

JLR DIGITAL MANAGER

Focused on elevating digital customer journeys through dedicated website support



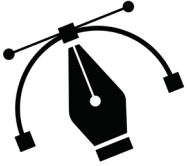
PROGRAM FOCUS

- Compliance with JLR Marketing
- Proactive website creative
- On-demand support
- Website consultation

PROGRAM OVERVIEW

DIGITAL SERVICES

A dedicated service entrusted by JLR retailers providing compliance and digital performance reporting aligned with JLR Marketing Guidelines and vehicle e-commerce best practices



COMPLIANT CUSTOM CREATIVE

- Proactive website auditing to prevent compliance infractions.
 - Recreation of non-compliant promotions
 - Proactive removal of expired content
- Proactive incentive coupon and homepage banner creation aligned with dealership vehicle promotions.



ONLINE PERFORMANCE REPORTING

- Cooperative review with dedicated consultant of retailer website performance metrics.
- Monthly sales leads and website activity reports sent to retailer utilizing dealership-focused Shift Digital Insight platform.



PROACTIVE COMPLIANCE, CONSULTATION

- Advisory sessions with dedicated consultant discussing monthly offers, lead management, website performance and franchised dealership objectives roadmapping and execution.
- The Digital Manager Program communicates directly with JLR US and Canada Marketing, benefiting co-op funding retention via marketing compliance adherence.



EDUCATION

- Dedicated consultants, in-tune with modern marketing and website design practices, assist enrolled stores in maintaining and improving visitor retention, lead generation, and JLR Marketing guideline compliance.



ABOVE & BEYOND CREATIVE

A core offering for enrolled stores – custom creative aligned with OEM initiatives, National Offers, and Retailer offers. Turn-key solution for monthly website banners.

LEASE



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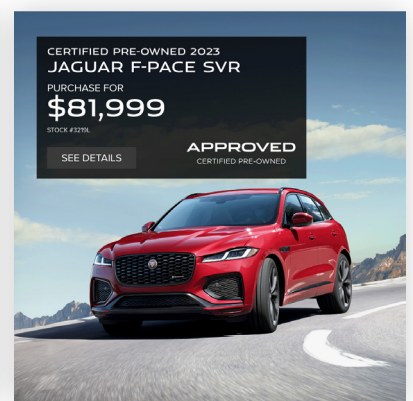
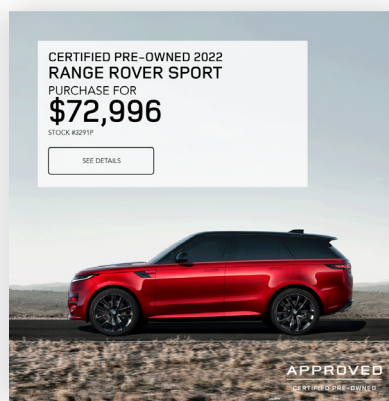
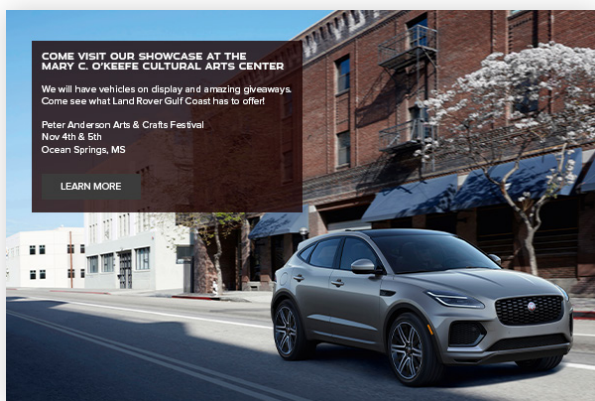
VEHICLE LISTING PAGE

When viewing dealership inventory, vehicle listing pages are an effective way to engage visitors with compliant vehicle offers



MOBILE CREATIVE

On average, 70% of visits to on-program dealership websites are made from a mobile browser



Enroll with a digital manager today to coordinate newsletter, email blast, social media, sales event advertisement, and digital creative!

DIGITAL MANAGER PROGRAMS

DIGITAL MANAGER – NEW

PACKAGE	PRICE	WEBSITE AUDIT	REPORTING	SPECIALS PER MO.	CUSTOM PAGES PER QUARTER	CUSTOM PAGES PER YEAR
Essential	\$499	✓	✓	5	1	4
Professional	\$749	✓	✓	8	2	8
Executive	\$999	✓	✓	16	4	16
Custom Development	\$99/hour	INCLUDES BUT NOT LIMITED TO: Newsletters, email blasts, social media creative, sales event ads, and digital creative				

DIGITAL MANAGER – CERTIFIED PRE-OWNED

PACKAGE	PRICE	WEBSITE AUDIT	REPORTING	SPECIALS PER MO.	CUSTOM PAGES PER QUARTER	CUSTOM PAGES PER YEAR
Base	\$299	✓	✓	3	1	4
Essential	\$499	✓	✓	6	1	4
Professional	\$749	✓	✓	8	2	8
Executive	\$999	✓	✓	16	3	12
Custom Development	\$99/hour	INCLUDES BUT NOT LIMITED TO: Newsletters, email blasts, social media creative, sales event ads, and digital creative				

