



# COMPLETE AND CUSTOMIZED DIGITAL STRATEGY

YOUR CADILLAC CERTIFIED COPILOT





# POWERING YOUR SUCCESS SINCE 2015...



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Leadstream doesn't just follow trends - we create them. Since our founding in 2015, we've built a solid reputation for excellence in the digital marketing world, initially specializing in the Canadian automotive sector.

Our secret? A passionate and skilled team, constantly on the lookout for the latest innovations. We take on every challenge with enthusiasm, constantly pushing our boundaries to provide our customers with exceptional results.

**Leadstream** > Who we are



# LEADSTREAM AT A GLANCE



**+200**

Dealer Partners

**+30**

Passionate Experts

**10**

Years of Existence

**6**

Provinces Served Across Canada

**Bilingual Expertise**

French and English

**Google & Meta**

Certified Partners

**Automotive CMS**

Mastery of all Major Platforms

**Leadstream** > Who we are



# OUR SERVICE OFFERING

Attract more buyers, generate qualified leads and maximize your online presence: every service we offer is designed to meet the realities of the automotive sector.

**Paid traffic**



**Google networks ads**

**Social media ads**

**Custom landing pages**

**Organic traffic**



**Reputation management**

**SEO**

**Local SEO**

**Email Marketing**

**Social Media**



# SEARCH ENGINE MARKETING (SEM)

Success story - S1 vs S2 2024

**+235%**  
leads

**-\$15.58**  
cost per lead

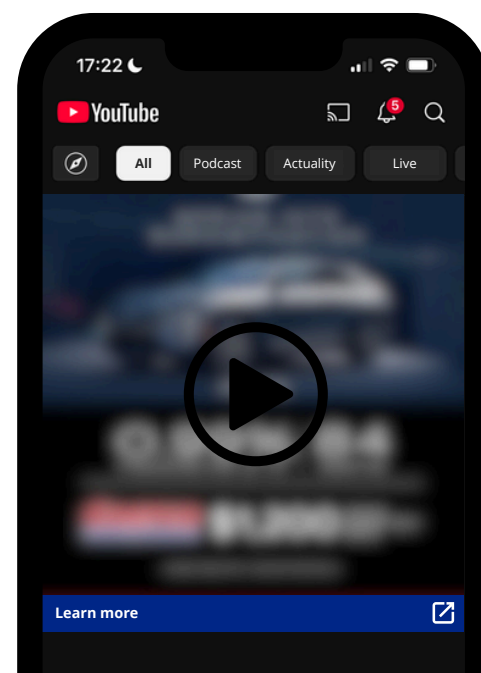
Advertise across the entire Google network

Search Engine Marketing (SEM or Google Ads) is a powerful and essential digital advertising tool to:

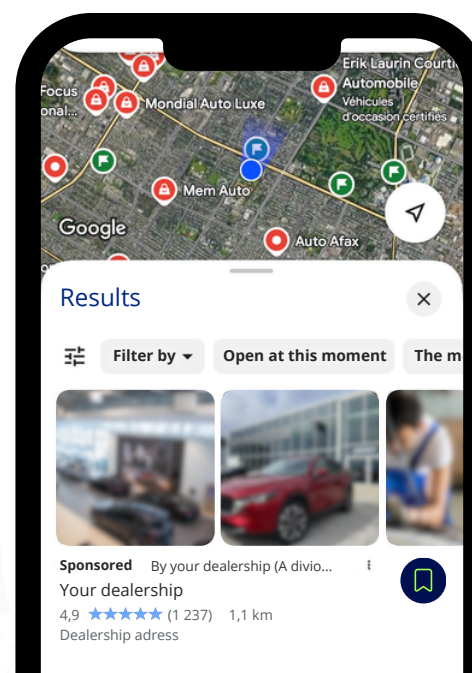
- Appear quickly at the top of search engine results
- Capture high-intent customers
- Generate consistent and more qualified leads
- Optimize your ROI



