



Sokal

NISSAN OEM PROGRAM

PARTNERSHIP BY DESIGN



WHY SOKAL?

The digital landscape is crowded; the key way Sokal stands out is through unique partnerships, audiences campaign execution, and a true white-glove customer approach. Everything we do for Nissan is done in-house, from the production of a video ad to creating FB carousels, to the tech we utilize to optimize and launch campaigns/websites. We leverage partners where it makes sense, but really try to do the majority of the work for Nissan retailers in-house as a full-service partner.

9

Certified OEM Programs

24/7

Customer Support

150+

Employees Nationally

25 : 1*

Client Ratio

**In addition to Account Director, Account Coordinator(s), Artist, Paid Social Specialist, Programmatic Specialist, Paid Search Specialist*



DIGITAL SERVICES

EMAIL MARKETING

Targeted in client DMAs to likely users to show interest in your products or services using behavioral analytics.

PAID SOCIAL

Social ads help you stay in front of in-market shoppers as they scroll, building brand awareness and keeping your dealership top of mind in your local market.

PROGRAMMATIC & DISPLAY RETARGETING

Display ads use highly targeted banners to reach new audiences and re-engage interested shoppers across websites they visit every day.

PAID SEARCH

Paid search ads capture high-intent shoppers actively looking for vehicles, driving qualified traffic to your site and promoting inventory in real time.

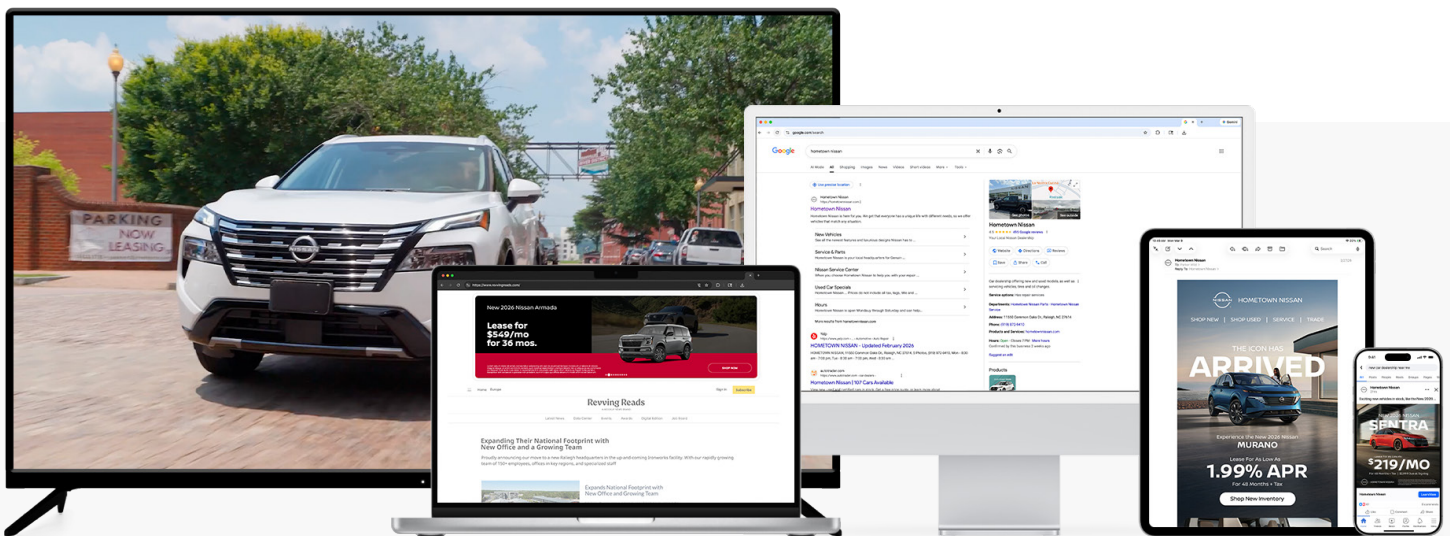
CTV / OTT

Connected TV or Over-the-Top ads deliver streaming video content through popular TV apps and devices, helping you reach targeted households with the impact of the big screen.

