

New product Insertion Order to be used by Team Velocity T3, T10 and FS, SOCIALDEALER and LV

Team Velocity RAD/POC: _____ SOCIALDEALER Sales/POC: _____

Date Insertion Order Sent to SD: _____ Expected Go Live Date: _____

PLEASE COMPLETE ALL CLIENT DETAILS BELOW

Dealership Name: _____

Dealership City/State: _____

Dealership POC: _____

Client POC Email: _____

Client POC Phone: _____

Client Website URL: _____

Client Facebook Page URL: _____

PAID Social Advertising

Co-op Package Required YES NO

Internal SD → TV Billing Fee

FS \$500 T3 \$300

New Sales Budget

Used Sales Budget

SD Direct Monthly Fee

Flat \$

Service Budget

CPO Budget

%

Lead email address:

Paid ENHANCED Social Advertising

Monthly Mgmt. Fee \$395

Paid social advertising on TikTok, Snapchat and Pinterest

** \$395 per channel per month plus Social Ad Spend

TikTok

Snapchat

Pinterest

Budget

SocialDRIVE

Monthly Mgmt. Fee \$395

Note: Each Target fee \$295 Mandatory

Target Detail/Initiatives

Budget

Target Fee

<input type="checkbox"/>	SocialFUEL	Monthly Mgmt. Fee \$395
	Fenced Address: <div style="border: 1px solid black; height: 80px; width: 100%;"></div>	Budget <input style="width: 100%;" type="text"/>
		Fence Qty. <input style="width: 100%;" type="text"/>
		Fence Fee \$100 ea. <input style="width: 100%;" type="text"/>

<input type="checkbox"/>	Dynamic Inventory Upload Feed - DIA	Monthly Fee \$395
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<input type="checkbox"/>	Hyper Targeted 2nd/3rd Party Audience Fee	Monthly Fee \$295
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<input type="checkbox"/>	DMS Connection Fee	Monthly Fee \$295
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<input type="checkbox"/>	SocialIGNITE	Budget <input style="width: 100%;" type="text"/>	Monthly Mgmt. Fee \$395
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<input type="checkbox"/>	SocialPreQual	Monthly Mgmt. Fee \$395
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<input type="checkbox"/>	SocialORGANIC Posting	Monthly Mgmt. Fee \$1295
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<input type="checkbox"/>	SocialORGANIC ** Self Managed Platform	Monthly Mgmt. Fee \$595
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<input type="checkbox"/>	Enhanced SocialORGANIC	Fee Per Channel \$399
	<input type="checkbox"/> TikTok <input type="checkbox"/> Pinterest	Total Monthly Fee <input style="width: 100%;" type="text"/>

<input type="checkbox"/>	SocialREELS/STORIES	Monthly Mgmt. Fee \$195
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1 x week (4 Total per Month)

<input type="checkbox"/>	SocialBOOST (Organic)	Monthly Mgmt. Fee \$295
		Budget <input style="width: 150px; height: 20px;" type="text"/>

<input type="checkbox"/>	SocialEVENTS <small>Create up to 2 events per month</small>	Monthly Mgmt. Fee \$399
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<input type="checkbox"/>	SocialENGAGE	Monthly Mgmt. Fee \$395
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<input type="checkbox"/>	SocialOPTIMIZER	1x Setup Fee \$495
		Monthly Mgmt Fee \$195

<input type="checkbox"/>	SocialCODES	Monthly Mgmt. Fee \$195
	<small>2 QR Codes - up to 4 destination links per QR Code</small>	

<input type="checkbox"/>	SocialOCTANE	Monthly Mgmt. Fee \$195
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<input type="checkbox"/>	Social RECOVERY/CREATE/MERGE	Recovery: 1 x Fee Per Page \$425
		Create: 1x Fee Per Page \$295
	<small>Note: One-time charge per page recovered, created, merged or deleted</small>	
		# of Pages <input style="width: 150px; height: 25px;" type="text"/>
		<small># of Pages x \$425 ea.</small>
		Total Fee <input style="width: 150px; height: 25px;" type="text"/>

<input type="checkbox"/>	SocialMARKET	FBMP Fee <input style="width: 150px; height: 25px;" type="text"/>
	<small>Used and new vehicles Listings on Facebook Marketplace</small>	Craigslist Fee <input style="width: 150px; height: 25px;" type="text"/>
	Used Vehicle Listing \$695	1-Time Technical Fee \$495 <input style="width: 150px; height: 25px;" type="text"/>
	New Vehicle Add-On \$195	Boost Budget <input style="width: 150px; height: 25px;" type="text"/>
	Craigslist 25 Add-On \$295 25/units	
	Craigslist 50 Add-On \$595 50/units	
	Marketplace Boost \$195 + budget	
	<small>Detail vehicles parameters to be posted on Craigslist:</small>	