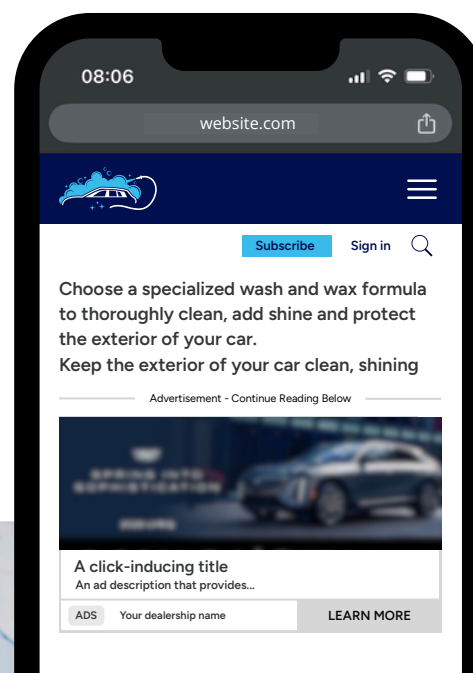
Youtube



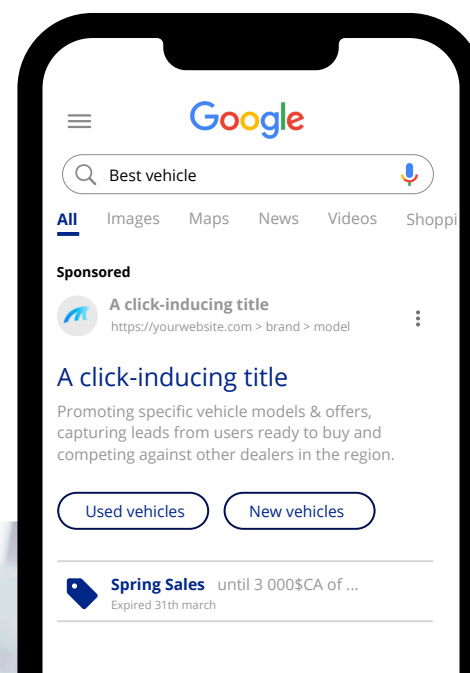
Local Ads



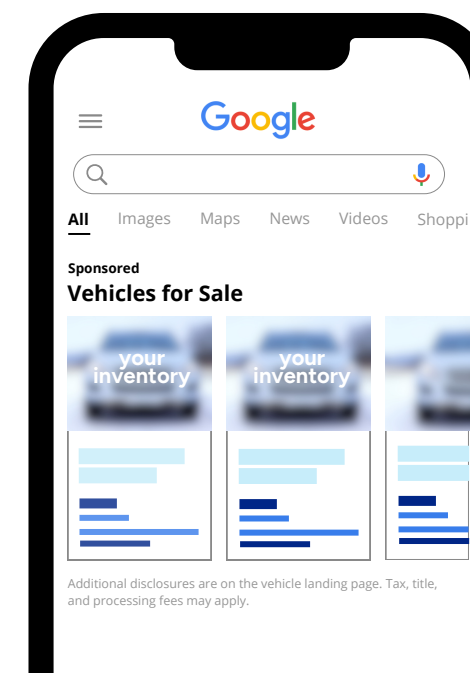
Display



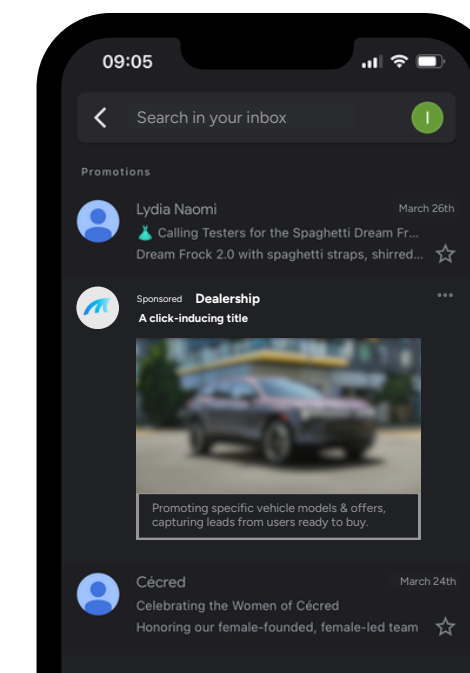
Search



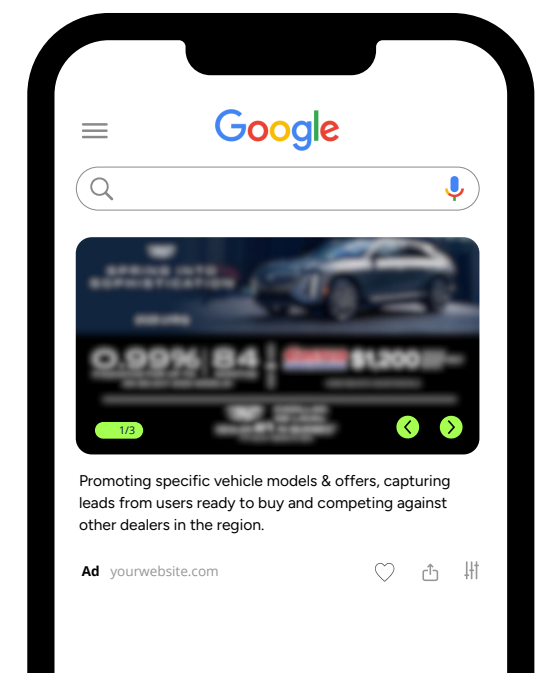
VLA



Gmail



Discover





# SOCIAL MEDIA MARKETING (SMM)

Success story - april 2023 vs 2025

**+111%**  
leads

**-65%**  
cost per lead

Go beyond traditional "lead ads" or short-term visibility

Social Media Marketing (SMM) is an impactful tool to connect with audiences, drive engagement, and:

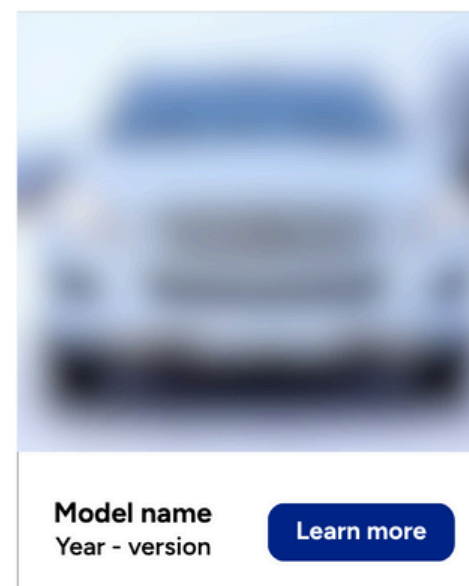
- Highly boost your visibility and notoriety
- Stand out more with video and photo
- Retarget on search engines
- Sponsor your organic posts

