



COMPLETE AND CUSTOMIZED DIGITAL STRATEGY

YOUR CADILLAC CERTIFIED COPILOT



POWERING YOUR SUCCESS SINCE 2015...



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

REPUTATION MANAGEMENT

Control what others read about you and turn every review into an opportunity.

93 %

Consumers read reviews before choosing a dealership.



Reviews directly impact showroom traffic — and ultimately, conversions.

- Build trust with potential customers
- Showcase the professionalism of your customer service
- Turn negative reviews into growth opportunities
- Show that your dealership listens and takes action

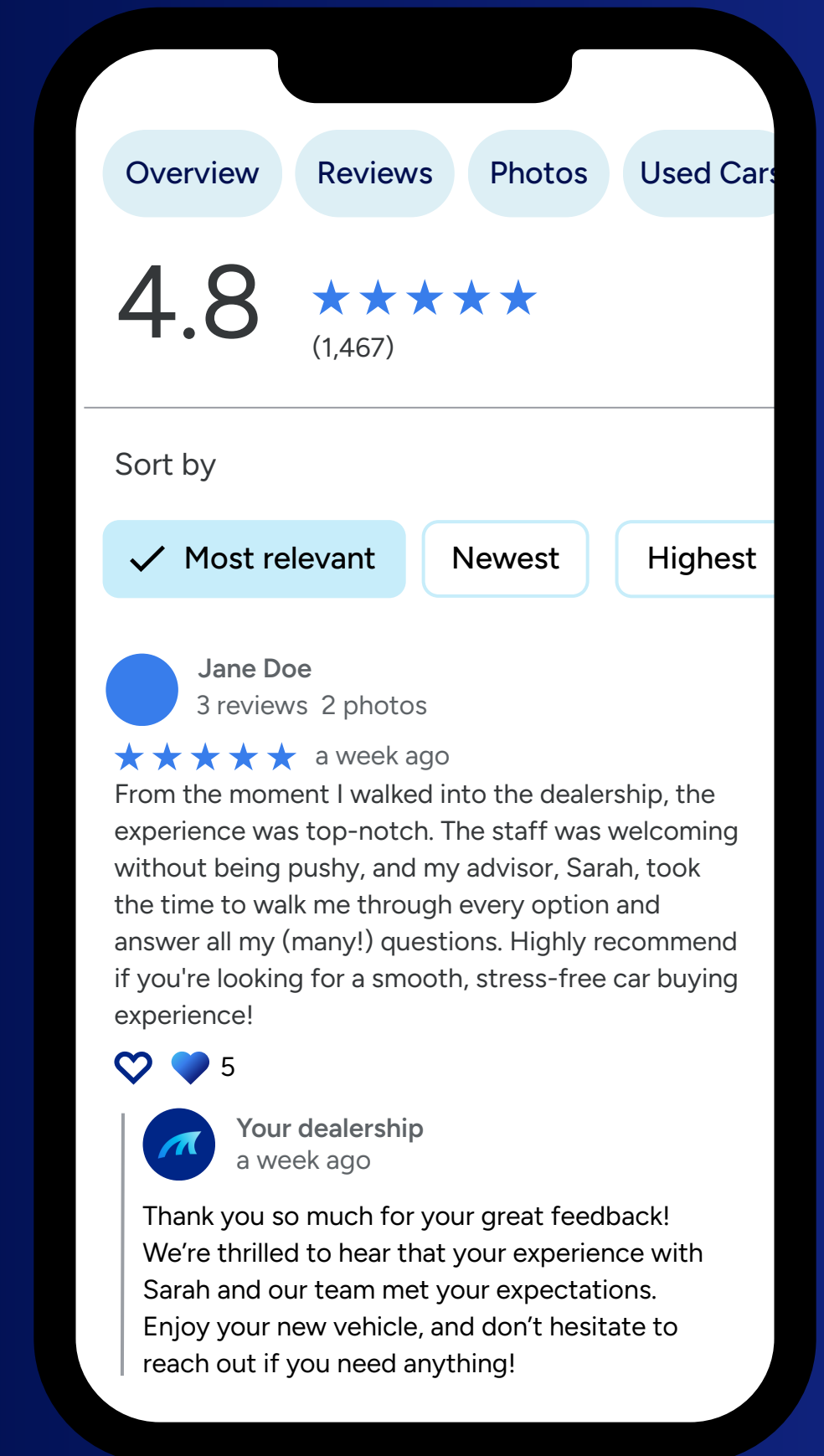
Google Business Profile reviews

Facebook Page reviews

Comments on your ads

Comments on your posts

Leadstream > Reputation management



Reputation management

| | | |
|---|--|-----------------------------------|
| | Full management of one platform of your choice: Google (recommended) or Facebook. Includes responses to both positive and negative Google reviews, alerts sent to the dealership for negative reviews (complaints, operational issues, reputational risks), and monthly reporting. | \$355 / month – 1 platform |
| Review response | Add-ons: <ul style="list-style-type: none">• Additional platform | \$125 / month per platform |
| | <ul style="list-style-type: none">• Customer review posts: selection, design, and copywriting of 2 posts per month based on real customer reviews. Ready to publish or published directly by us, depending on access. | \$150 / month |
| Review acquisition strategy | Complete setup of the review acquisition tool, including copywriting of review request messages (email and/or SMS), mailing sequence and follow-ups, and configuration of redirects based on rating (redirect to Google for satisfied customers, private feedback form for dissatisfied ones). Includes monthly reporting. | \$799 / month |
| Combined strategy: acquisition + response | Reputation management on 1 platform of your choice + full setup of the review acquisition tool. | \$999 / month |

SEARCH ENGINE OPTIMIZATION (SEO)

Each position gained, more leads generated

- Reach the top positions in Google
- Position your site on diverse industry-related keywords
- Improve company discoverability on all SEO touchpoints: web results, images, AI Overview, Chat Gpt, Copilot, etc.
- Keep an eye on your site’s technical performances
- Bring consistent and durable traffic on your site
- Support other marketing efforts with good and targeted content

Content creation

Technical and UX audit

SEO strategy

Video SEO

Local SEO

SEO for A.I.

