

Invoice For

**Bernardsville Volkswagon (3205)**

Invoice Number: OP#-00038033

Salesperson: James Yarbrough Date Created: 12/3/2010

**Products**

Product	Description	Quantity	List Price	Total Price
Digital Marketing Package (SEO, SEM, SMM, Map Management)	<ul style="list-style-type: none"> <li>• Includes One Search Engine and 4 Campaigns • Keyword &amp; Market Research Analysis • Title &amp; Page Name Optimization • Page Heading &amp; Content Optimization • HTML Optimization • Local Listing &amp; URL Submission Plan • Website Lead Enhancer • Monthly Web Ranking Report • PPC Keyword &amp; Market Research Analysis • Monthly Strategy Session with Ad Budget Recommendations • Campaign Management • Bid Management • Keyword &amp; Ad Copy Optimization • Landing Site Technology • Monthly Reporting • Optional Item for Package: ? Additional Search Engine (\$299 Set Up/\$199 Monthly) • Dealer Branded Facebook Site Set Up • Dealer Branded Facebook Site Monthly Management • Monthly Strategy Session with Budget Recommendations • 10 Dealer Specific Facebook Custom Posts Monthly • 5 Facebook Widgets • 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) • Dedicated Marketing Retention Manager • Weekly or Monthly Reporting Provided • Optional Items for Package (\$299 Set Up/\$199 Monthly): ? Dealer Rater</li> </ul>	1.0	\$1,995.00	\$1,596.00

	Account Set Up ? Dealer Rater Monitoring for Customer Posts ? Positive Customer Testimonial Postings • Claiming and Managing Google Places • Creation of Google Bar Code • Managing Yahoo Dealership Map • Managing Bing Dealership Map • Creation of Microsoft Tagging • Creation of Dealer Branded Twitter Account • Bit.ly Set up and Reporting • Monthly Strategy Session			
Inventory Light	Limited inventory gallery, view inventory with ILM	1.0	\$0.00	\$0.00
Digital Marketing Mapping Creation and Management	• Claiming and Managing Google Places • Creation of Google Bar Code • Managing Yahoo Dealership Map • Managing Bing Dealership Map • Creation of Microsoft Tagging • Creation of Dealer Branded Twitter Account • Monthly Strategy Session • Includes Microsoft Tagging upon dealer request	1.0	\$0.00	\$0.00
Digital Marketing SEO Package	• Keyword & Market Research Analysis • Title & Page Name Optimization • Page Heading & Content Optimization • HTML Optimization • Local Listing & URL Submission Plan • Website Lead Enhancer • Monthly Web Ranking Report	1.0	\$0.00	\$0.00
Digital Marketing Social Media Management SMM Package	• Dealer Branded Facebook Site Set Up • Dealer Branded Facebook Site Monthly Management • Monthly Strategy Session with Budget Recommendations • 10 Dealer Specific 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	\$0.00	\$0.00
	• Includes One Search Engine and 3 Campaigns • PPC Keyword & Market Research Analysis • Monthly Strategy Session with Ad Budget Recommendations • Campaign			

Digital Marketing SEM Package	Management • Bid Management • Keyword & Ad Copy Optimization • Landing Site Technology • Monthly Reporting • Optional Items for Package: ? Additional Search Engine (\$299 Set Up / \$199 Monthly) ? Additional Campaigns (\$299 Set Up / \$199 Monthly)	1.0	\$0.00	\$0.00
Digital Marketing Package (SEO, SEM, SMM, Map Management) Onetime fee	Onetime fee for: • Includes One Search Engine and 4 Campaigns • Keyword & Market Research Analysis • Title & Page Name Optimization • Page Heading & Content Optimization • HTML Optimization • Local Listing & URL Submission Plan • Website Lead Enhancer • Monthly Web Ranking Report • PPC Keyword & Market Research Analysis • Monthly Strategy Session with Ad Budget Recommendations • Campaign Management • Bid Management • Keyword & Ad Copy Optimization • Landing Site Technology • Monthly Reporting • Optional Item for Package: ? Additional Search Engine (\$299 Set Up/\$199 Monthly) • Dealer Branded Facebook Site Set Up • Dealer Branded Facebook Site Monthly Management • Monthly Strategy Session with Budget Recommendations • 10 Dealer Specific 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) • 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 • Claiming and Managing Google Places • Creation of Google Bar Code • Managing Yahoo Dealership Map • Managing Bing Dealership Map • Creation of Microsoft Tagging • Bit.ly Set up and Reporting • Monthly Strategy Session	1.0	\$1,995.00	\$1,596.00
	Onetime fee for: • Includes One Search Engine and 3 Campaigns • PPC Keyword			

Digital Marketing SEM Package Onetime Fee	& Market Research Analysis • Monthly Strategy Session with Ad Budget Recommendations • Campaign Management • Bid Management • Keyword & Ad Copy Optimization • Landing Site Technology • Monthly Reporting • Optional Items for Package: ? Additional Search Engine (\$299 Set Up/\$199 Monthly) ? Additional Campaigns (\$299 Set Up / \$199 Monthly) Onetime fee for: • Keyword & Market Research Analysis • Title & Page Name Optimization • Page Heading & Content Optimization • HTML Optimization • Local Listing & URL Submission Plan • Website Lead Enhancer • Monthly Web Ranking Report	1.0	\$0.00	\$0.00
Digital Marketing SEO Package Onetime fee	Onetime fee for limited inventory gallery, view inventory with ILM Onetime fee for: • Claiming and Managing Google Places • Creation of Google Bar Code • Managing Yahoo Dealership Map • Managing Bing Dealership Map • Creation of Microsoft Tagging • Creation of Dealer Branded Twitter Account • Monthly Strategy Session • Includes Microsoft Tagging upon dealer request Onetime fee for: • Dealer Branded Facebook Site Set Up • Dealer Branded Facebook Site Monthly Management • Monthly Strategy Session with Budget Recommendations • 10 Dealer Specific 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	\$0.00	\$0.00
Inventory Light onetime fee		1.0	\$0.00	\$0.00
Digital Marketing Mapping Creation and Management Onetime fee		1.0	\$0.00	\$0.00
Digital Marketing Social Media Management SMM Package Onetime fee		1.0	\$0.00	\$0.00

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**Total: \$3,192.00**

Shipping: \$0.00

**Invoice Total**

**Total Due NOW: \$3,192.00**

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

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**CONTRACTS**

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