In-Feed Ads

Inventory Carousel

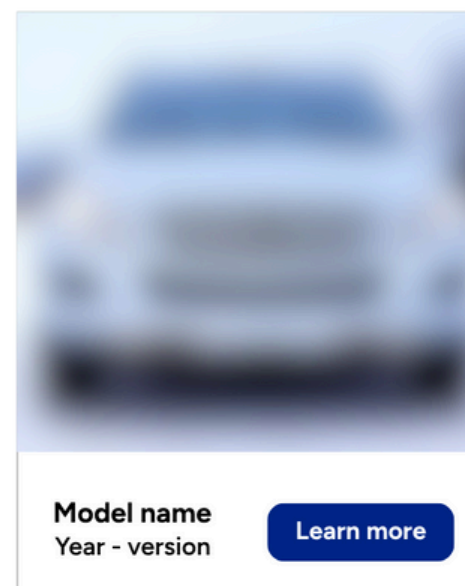
Story Ads

Video Ads



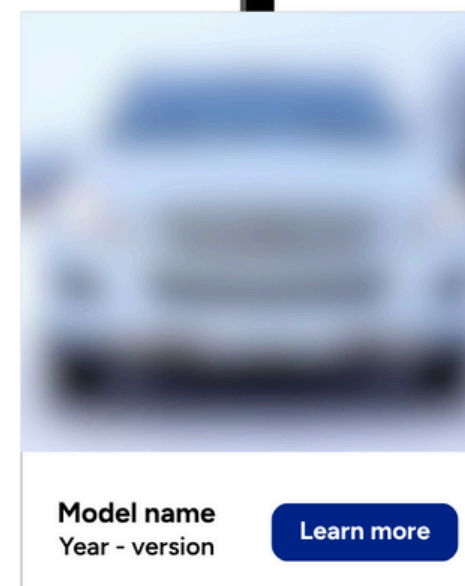
Model name  
Year - version

Learn more



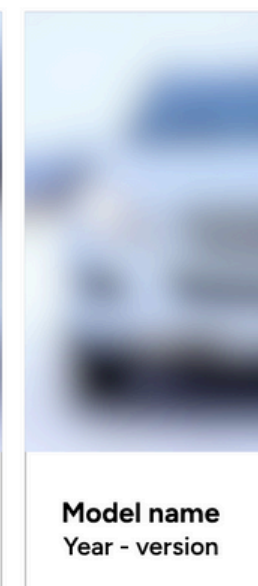
Model name  
Year - version

Learn more

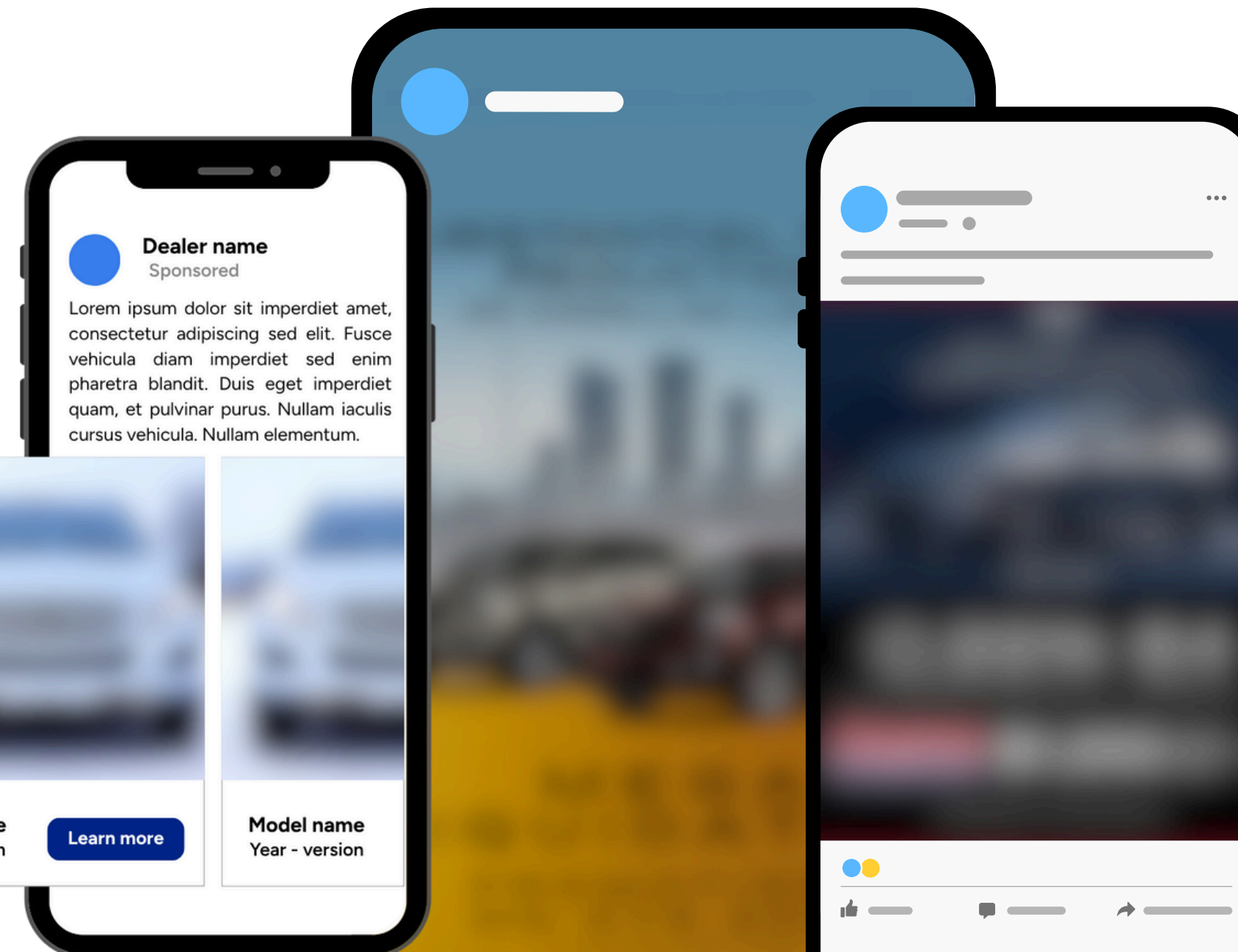


Model name  
Year - version

Learn more



Model name  
Year - version





## Digital advertising

<b>\$1,000 – \$5,000 / month</b>	<b>23%</b>	Campaign management on Google Ads and Social Media Minimum ad spend: \$1,000 / month
<b>Over \$5,000 / month</b>	<b>20%</b>	Campaign management on Google Ads and Social Media Minimum ad spend: \$5,000 / month
<b>Strategy &amp; setup fee</b>	<b>Included</b>	Initial strategy and setup on Google Ads
<b>Call tracking</b> (up to 3 lines)	<b>\$50 / month</b>	Implementation of call tracking lines that dynamically replace phone numbers on the dealership's website to measure ad performance

## Graphic design

<b>Graphic design packages</b>	Bronze – 3 hours: \$375 / month Silver – 5 hours: \$625 / month Gold – 10 hours: \$1,250 / month
<b>Hourly rate</b>	<b>\$125 / hour</b>
<b>Video creation</b>	<b>\$125 / hour</b>

### Each package includes:

- Dedicated Account Manager
- Dedicated SEM/SMM Strategist
- Mid-month campaign optimizations when needed
- Quick bid adjustments
- Monthly performance report



# LANDING PAGES

Spend less time on cold leads — and close more deals with real buyers.

Our automotive landing pages are built to help dealerships generate high-quality leads with a streamlined, conversion-driven approach. Help your sales team close deals faster and make your entire sales process even more efficient.

- Faster conversions
- More efficient tracking
- Better lead-to-sale ratio
- Shorter sales cycle
- Optimized customer experience