Performance reporting

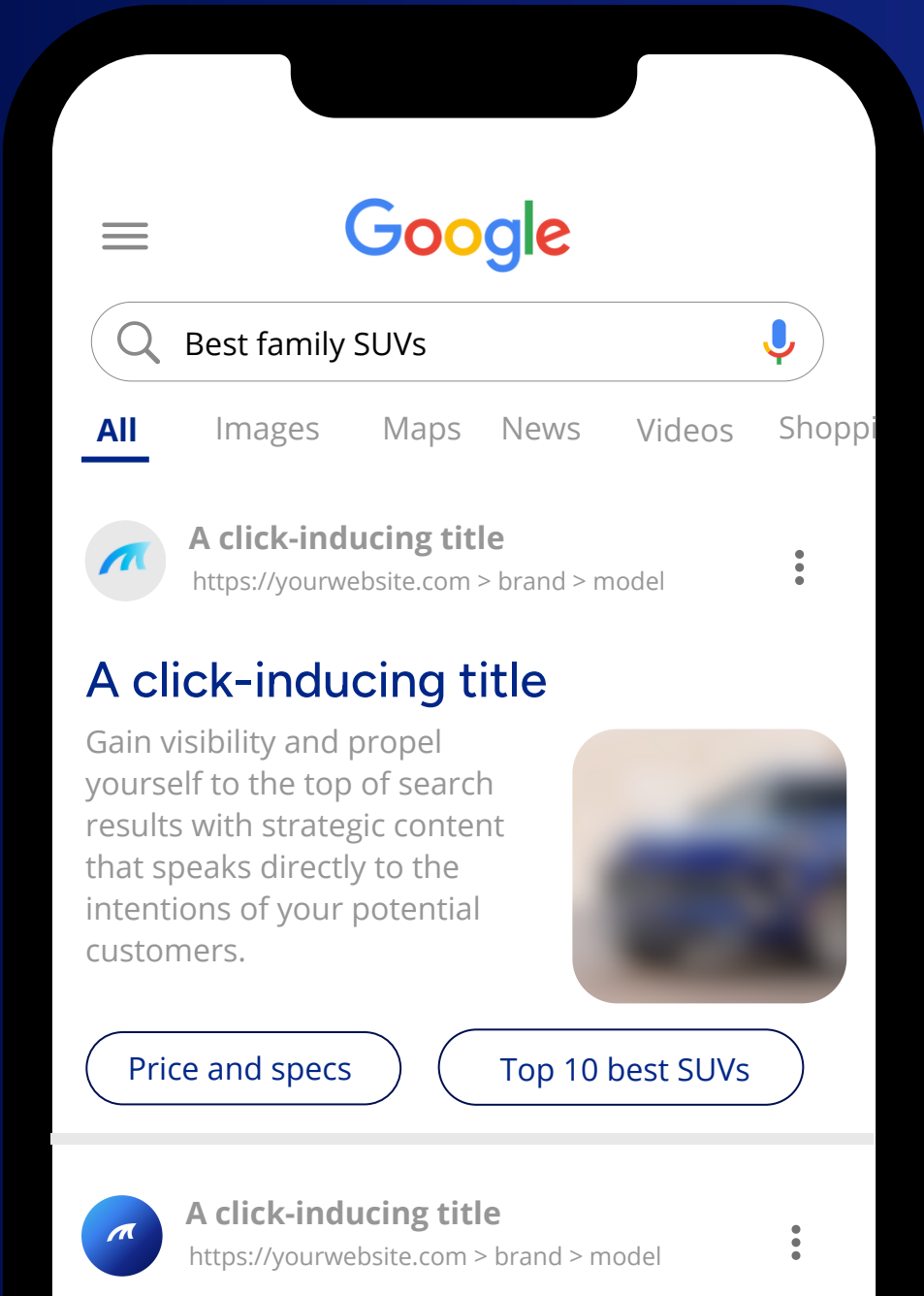
Continuous SEO improvement

Reputation management

Site migration

Leadstream > SEO

Success story - from 2021 to 2024



SEO Packages

Essential
\$850 / month

2 contents per month of around 800 words

Performance
\$1 265 / month

3 contents per month of around 800 words

Elite
\$1 800 / month

4 contents per month of around 800 words

Each SEO package includes:

- Dedicated account manager
- Dedicated SEO strategist
- In-depth keyword research
- Optimization of metadata (SEO titles, H1, Hns, Images)
- Custom URLs
- Addition of internal links
- Integration of call-to-action buttons
- Addition and SEO optimization of images
- SEO optimization adapted to new AI results formats
- Customized quarterly performance report and recommendations by your SEO strategist

SEO add-ons

Technical SEO Audit

(Highly recommended at the start of the mandate)

\$950 – one-time fee

Complete technical analysis of the site and detailed report with recommendations (site structure and architecture, indexing, crawlability and site interpretation by robots, content analysis, UX factors and loading speed, link analysis).

