



ABOUT STREAM

Stream is a full-service, fully integrated advertising agency powered by strategy, experience, and technology. We believe in an integrated approach that fosters communication with and between each department to elevate the results of our digital efforts. This strategy aligns all messaging through each medium and channel but also ultimately allows us to be more strategic and transparent with our advertising dollars, thus saving money and being more effective with our ad placement and spend. Our motto is Do the Ordinary Extraordinarily Well, and our team members truly live by this philosophy. Our client partners are treated like our only clients with a high level of communication, absolute transparency, and an aggressive pursuit of mutually set KPIs.

LX PACKAGE

Includes:

Digital Advertising Strategies
(Paid Search, Retargeting & Display)
+ Website Merchandising

\$1,000 minimum ad spend

\$999

SPORT PACKAGE

Includes:

Digital Advertising Strategies
(Paid Search, Retargeting & Display),
Website Merchandising + Enhanced SEO

\$1,000 minimum ad spend

\$3,499

TOURING PACKAGE

Includes:

Digital Advertising Strategies
(Paid Search, Retargeting & Display),
Website Merchandising, Enhanced SEO
+ Integrated Marketing Cloud
(ShopperSuite, NitroLeads & Lifecycle)

\$1,000 minimum ad spend

\$5,999

INTEGRATED MARKETING CLOUD *Includes ShopperSuite, Lifecycle & NitroLeads*

IMC combines awareness and direct response tactics in one smart strategy. By employing multiple channels at a high frequency, IMC yields measurable success. Reach new shoppers via Addressable Geo-Fencing Display & Direct Mail.

SHOPPERSUITE Access to Vendor's proprietary reidentification platform, which allows dealers to identify anonymous online shoppers and deploy targeted marketing strategies using enriched data and statistics.

LIFECYCLE Access to Vendor's proprietary digital showroom platform, where a dealer may import its customer database to offer its customers a virtual Vehicle Wallet, along with personalized vehicle updates to increase dealer-customer engagement.

NITROLEADS How will you turn your digital leads into real business transactions? A rewards program may be the dynamite you need to blast through barriers between web consumers and your storefront. NitroLeads puts the power in your hand.

ENHANCED SEO

Strategic planning and implementation of keywords and search queries to assist dealer in obtaining top-ranking pages to convert leads into website visitors and buyers.

Includes: 33 Pieces of Content per Year • On-Site Optimization • Local SEO

WEBSITE MERCHANDISING

Hands-on maintenance of your most important digital asset, including merchandising monthly promotions and incentives, as well as routine adjustments and changes to daily operations (personnel, hours, and news).

Includes: Monthly Audit & Compliance • Investigate & Fix Display & Functionality Errors • Basic Dealer Info Updates
Update Images & Links • Staff & Inventory Display Updates • Troubleshoot Inventory Feed Issues • Disclaimer Updates
Add 3rd Party Widgets • 3rd Party Vendor Support • Add/Update Forms • Slide & Banner Graphics
Slide & Banner Posting & Removal • New & Used Vehicle Specials • Service & Parts Specials • Build & Update Landing Pages
General Website Layout & Display Updates • Add/Embed Videos • Pricing Rule Changes
Dedicated Webmaster Concierge • Weekend Support

ADDITIONAL TACTICS \$1,000 MINIMUM AD SPEND

DIGITAL MARKETING & ADVERTISING STRATEGIES

Includes Paid Search, Retargeting & Display.

\$1,000 *Minimum*

REPUTATION MANAGEMENT

\$799

SOCIAL MEDIA MANAGEMENT

\$799

SEO UPGRADE TO PROFESSIONAL

Only available in Sport & Touring Packages.

\$1,000

INTEGRATED MARKETING CLOUD

Includes ShopperSuite, NitroLeads & Lifecycle. Media not included.

\$2,495

PAID SEARCH

15%

CONNECTED TV/RADIO

15%

SOCIAL MEDIA ADS

15%

GEO-ADDRESSABLE ADVERTISING

15%

ONLINE VIDEO ADS

15%

PPC

Offering a fully customized, hands-on, high-touch, integrated team-structured approach to pay-per-click (PPC) campaigns and strategy, including direct access to PPC specialists, who actively optimize campaigns throughout the month and follow trends to deliver a PPC campaign custom-tailored to a business's needs.

CONNECTED TV/RADIO

Targeted ads reaching your customer where they are. Tablets, phones, desktops, streaming devices, smart TVs & more!

SOCIAL MEDIA

Data-driven management program of dealers' social media accounts on platforms, such as Facebook, Twitter, Instagram, and LinkedIn, with focus on user purchasing behaviors, occupation, educational background, and others.

TARGETED ADS

Creation of captivating and converting graphics on client's platforms, such as social media, news sites, and web pages to engage audiences and drive retail traffic to the business.

ONLINE VIDEO ADS

Creation of captivating and converting video content on client's platforms, such as social media, news sites, and web pages to engage audiences and drive retail traffic to the business.

ADNOMICS REPORTING PLATFORM

Access to Vendor's proprietary reporting and analytics platform for the automotive industry, which highlights pertinent information for dealer to making data actionable.

Enroll at Honda@StreamCompanies.com



FULL-SERVICE » FULLY INTEGRATED » TECH-ENABLED AD AGENCY



Visit Us! StreamCompanies.com