Average results observed in 1 month

+57%

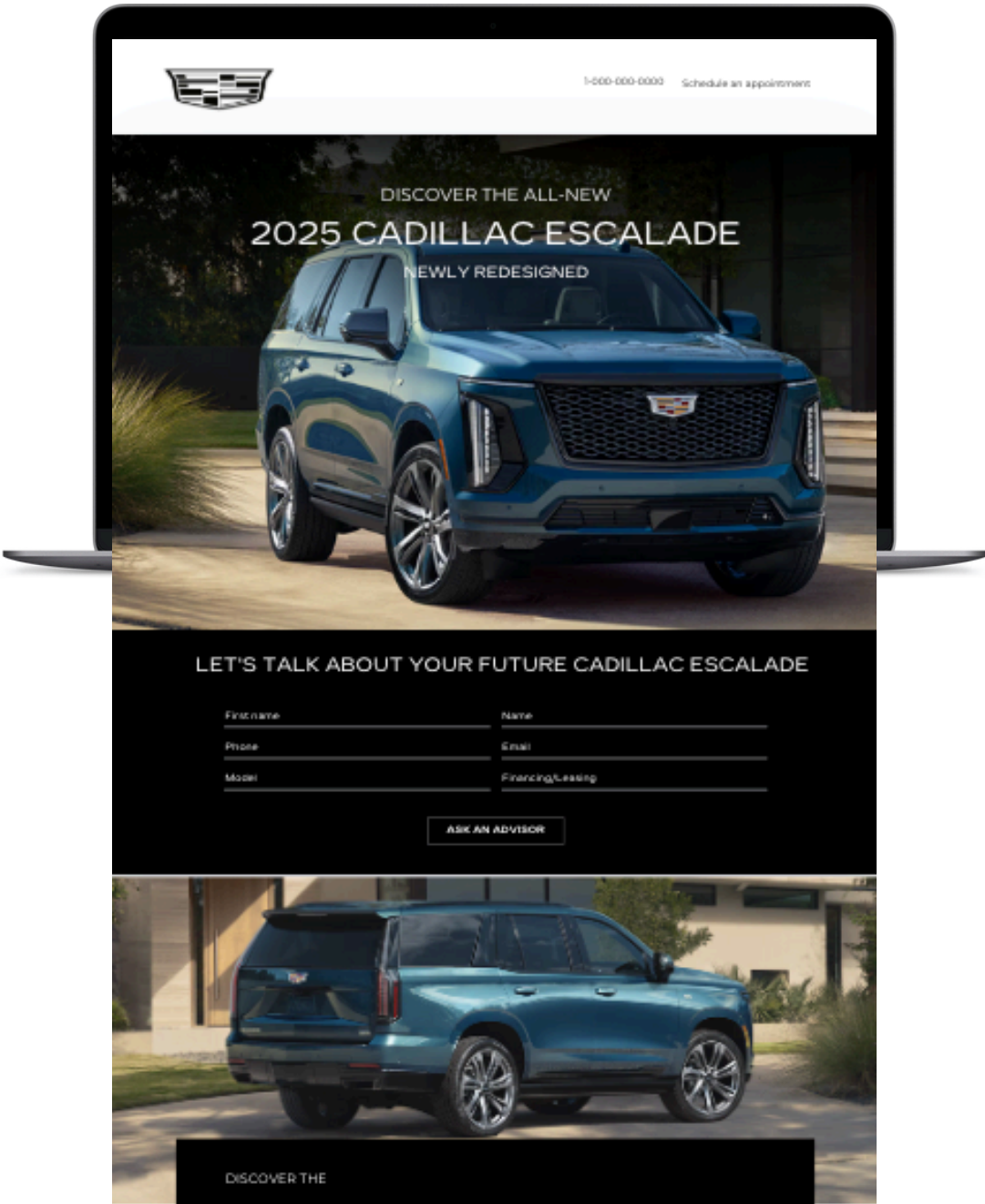
Conversion rate

-38%

Cost per lead

+80%

Leads reached





Landing pages

Landing pages

\$995 – one-time fee

Creation and setup of WordPress (subdomain, hosting, native WP features, cookies), offer development and strategy, page wireframing, content creation, visual mockup design, website integration, CRM and form configuration.

Landing page – monthly maintenance fee

\$195 / month

Microsite hosting, promo updates and/or minor content edits (same template), and WordPress maintenance.

Template update / modification

\$500 / page

Content refresh and structural/template changes.



# EMAIL MARKETING

Sell more than just a vehicle: build a relationship that leads to repeat purchases.

**37:1**

return on investment  
that's \$37 generated for every  
\$1 spent



Email marketing is one of the  
most profitable channels in  
digital marketing.

- Drive in-store sales throughout the year.
- Stay top-of-mind with your customers through regular email presence.
- Showcase your promotions, events, and new models in a targeted way.
- Build trust by sharing practical tips and relevant content.
- Encourage return visits for maintenance, accessory sales, tire changes, etc.

Promotions / news

Maintenance / services

Seasonal reminders

CRM integration

Email sequencing

Mobile friendly

Leadstream > Email Marketing

Search in mails

Principale



**Your brand**

Titre accrocheur - Lorem ipsum dolor sit amet  
Ut exercitationem quidem aut reprehenderit optio non temp



**Lorem ipsum dolor sit**

Titre accrocheur - Lorem ipsum dolor sit amet  
Ut exercitationem quidem aut reprehenderit optio non temp



**Your brand**

**Click-inducing title - Lorem ipsum dolor sit amet**

Ut exercitationem quidem aut reprehenderit optio non temp



Titre accrocheur - Lorem ipsum dolor sit amet  
Ut exercitationem quidem aut reprehenderit optio non temp



**Lorem ipsum dolor sit amet**

Titre accrocheur - Lorem ipsum dolor sit amet  
Ut exercitationem quidem aut reprehenderit optio non temp



Email Marketing

Newsletter – 1 per month	\$415 / month	Goal setting, design creation, content writing and translation, testing, quarterly contact list maintenance (additions and removals), monthly performance report.
Setup, strategy, and list cleaning	\$999 - one time	Account creation, CRM/DMS and platform setup, database cleaning, tracking integration, strategy definition, personalized newsletter template design.
Automated email sequence	\$150 / month	Database verification and cleaning, creation of a sequence of up to 3 emails, visual design and setup, testing, monthly performance report.