Custom SEO Optimization
Hourly Package

(recommended)

1 hour: \$125 / hour

10 hours: \$1,250

20 hours: \$2,250 – includes 2 free hours

Optimization and existing content updates, technical site monitoring, site migration management, correction of technical problems detected (broken links, redirections, site adaptation to all devices), creation of infographics or custom images.

Blog microsite

\$1,600 per microsite

Wordpress microsite creation for blog posts

Blog microsite hosting

\$65 / month

Microsite hosting and frequent extension updates

Local SEO Services

Local SEO

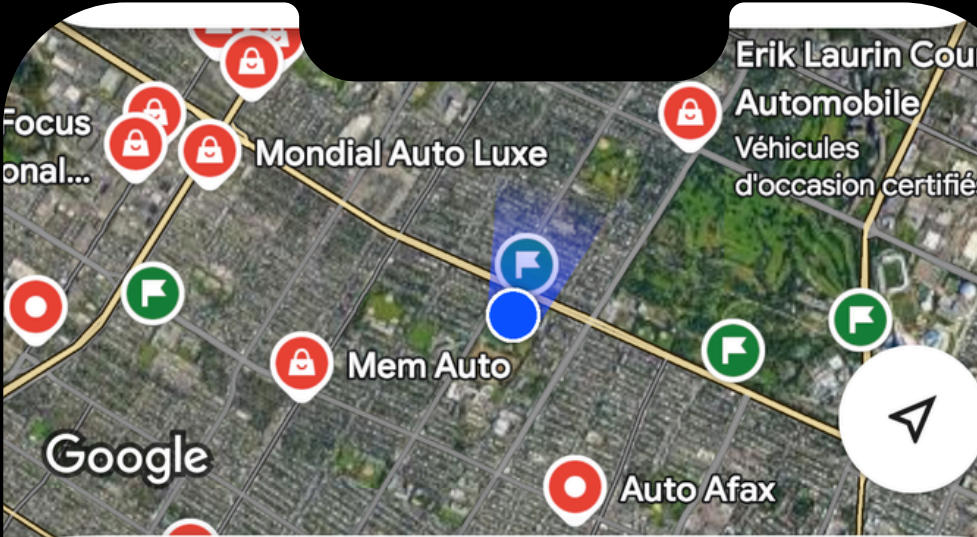
\$499 / month

Google Business Profile optimization, weekly posts, Q&A management, schedule updates upon request, image uploads, monthly report, and access to a dedicated expert for consultations.

Local Citations – Local backlink acquisition (recommended)

\$945 one-time fee

Cleanup and creation of online directory listings (Apple, Bing, Foursquare, Yelp, Yellow Pages, and over 35 other directories).



