



PRICING COMPARISON

WITH
MAKE + MODEL
MARKETING

	MAKE + MODEL	DEALER.COM	DEALERON	DEALER INSPIRE
Custom Analytics, ROI Reporting, & Strategy	\$1,499	N/A	N/A	N/A
Monthly Strategy Review	In-Person	Conference Call Upon Request	Conference Call Upon Request	Conference Call Upon Request
SEO	\$1,499	\$1,599	\$2500 - \$3400	\$2,899
Content Marketing	\$1,499	\$1,299	\$479/Page \$1,049 for Service Content	Included in SEO
Custom Creative (Graphics, Banners, etc.)	\$799	Included in Content Marketing	\$750 Rotators Only	\$150/Item
Email Marketing	\$599	N/A	N/A	\$950
Total Cost	\$5,895	\$3,167 + \$3,298 Set-Up Fees	\$6,405 - \$7,305	\$4,299
Package Discount (25%)	- \$1,500			
TOTAL MONTHLY COST	\$4,395/month	\$3,167/month X Reporting/Strategy X Email Marketing X Custom Creative	\$6,405 - \$7,305/month X Reporting/Strategy X Email Marketing	\$4,299/month