HOW TO ENROLL

For enrollment inquiries, requests

E-MAIL: info@jlr.digital.com

WWW.JLRDIGITAL.COM

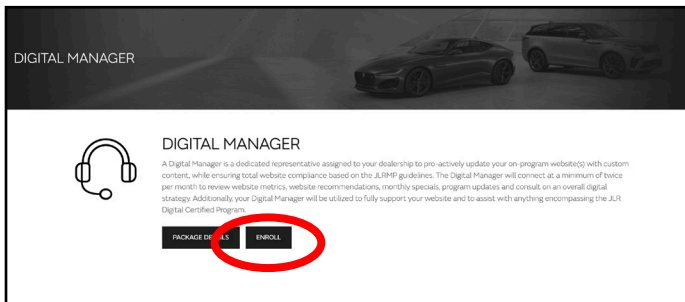
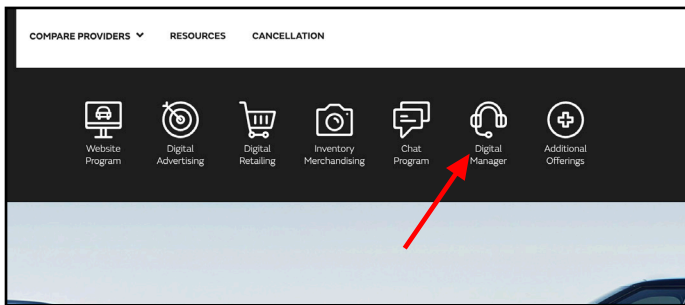
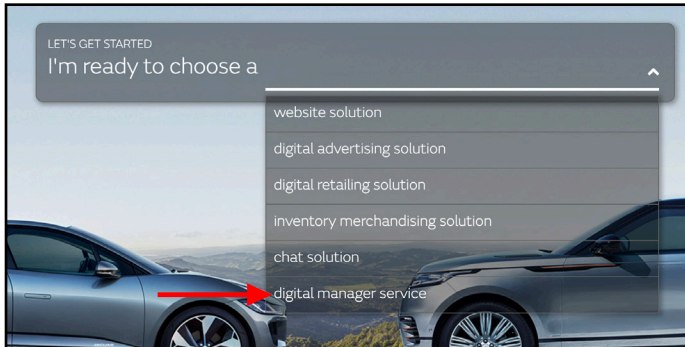
HOMEPAGE

- select digital manager

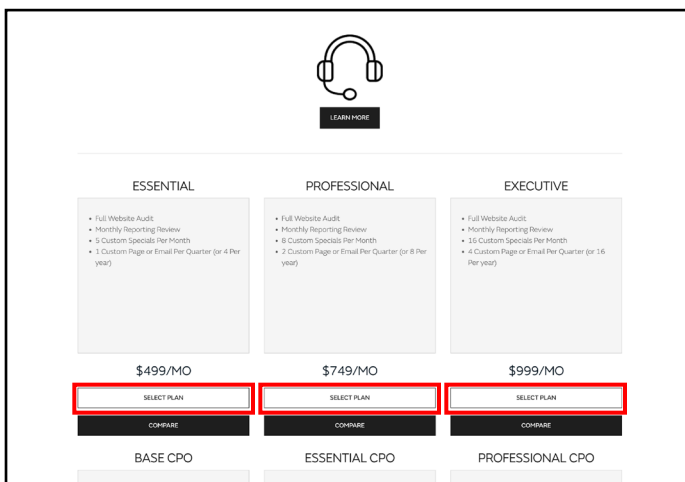
OR

NAVIGATION

- select digital manager



CLICK "ENROLL"



SELECT YOUR PACKAGE

- "Select plan"

- compare package tiers apples-to-apples via "compare"

HOW TO ENROLL

For enrollment inquiries, requests

E-MAIL: info@jlrdigital.com

UPDATE CART

UPDATE CART

- once plan is selected, click update cart

CHECKOUT

- click "checkout"

ENROLLMENT

Your Items	Price	
Digital Manager Program - Digital Manager - Essential	\$499/mo	REMOVE
Total Enrollment Cost	\$499/mo	CHECKOUT

ENROLLMENT

PRIMARY CONTACT

Primary Contact Name*

Primary Contact Email*

Primary Contact Phone*

RETAILER INFORMATION

Retailer Name(s)*

Retailer Website URL(s)

Inventory Provider

Retailer Code(s)*

Secondary CRM Lead Delivery Address

Your Items

Price

Custom Budget

Digital Manager Program - Digital Manager - Essential

\$499/mo

Total Enrollment Cost

\$499/mo

ENROLLMENT INFORMATION

- Add store information

- click "submit"