DIGITAL VIDEO

Video ads can help you connect with users on an emotional level to generate brand awareness or showcase special deals.

Monthly Management Fee: 20% (+\$499 Momentum Market Data)



SEO AUTOMOTIVE PACKAGES

STARTER PACKAGE

- Google Search Console Verification Assistance
- Bing Webmaster Verification Assistance
- Directory Synchronization (Local Listing Management Tool)
- Site Health Audit
- Organic Online Presence Audit
- Metadata Audit
- Content Audit
- Basic Profile Setup / Claiming Assistance
- Optimization Review
- UTM Tracking
- Real Time Alert Monitoring for User Suggested Changes
- Optimization of Content for Indexing AI
- Heatsheet Leads (Sokal Sites Only)

\$1,349 /Month

PREMIUM PACKAGE

Includes all features, services, and accessories from the STARTER Package, plus:

- Dedicated SEO Analyst
- Targeted Keyword Research
- Custom Keyword Tracking
- Continual Metadata Creation / Optimization
- Original, Optimized, Strategy-Based Content Creation
- Internal Link Building
- Backlink Cleanup Monitoring
- Monthly Posts on Main Dealership Profile (4-5 Posts /Mo)
- Product Carousel Updates on Main Dealership Profile
- Product Carousel Updates on Service & Parts Profiles
- Sokal Momentum SEO Dashboard (Real-Time Reporting)

\$1,849 /Month

Recommended

ELITE PACKAGE

Includes all features, services, and accessories from both the STARTER and ENHANCED Package, plus:

- Blog Management
- Competitor Analysis
- Hotjar Behavioral Tracking
- Quarterly Posting on Service & Parts Profiles (3-5 Posts Each Quarterly)
- Coordination of Photography Session
- Custom Keyword Tracking via Geogrids (10)
- AI Performance Reporting. AI Boost Eligible

\$2,349 /Month

SEO PACKAGES

Our new SEO packages have been reshaped to provide greater performance, value, and are built around best-in-class and proprietary tools to improve your brand ranking, helping your site outrank competitors. Through a partnership with external former Google search engineers, we continually refine our expertise to outperform competitors at a reasonable cost. By purchasing an SEO package with Sokal you will be able to leverage our SEO experts who are specialized in automotive SEO.

STARTER

\$ 1,349

Our **STARTER** SEO package is for those who need basic local SEO management. This package is designed for dealerships in low to moderately competitive markets. SEO Consultant Support is available via email.

WEBSITE & SEO AUDIT

- Google Search Console Setup
- Metadata Audit
- Content Audit
- Site Health Audit
- Directory Synchronization (Apple, Bing, and 50+ Additional Directories)
- AI: Optimization of Content for Indexing by AI

GOOGLE BUSINESS PROFILE

- Basic Profile Setup & Optimization Review
- Support for Creation & Verification of New Pages
- UTM Tracking

REPORTING

- Status Review & Recommendations Report
- Yearly Strategy Review and Comprehensive Performance Report



PREMIUM

\$ 1,849

Our **PREMIUM** SEO Package is more comprehensive and for those who need active local SEO management. This package is designed for dealerships in moderate to highly competitive markets. SEO Consultant Support is available via email.

**WEBSITE &
SEO AUDIT**

Includes all features, services, and accessories from the **STARTER** Package, plus:

- Dedicated SEO Analyst
- Heat Sheet Leads
- Online Presence Audit
- Targeted Keyword Research
- AI: LLMs.txt file for AI indexing and maintenance on website

**GOOGLE
BUSINESS
PROFILE**

Includes all features, services, and accessories from the **STARTER** Package, plus:

- Dedicated SEO Analyst
- Real Time Alert Monitoring for User Suggested Changes
- Regular Posting on Main Dealership Page (3-5 Posts /Mo)
- Product Carousel Updates

**GOOGLE
BUSINESS
PROFILE**

- Dedicated SEO Analyst
- Metadata Creation
- Original, Optimized, Strategy-Based Content Creation
- Internal Link Building
- Backlink Cleanup & Monitoring

REPORTING

- Status Review & Recommendations Report
- Yearly Strategy Review and Comprehensive Performance Report

ELITE

\$ 2,349

Our **ELITE** SEO Package is our highest level. This package is designed for dealerships in highly competitive markets, transitioning dealerships going through a recent name change, or those who want to highly expand their organic footprint. SEO Consultant Support is available via email.