Your dealership

4,9 ★ (1.2K) • Cadillac dealership • Open

Overview

Reviews

Photos



CALL



DIRECTIONS



SHARE



WEBSITE



Open • Closed 8:00PM

SOCIAL MEDIA MANAGEMENT

A strategic boost for your campaigns

Our social media management service acts as a seamless extension of your paid and organic strategies across all platforms, ensuring consistent messaging, stronger engagement, and greater overall impact.

- Long-form videos for YouTube and SEO visibility
- Short-form videos designed for high engagement
- High-quality vehicle images captured in your local area

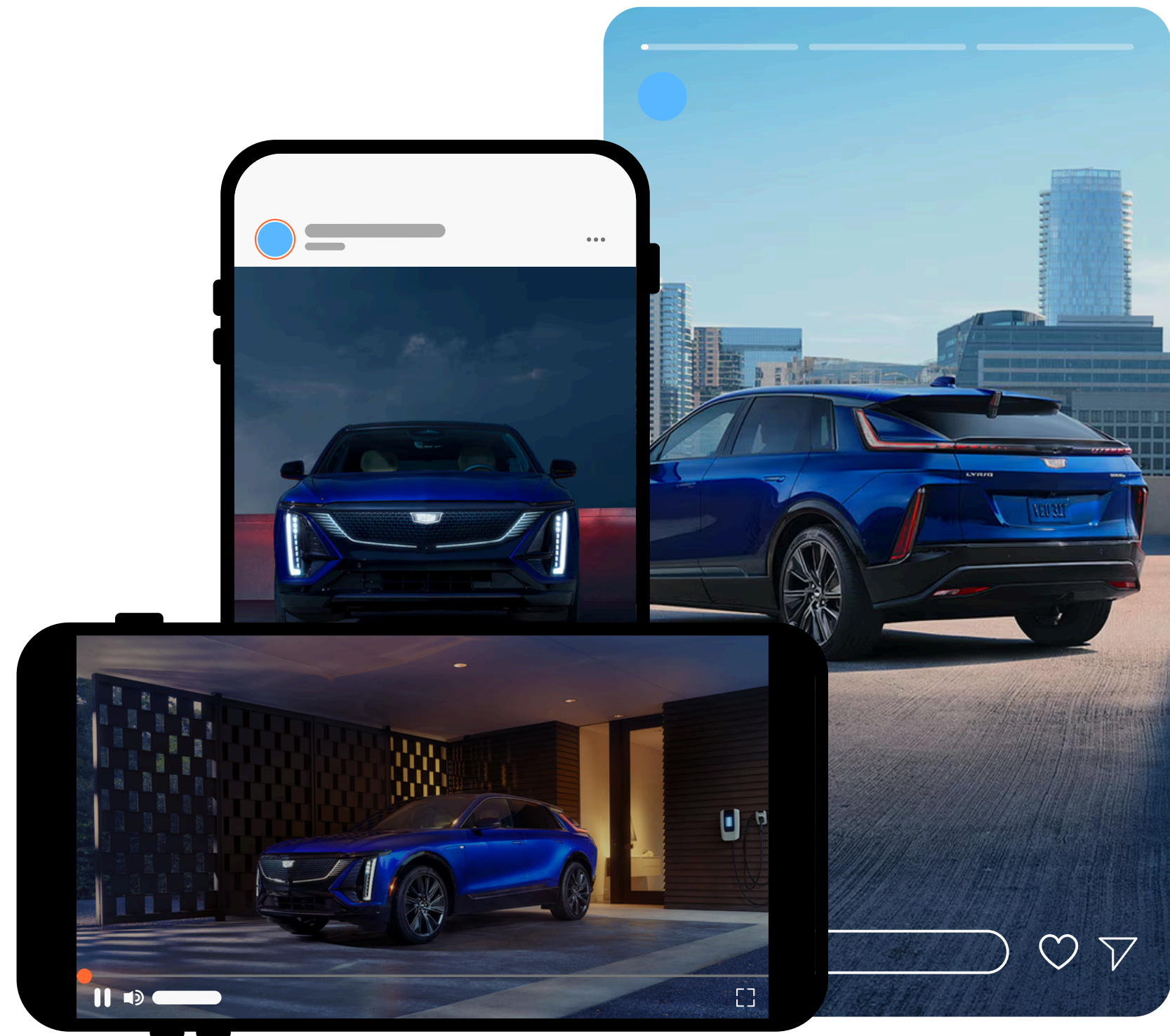
Facebook

Instagram

Youtube

Youtube

Tik Tok



Social Media Packages

Essential
\$895 / month

8 posts per month, 2 reels and 2 stories per month
Community management once per day

