SOKAL

MAZDA
DIGITAL PACKAGES

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 is in-house from the production of a video ad to creating FB carousels to the tech we utilize to optimize and launch campaigns and websites. We leverage partners where it makes sense but really try to do majority of the work for our retailers in-house as a full-service partner.

20 YEARS IN AUTOMOTIVE

150+ EMPLOYEES REPRESENTING 8 STATES

2 OFFICES

25:1 ACCOUNT RATIO*

6 OEM PROGRAMS

24/7 SUPPORT

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

SOKAL

DIGITAL ADVERTISING SERVICES

ALL DIGITAL ADVERTISING SERVICES SOLD À LA CARTE TO FIT YOUR SPECIFIC NEEDS

- **EMAIL MARKETING**
- **PROGRAMMATIC DISPLAY & RETARGETING**
- **PAID SOCIAL**
- **DIGITAL VIDEO**
- **PAID SEARCH**
- **CTV / OTT**

PREMIER Google Partner

2024 Microsoft | Advertising Partner

theTradeDesk

facebook

SOKAL

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 $999

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
- Organic Online Presence Audit
- Bing Webmaster Verification Assistance

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

SOKAL

SEO PACKAGES

PREMIUM $1,499

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 BENEFITS OF
STARTER PACKAGE, PLUS:

- Dedicated SEO Analyst
- Heat Sheet Leads
- Online Presence Audit
- Targeted Keyword Research

ENHANCED GBP

INCLUDES BENEFITS OF
STARTER PACKAGE, PLUS:

- Dedicated SEO Analyst
- Real Time Alert Monitoring for User Suggested Changes
- Regular Posting on Main Dealership Page (3-5 Posts Per Month)
- Product Carousel Updates
- Google Cars for Sale Inventory

ON/OFF PAGE SEO

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

REPORTING

- Dedicated SEO Analyst
- Monthly Performance Reports
- Monthly Google Business Profile Performance Report
- Mid-Year Strategy Review & Comprehensive Performance Report

SOKAL

SEO PACKAGES

ELITE $1,999

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.

REPORTING

INCLUDES BENEFITS OF
STARTER & PREMIUM PACKAGES, PLUS:

- Monthly SEO Performance Reports with Custom Options Available
- Quarterly Strategy Review and Comprehensive Performance Report

ENHANCED GBP

INCLUDES BENEFITS OF
STARTER & 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 Tracked Via Geogrids
- 10 Geogrids (per month)
- Discounted Photography Session of Dealership Exterior and Interior with our Studio Photographers
- Google Cars For Sale Inventory

ON/OFF PAGE SEO

INCLUDES BENEFITS OF
STARTER & PREMIUM PACKAGES, PLUS:

- Blog Management

WEBSITE & SEO AUDIT

INCLUDES BENEFITS OF
STARTER & PREMIUM PACKAGES, PLUS:

- Behavioral Tracking (Heat Maps)
- Competitor Analysis

SOKAL SEO
AUTOMOTIVE PACKAGES OVERVIEW

SOKAL»

WEBSITE & SEO AUDIT	STARTER	PREMIUM	ELITE
Google Search Console Certification Assistance	»	»	»
Directory Synchronization (Local Listing Management Tool)	»	»	»
Site Health Audit	»	»	»
Organic Online Presence Audit	»	»	»
Metadata Audit	»	»	»
Content Audit	»	»	»
Bing Webmaster Verification Assistance	»	»	»
Dedicated SEO Analyst		»	»
Targeted Keyword Research		»	»
Custom Keyboard Tracking		»	»
Competitor Analysis			»
Hotjar Behavioral Tracking			»
ON / OFF PAGE SEO			
Backlink Cleaup & Monitoring		»	»
Continual Metadata Creation / Optimization		»	»
Original, Optimized, Strategy-Based Content Creation		»	»
Internal Link Building		»	»
Blog Management			»
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 (3-5 Posts Per Month)		»	»
Product Carousel Updates on Main Dealership Profile		»	»
Vehicles For Sale Inventory		»	»
Product Carousel Updates on Service & Parts Profiles			»
Quarterly Posting on Service & Parts Profiles (3-5 Quarterly Posts Each)			»
Discounted Photography Session			»
Custom Keyword Tracking via Geogrids			»
REPORTING			
Heatsheet Leads (Sokal Sites Only)	»	»	»
Sokal Momentum SEO Dashboard (Real-Time Reporting Dashboard)		»	»
Strategy Review	ANNUALLY	BI-ANNUALLY	QUARTERLY
**** packages are intended to be coupled with an initial site audit beginning at $3,500*	**$999**	**$1,499**	**$1,999**