

Invoice For

**Silver Star Mercedes-Benz (2669)**

Invoice Number: OP#-00087634

Salesperson: Jeremy Bravard Date Created: 9/13/2011

**Products**

Product	Description	Quantity	List Price	Total Price
Website - Premium ala carte	<p>Monthly fee for Premium Website, includes mobile platform for Blackberry, iphone, ipad and Droid. Choose from one of seven best practice themes with customizable colors, and customizable/movable calls to action. You may mix and match the different themes to create a truly unique website. Included is up to 40 pages of Best Practice content, up to 20 custom content pages, a 17-20 page service department section, collision center page and five rotating Hero Banners. Also includes our Premium SEO consisting of dominant city scroll bar, dealer market wrap, service driven sub pages, page header and home page enhancements, recent customer community specific pages, title and inventory urls, long tail, monthly web ranking report and so much more.</p> <ul style="list-style-type: none"> <li>• Dealer Branded Facebook Site Set Up •</li> <li>Dealer Branded Facebook Site Monthly Management •</li> <li>Monthly Strategy Session with Budget Recommendations •</li> <li>10 Dealer Specific Facebook Custom Posts Monthly •</li> <li>5 Facebook Widgets •</li> <li>Creation of Dealer Branded Twitter Account •</li> <li>Dealer Branded Twitter Account Featuring Automated Inventory Posts •</li> <li>Dealer Registration and Content Syndication for Flickr •</li> <li>YouTube Posting (only available for customers on our inventory, ILM or</li> </ul>	1.0	\$1,399.00	\$901.00
Digital Marketing Social Media Management SMM Package		1.0	\$549.00	\$399.00

	CRM packages) • Bit.ly Management and Reporting • Dedicated Marketing Retention Manager • Weekly or Monthly Reporting Provided • Optional Items for Package \$299 Set Up/\$199 Monthly: ? Dealer Rater Account Set Up ? Dealer Rater Monitoring for Customer Posts ? Positive Customer Testimonial Postings			
Inventory Light	Limited inventory gallery, view inventory with ILM	1.0	\$0.00	\$0.00
VinLens	VinLens, Customer Information Application allows you to see and track your website traffic in real time. Track click paths to direct market and reactivate customers or prospects listed as bad or lost.	1.0	\$0.00	\$0.00
Web site - Advanced SEO	<ul style="list-style-type: none"> <li>• Keyword market research analysis •</li> <li>Market Control Dealer SEO Titles •</li> <li>Primary Optimization for three city specific locations •</li> <li>Search Engine Friendly Automotive SEO URLs •</li> <li>Long tail SEO •</li> <li>Location Specific Page heading and content optimization •</li> <li>Lead Generating Vehicle Detail Pages •</li> <li>Integrated Content Management •</li> <li>Inventory Specials &amp; Featured Vehicles •</li> <li>Search Engine Optimized Automotive Content •</li> <li>Ability to Add Custom Pages •</li> <li>Dynamic OneClick Inventory Search •</li> <li>Boomerang Coupon Technology •</li> <li>Integrated Vehicle Video's •</li> <li>High Resolutions Pictures (Unique to VinSolutions) •</li> <li>RSS Feeds (Inventory &amp; Specials) •</li> <li>Enhanced XML Sitemaps (Google, Bing &amp; Yahoo!) •</li> <li>Robot.txt file •</li> <li>Google Analytics &amp; VinSolutions Integrated Analytics •</li> <li>Local Listing URL Submission plan •</li> <li>Social Media Plugins •</li> <li>HTML Optimization •</li> <li>Recent Customer community specific pages •</li> <li>Sold Vehicle SEO Pages •</li> <li>Dealer Market SEO wrap •</li> <li>5 SEO service driven Sub Pages •</li> <li>Page Header Enhancement •</li> <li>Platinum Home Page SEO Enhancements •</li> <li>Dominant City SEO scroll bar</li> </ul>	1.0	\$0.00	\$0.00
Website - Premium ala carte onetime fee	<p>Onetime fee to create Premium Website.</p> <p>Onetime fee for: • Dealer Branded Facebook Site Set Up • Dealer Branded Facebook Site Monthly Management • Monthly Strategy Session with Budget Recommendations • 10 Dealer Specific</p>	1.0	\$1,399.00	\$901.00

Digital Marketing Social Media Management SMM Package Onetime fee	Facebook Custom Posts Monthly • 5 Facebook Widgets • Creation of Dealer Branded Twitter Account • Dealer Branded Twitter Account Featuring Automated Inventory Posts • Dealer Registration and Content Syndication for Flickr • YouTube Posting (only available for customers on our inventory, ILM or CRM packages) • Bit.ly Management and Reporting • Dedicated Marketing Retention Manager • Weekly or Monthly Reporting Provided • Optional Items for Package \$299 Set Up/\$199 Monthly: ? Dealer Rater Account Set Up ? Dealer Rater Monitoring for Customer Posts ? Positive Customer Testimonial Postings	1.0	\$549.00	\$399.00
Inventory Light onetime fee	Onetime fee for limited inventory gallery, view inventory with ILM	1.0	\$0.00	\$0.00
VinLens onetime fee	Onetime fee for VinLens, Customer Information Application allows you to see and track your website traffic in real time. Track click paths to direct market and reactivate customers or prospects listed as bad or lost.	1.0	\$0.00	\$0.00
Website - Advanced SEO Onetime fee	Onetime to fee to build Advanced SEO (VinSolutions Website only).	1.0	\$0.00	\$0.00

**Total: \$2,600.00**

Shipping: \$0.00

**Invoice Total**

**Total Due NOW: \$2,600.00**

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

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**CONTRACTS**

**HASSLES**

**SERVICES**

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