Sokal

INFINITI OEM PROGRAM

PARTNERSHIP BY DESIGN

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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 INFINITI 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 INFINITI 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*

2026 Microsoft Advertising Partner

Google Partner PREMIER 2026

theTradeDesk

Automotive Standards Council for GAA SUPPORTING MEMBER

Meta AUTOMOTIVE AGENCY Partnership Program

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MOMENTUM WEBSITE PACKAGES

	STARTER	ENHANCED	ULTIMATE
• Momentum 3.0 Custom AI Integrated CMS Platform with ADA Compliance	•	•	•
• Premium Service and Support with Dedicated Technical Support and 24/7 Availability Monitoring	•	•	•
• Sokal Switch – Dedicated Team and Tools for Seamless Easy Website Change	•	•	•
• Responsive Design and Tailored Mobile Experience	•	•	•
• Unlimited Bandwidth and Storage Allocation	•	•	•
• SSL Support	•	•	•
• Momentum Data Guard Advanced Security and Bot Protection to Protect Customer Data and Optimize Traffic to your Website	•	•	•
• Momentum Custom Reporting Dashboard with GA4 Integration	•	•	•
• Momentum Dealer Draft Website Designer with 2 Template Homepage Options	•	•	•
• Inventory Feed Integrations with the Option to Purchase Additional Integrations*	1	2	4
• Pricing Model	MSRP + FACTORY INCENTIVES	3 PRICE MODEL + FACTORY INCENTIVES	CUSTOM PRICING + FACTORY INCENTIVES
• Third-Party Integrations**	UP TO 2	UP TO 5	UP TO 12
• Basic SEO Optimization Setup with the Option of Purchasing Additional Advanced Packages	•	•	•
• Compliance and Multilingual Capabilities	•	•	•
• Redirects for High Ranking Pages from Previous Websites	•	•	•
• Dedicated Account Support	•	•	•
• Standard SRP and VDP Options	•	•	•
• Artwork / Banners / Monthly Specials	•	•	•
• Eligible for TrueReview Reputation Management	•	•	•
• Custom SRP and VDP Options	–	•	•
• New Feature Consulting	–	•	•
• Momentum Dealer Draft Website Designer with Dealer Customized Homepage with Video Options	–	•	•
• In-Transit Inventory Integration	–	•	•
• Call Tracking and Data Integrations	–	•	•
• Price Alert	–	•	•
• Sales Attribution	–	•	•
• Unlimited Inventory Exports	–	•	•
• Customer Journey with Predictive Insights	–	–	•
• Eligible for Momentum Payments; the Real-Time Payment Calculator with Lender Integration	–	–	•
• Custom Homepage Content	–	–	•

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MOMENTUM WEBSITE PACKAGES (CONT.)

	STARTER	ENHANCED	ULTIMATE
• Momentum VDP Profile	–	–	•
• Reserve Your Car Builder with Inventory Match Integration	–	–	•
• Advanced Inventory Integrations and Pricing Models	–	–	•
• Additional Advanced SRP and VDP Layouts	–	–	•
• Model Research Pages	–	–	•
• Easy Access to New Features and Enhancements	–	–	•
• Advanced Site Customization	–	–	•
• Eligible for Inventory Intel	–	–	•
**Additional Feed Integrations - $50 per* ***Additional Third Party Integrations (Pack of 3) - $145*	$1,279	$1,849	$2,499

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MOMENTUM WEBSITE ADD-ONS

Website add-ons are made to help your dealership's digital marketplace succeed in the ever-changing online landscape. These add-ons can better help price your inventory and give your customers direct access to estimates for vehicles on your lot. Strategically made for you, Sokal's website add-ons enhance your real-time market data with ease, letting you do the selling.

INVENTORY INTEL

Starting at: **$799 /Month**

Inventory Intel, powered by the Sokal algorithm, gives dealers instant clarity on how competitively priced their vehicles are right on the VDP. By analyzing real-time market data from nearby competitors, Inventory Intel shows price position, market demand, expected time-to-sell, and comparable vehicles in the shopper's market. Dealers can quickly see where they stand, who they're competing against, and whether a vehicle is priced to move, empowering smarter pricing decisions and faster inventory turn without leaving the VDP. Setup fee additional.

MOMENTUM PAYMENTS

Starting at: **$449 /Month**

Momentum Payments, our native payment calculator delivers fast, accurate monthly payment estimates directly on the website, powered by real-time lender integrations. Because it runs natively within the platform and not as a third-party plugin, it loads faster, looks seamless, and keeps shoppers engaged longer. Dealers benefit from more reliable payment scenarios, stronger lead conversion, and a smoother buyer experience that outperforms traditional embedded calculators.