Performance
\$1,395 / month

10 posts per month, 4 reels and 4 stories per month
Community management twice per day

Elite
\$1,795 / month

14 posts per month, 6 reels and 6 stories per month
Community management twice per day

Social media coaching

\$125 / hour

Each Package Includes:

- Dedicated Account Manager
- Dedicated Community Manager
- Platforms: Facebook & Instagram

Month 1:

- Account cleanup
- Initial profile optimization
- Full positioning audit
- Communication strategy development

Ongoing (from Month 2 onward):

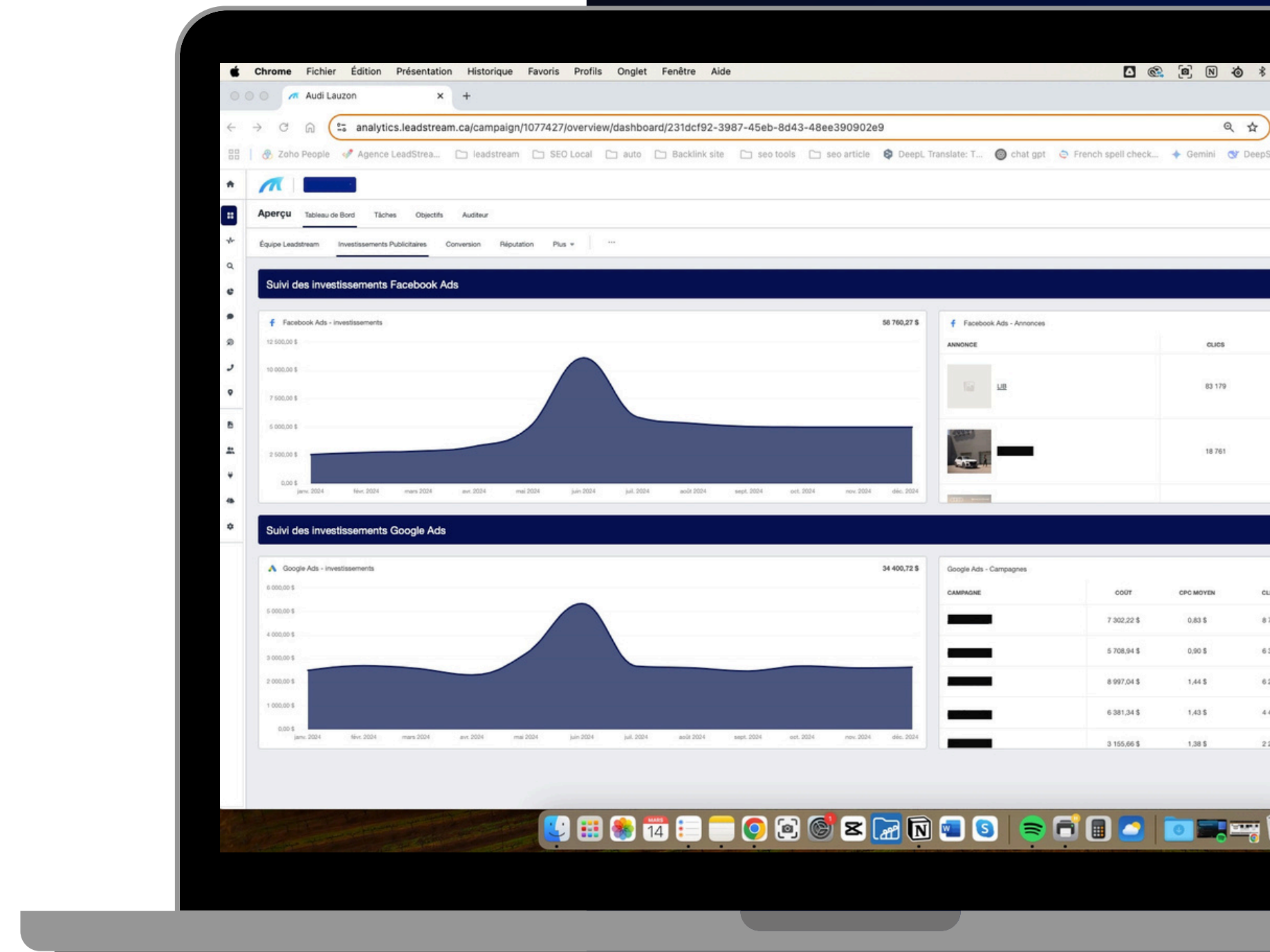
- Editorial calendar creation
- Content copywriting
- Graphic design
- Community management
- Quarterly strategy meeting

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





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