SD RepMan Program

Monthly Mgmt. Fee \$695

Custom SMS & Email Review Generation for Sales & Service

DMS Provider Required:

Dealer POC Sales/Svc:

**** Note: Feed and provider information/approval is required Automotive Reputation Management Services**

ENHANCED SD RepMan

Monthly Mgmt. Fee \$195

Added to current Reputation.com OEM Program Services

DMS Provider Required:

Sales/Service/POC Email:

**** Note: Feed and provider information/approval is required Automotive Reputation Management Services**

GM IMR Reputation Management Program

GM IMR Program Enrollment Required

- | | |
|---|--------------------------|
| <input type="checkbox"/> Managed Response | \$499/mo. |
| <input type="checkbox"/> Managed Response Plus | \$749/mo. |
| <input type="checkbox"/> Managed Social | \$1299/mo. |
| <input type="checkbox"/> w/Organic Boost Budget | <input type="text"/> |
| <input type="checkbox"/> Enhanced Organic | \$399/mo./Channel |
| <input type="checkbox"/> TikTok <input type="checkbox"/> Pinterest <input type="checkbox"/> LinkedIn | |
| <input type="checkbox"/> Facebook Events | \$399/mo. |
| <input type="checkbox"/> Social Plus | \$995/mo. |

Mitsubishi Reputation Management Program

Mitsubishi Program Enrollment Required

- | | | |
|--|------------|---------------|
| <input type="checkbox"/> Reputation Management | \$399/mo. | GOOD |
| <input type="checkbox"/> Good + Managed Organic Social | \$999/mo. | BETTER |
| <input type="checkbox"/> Better + Marketplace | \$1599/mo. | BEST |

Audi Program

Audi Program Enrollment Required

- | | |
|--|------------|
| <input type="checkbox"/> Organic Social | \$1395/mo. |
| <input type="checkbox"/> RepMan | \$495/mo. |
| <input type="checkbox"/> Facebook Marketplace | \$695/mo. |
| <input type="checkbox"/> Facebook Marketplace Tech Fee | \$495/1x |
| <input type="checkbox"/> DMS CRM Integration Fee | \$195 |
| <input type="checkbox"/> Social Boost + budget | \$195/mo. |

Paid Enhanced \$195 per channel \$ Total

TikTik Snapchat Pinterest

Organic Enhanced \$195 per channel \$ Total

Tik Tok Snapchat Pinterest

Reels Stories

Kia Program

Kia Program Enrollment Required

- | | |
|--|------------|
| <input type="checkbox"/> Reputation Management | \$500/mo. |
| <input type="checkbox"/> Social Media Posting & Rep Bundle | \$1325/mo. |

Mazda Program

Mazda Program Enrollment Required

- Reputation Management** **\$500/mo.**
- Social Media Posting & Rep Bundle** **\$1325/mo.**

Porsche Program

Porsche Program Enrollment Required

- Reputation Management** **\$500/mo.**
- Social Media Posting & Management** **\$1325/mo.**
- Social Media Posting + Reputation** **\$1595/mo.**

Volkswagen Program

Volkswagen Program Enrollment Required

- Reputation Management** **\$500/mo.**
- Social Media Posting & Management** **\$1325/mo.**

PAID SOCIAL Jaguar/Land Rover (On TV Paper) **\$500**

TV Contract executed and must be billed by Team V if serviced by SOCIALDEALER
SD will enter budget and prepare Co-op package for client to be placed in TVM G Drive monthly

SD will meet with client for reporting and strategies monthly

Paid Event Messenger Sales Blitz

Monthly Event Fee \$4995

High impact non-native social ads designed to drive large leads and appts.
sent directly to the Dealers CRM.

** Customized per event \$4995 (Includes Budget)

BMW Heavy Up Blitz

SOCIALDEALER ↔ Team V Inter co charge monthly fee \$300

Monthly Event Fee \$575

Heavy Up Budget

Heavy Up Details

Additional Campaign Details/Agreements

TERMS OF USE

This agreement is subject to the Terms & Conditions at socialdealer.com/terms. Social Ad spend/Boost to be paid by Dealer directly by credit card; credit card authorization will be sent under separate cover unless otherwise agreed upon. All cancellations require a written 30-day prior notice to be sent by client or RAD to cancellations@socialdealer.com. Client will be billed for 30 days after date of cancellation notice. No cancellations fees will be waived for under 30 days without SOCIALDEALER Leadership approval.