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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 **PREMIUM** 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

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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

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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

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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

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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

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SEO PACKAGE 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 Site Only)	•	•	•
	• Sokal Momentum SEO Dashboard (Real-Time Reporting)	–	•	•
	• Strategy Review	ANNUAL	BI-ANNUAL	QUARTERLY
Packages are intended to be coupled with an initial site audit beginning at $3,500		$1,349	$1,849	$2,349

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SEO ELITE PACKAGE ADD-ONS

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.

AI BOOST

$ 495/MO

Take control of your AI visibility Track, analyze, and grow your visibility on AI platforms like ChatGPT and strengthen your competitive position. Gain unique and additional content strategies around trending topics that people are asking AI to stay on top of competitors.

ADD-ON INCLUDES:

Offered as an add-on to the SEO Elite package, AI Boost includes additional SEO AI optimization over and above our standard offerings. This includes more detailed reporting, sentiment, brand perception analysis, tracking, AI competitor tracking, and strategic recommendations on helping the dealership perform optimally in the AI world.

See how AI platforms feature your brand:

- Get a complete breakdown of your AI presence, from share of voice to sentiment
- Insight into AI mentions vs. competitors
- Understand your brand narrative in AI answers and view snapshots of each mention

GEO SIGNAL BOOST

Geo Signal Boost is designed to help clients expand their geotarget pages in order to compete for organic keywords related to surrounding towns and cities. Clients will be able to suggest specific geotarget areas or allow the SEO team to make their own determination based on keyword & population research:

GEO SIGNAL BOOST — $595/MO

ADD-ON INCLUDES:

- 2 Custom SEO pages per month catered to surrounding towns and cities
- Keyword research to identify high-potential areas and keyword variations
- High-quality SEO content designed to increase organic presence in surrounding areas

GEO SIGNAL BOOST + — $995/MO

UPGRADE INCLUDES:

- **4 Custom** SEO pages per month catered to surrounding towns and cities
- **4 Custom** Google Business Profile posts to enhance the visibility of new content pages
- Keyword research to identify high-potential areas and keyword variations
- High-quality SEO Content designed to increase organic presence in surrounding areas

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INVENTORY SIGNAL BOOST

Inventory Signal Boost is designed to help clients expand their target inventory pages in order to compete for organic keywords related to specific models. Clients will be able to suggest specific models, whether new, used, or certified pre-owned, or allow the SEO team to make their own determination based on keyword research:

INVENTORY SIGNAL BOOST — $595/MO

ADD-ON INCLUDES:

- 2 Custom SEO pages per month catered to specific models
- Keyword research to identify high-potential models and keyword variations
- High-quality SEO content designed to increase organic presence for specific model searches

INVENTORY SIGNAL BOOST + — $995/MO

UPGRADE INCLUDES:

- **4 Custom** SEO pages per month catered to specific models
- **4 Custom** Google Business Profile posts to enhance the visibility of new content pages
- Keyword research to identify high-potential models and keyword variations
- High-quality SEO content designed to increase organic presence for specific model searches

BLOG SIGNAL BOOST

Blog Signal Boost is designed to help clients expand their informative content in the form of blog posts in order to expand their authority in their industry. Clients will be able to suggest specific blog topics or allow the SEO team to make their own determination based on industry trends and keyword research:

BLOG SIGNAL BOOST $595/MO

ADD-ON INCLUDES:

- 2 Custom blog pages per month designed to increase subject matter authority
- Keyword research to identify high-potential topics
- High-quality SEO content designed to increase organic presence for specific model searches

BLOG SIGNAL BOOST + $995/MO

UPGRADE INCLUDES:

- **4 Custom** blog pages per month designed to increase subject matter authority
- **4 Custom** Google Business Profile posts to enhance the visibility of new content pages
- Keyword research to identify high-potential topics
- High-quality SEO content designed to increase organic presence for specific model searches

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SERVICE SIGNAL BOOST

Service Signal Boost is designed to help clients expand their service-oriented pages in order to compete for organic keywords related to parts and service, such as oil changes, tire rotations, and parts for sale. Clients will be able to suggest specific service or parts-related topics or allow the SEO team to make their own determination based on keyword research:

INVENTORY SIGNAL BOOST $595/MO

ADD-ON INCLUDES:

- 2 Custom SEO pages per month catered to specific models
- Keyword research to identify high-potential topics and keyword variations
- High-quality SEO content designed to increase organic presence for specific services

INVENTORY SIGNAL BOOST + $995/MO

UPGRADE INCLUDES:

- **4 Custom** SEO pages per month catered to service-related keywords
- **4 Custom** Google Business Profile posts to enhance the visibility of new content pages
- Keyword research to identify high-potential topics and keyword variations
- High-quality SEO content designed to increase organic presence for specific services

FINANCING SIGNAL BOOST

Financing Signal Boost is designed to help clients expand their financing-oriented pages in order to compete for organic keywords related to financing, such as lease offers. Clients will be able to suggest specific financing topics or allow the SEO team to make their own determination based on keyword research:

FINANCING SIGNAL BOOST $595/MO

ADD-ON INCLUDES:

- 2 Custom SEO pages per month catered to finance-related keywords
- Keyword research to identify high-potential topics and keyword variations
- High-quality SEO content designed to increase organic presence for finance-related searches

FINANCING SIGNAL BOOST + $995/MO

UPGRADE INCLUDES:

- **4 Custom** SEO pages per month catered to finance-related keywords
- **4 Custom** Google Business Profile posts to enhance the visibility of new content pages
- Keyword research to identify high-potential topics and keyword variations
- High-quality SEO content designed to increase organic presence for finance-related searches

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CUSTOM SIGNAL BOOST

Custom Signal Boost is designed for clients who would like to mix and match. They can select a mix of topics on a month-to month basis and can request specific pages or allow the SEO team to make their own determination based on keyword research:

CUSTOM SIGNAL BOOST $695/MO

ADD-ON INCLUDES:

- 2 Custom SEO pages per month catered to a variety of different keywords
- Keyword research to identify high-potential models and keyword variations
- High-quality SEO content designed to increase organic presence for specified topics

CUSTOM SIGNAL BOOST + $1,095/MO

UPGRADE INCLUDES:

- **4 Custom** SEO pages per month catered to a variety of different keywords
- **4 Custom** Google Business Profile posts to enhance the visibility of new content pages
- Keyword research to identify high-potential models and keyword variations
- High-quality SEO content designed to increase organic presence for specified topics

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DIGITAL SERVICES

EMAIL MARKETING

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

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.

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.

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.

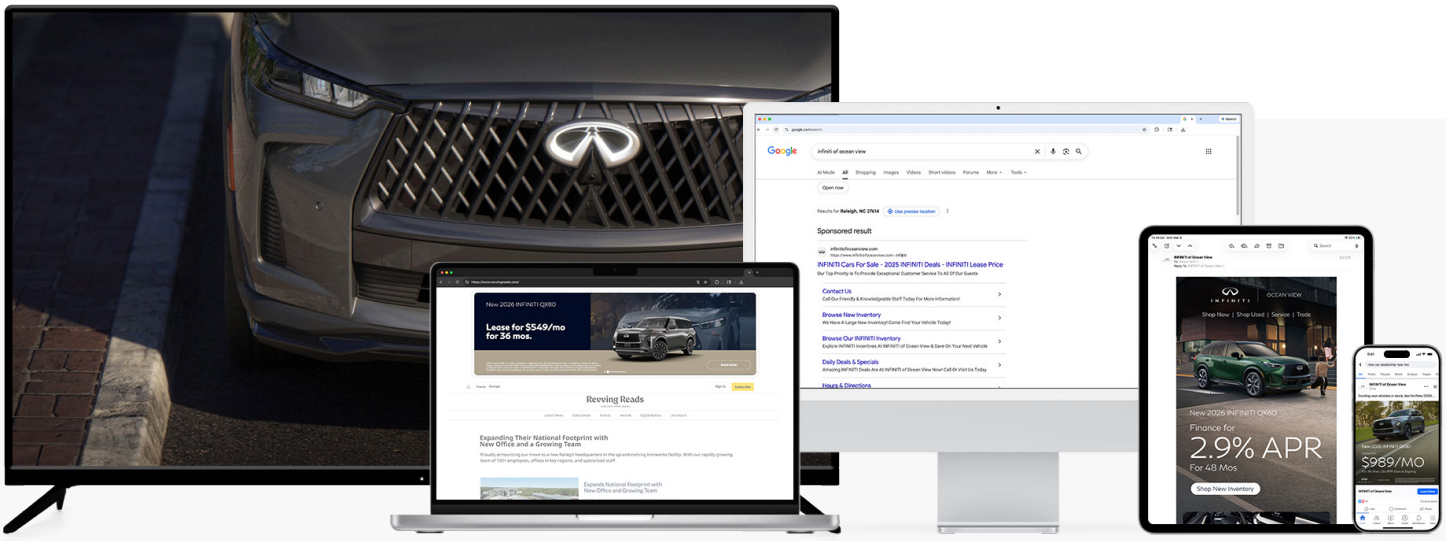
PROGRAMMATIC & DISPLAY RETARGETING

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

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)



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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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