WEBSITE & SEO AUDIT

Includes all features, services, and accessories from the **STARTER** and **PREMIUM** Packages, plus:

- Behavioral Tracking (Heat Maps)
- Competitor Analysis
- AI: AI performance reporting. AI Boost Eligible

GOOGLE BUSINESS PROFILE

Includes all features, services, and accessories from the **STARTER** and **PREMIUM** Packages, plus:

- Regular Posting on Service & Parts Pages(3-5 Per Profile per Quarter)
- Product Carousel Updates on Service & Parts Pages
- 10 Custom Keywords Tracking (per Month)
- 10 Geogrids (per Month)
- Coordination of Google Business Profile (GBP), Photography Session at Dealership, including exterior and interior dealership. Additional \$650 charge for onsite photographer
- Google Cars for Sale Inventory

GOOGLE BUSINESS PROFILE

Includes all features, services, and accessories from the **STARTER** and **PREMIUM** Packages, plus:

- Blog Management

REPORTING

Includes all features, services, and accessories from the **STARTER** and **PREMIUM** Packages, plus:

- Monthly SEO Performance Reports with Custom Options Available
- Monthly Keyword Performance Report (Up to 50 requested keywords, full organic search position list, and competitor keyword gap)
- Monthly Google Business Profile Performance Report
- Quarterly Strategy Review and Comprehensive Performance Report

SEO AUTOMOTIVE PACKAGES OVERVIEW

		STARTER	PREMIUM	ELITE
WEBSITE & SEO AUDIT	• Google Search Console Verification Assistance	•	•	•
	• Bing Webmaster Verification Assistance	•	•	•
	• Directory Synchronization (Local Listing Management Tool)	•	•	•
	• Site Health Audit	•	•	•
	• Organic Online Presence Audit	•	•	•
	• Metadata Audit	•	•	•
	• Content Audit	•	•	•
	• Dedicated SEO Analyst	–	•	•
	• Targeted Keyword Research	–	•	•
	• Custom Keyword Tracking	–	•	•
	• Continual Metadata Creation / Optimization	–	•	•
	• Original, Optimized, Strategy-Based Content Creation	–	•	•
	• Internal Link Building	–	•	•
	• Backlink Cleanup Monitoring	–	•	•
	• Blog Management	–	–	•
	• Competitor Analysis	–	–	•
	• Hotjar Behavioral Tracking	–	–	•
GOOGLE BUSINESS PROFILE	• Basic Profile Setup / Claiming Assistance	•	•	•
	• Optimization Review	•	•	•
	• UTM Tracking	•	•	•
	• Real Time Alert Monitoring for User Suggested Changes	•	•	•
	• Monthly Posts on Main Dealership Profile (4-5 Posts /Mo)	–	•	•
	• Product Carousel Updates on Main Dealership Profile	–	•	•
	• Product Carousel Updates on Service & Parts Profiles	–	–	•
	• Quarterly Posting on Service & Parts Profiles (3-5 Posts Each)	–	–	•
	• Coordination of Photography Session	–	–	•
	• Custom Keyword Tracking via Geogrids (10)	–	–	•
AI	• Optimization of Content for Indexing AI	•	•	•
	• LLMs.txt file for AI Indexing and Maintenance on Website	–	•	•
	• AI Performance Reporting. AI Boost Eligible	–	–	•
REPORTING	• Heatsheet Leads (Sokal Sites Only)	•	•	•
	• Sokal Momentum SEO Dashboard (Real-Time Reporting)	–	•	•
	• Strategy Review			
		ANNUAL	BI-ANNUAL	QUARTERLY
		\$1,349	\$1,849	\$2,349

Packages are intended to be coupled with an initial site audit beginning at \$3,500



THANK YOU

For further information, please contact the Account or Sales team for assistance. We also recommend visiting www.gosokal.com for additional resources, contacts, or help.

Emma Voice - Director of OEM Programs

Contact at: evoice@gosokal.com

Chris Scott - Director of New Business

Contact at: cscott@gosokal.com

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