*\*monthly platform cost at customer's expense*



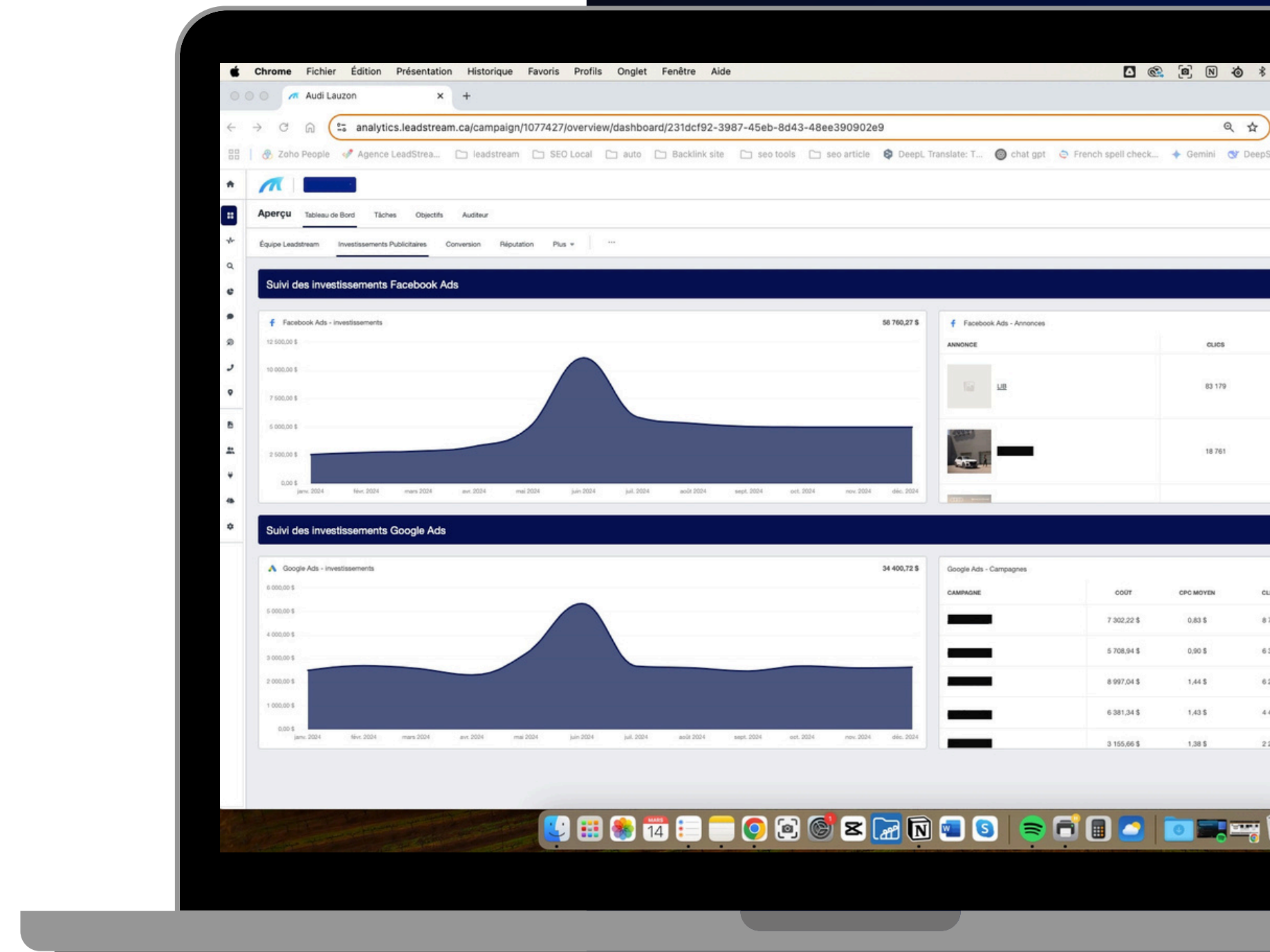
# PERFORMANCE DASHBOARD

A real-time view of your campaigns' efficiency.

Track your campaigns' performance in real-time, 24/7, and view the impact of your marketing efforts — SEO, SEM and social media.

- Analyze every aspect of your marketing efforts
- Easily review the most important data
- Quickly identify opportunities for improvement
- Keep an eye on your advertising budget

Leadstream > Dashbord







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