketing Budget per month. Used on behalf of dealer.	1.0	\$0.00	\$0.00
Digital Marketing SEM Package Onetime Fee	Onetime fee for establishing dealer's Search Engine Marketing.	1.0	\$899.00	\$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	\$799.00
Credit - AutoTrader Family Discount	Onetime fee AutoTrader Family discount.	1.0	\$0.00	(\$1,698.00)

\*this invoice does not replace or supersede current billing

Products/One Time: \$0.00

Monthly Recurring: \$1,200.00

One Time Shipping: \$0.00

**Total Due Now: \$1,200.00**

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

*Copyright VinSolutions.*

**CONTRACTS**

**HASSLES**

**SERVERS**

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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: 4816	
Address Line 1:		Phone Number:	
Address Line 2:		Fax Number:	
City:	State:	Zip:	Email:
Opportunity ID: OP#-00216096		Dollar Amount: \$1,200.00	

### 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: