

# 2008 Motorola Authorized Channel Partner

## Search Engine Marketing Solutions

Pricing good 5/01/08 through 9/30/08  
**Fax Orders to: 1-866-486-6259**  
**Attn: SEO/SEM Campaigns**  
**Please Include the Required Co-op Release Authorization Form to Process Your Order**

### FAX ORDER FORM

#### Bill To:

Dealership Name: \_\_\_\_\_ Dealer Number: \_\_\_\_\_  
Order Authorized By (Print Name): \_\_\_\_\_ Email Address: \_\_\_\_\_  
Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Website (URL): www. \_\_\_\_\_

#### Choose Your Search Engine Marketing Solution (Please check one per order form)

**Fully Managed SEO/SEM Initial Management Fee** — \$1,500 One-Time set-up fee (due at initial payment) - Mandatory

**Set Your Own Monthly SEO/SEM Budget** — Get better clicks for faster results.

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> \$500 — Month  | <input type="checkbox"/> \$1500 — Month | <input type="checkbox"/> \$3000 — Month |
| <input type="checkbox"/> \$750 — Month  | <input type="checkbox"/> \$2000 — Month | <input type="checkbox"/> \$3500 — Month |
| <input type="checkbox"/> \$1000 — Month | <input type="checkbox"/> \$2500 — Month | <input type="checkbox"/> \$4000 — Month |

#### Choose Your SEO/SEM Keyword Phrases and Terms

**The Most Important Keyword Phrases and Terms for Driving Traffic to Your Dealership's Website:** (For example: Motorola CP110, Motorola Radio Repair Chicago...)

#### The Most Successful Motorola Channel Partner Search Engine Marketing Solutions

Opt-in Wireless is THE leader in search engine optimization and search engine marketing to the land mobile industry. We have a proven track record of over 5 years with a marketing plan that gets results. Our SEO/SEM experts work with you to implement the most effective SEO/SEM strategies for your Website. This is an investment in your dealership's overall marketing that is necessary to deliver results. More visitors to your website brings a greater chance for new leads and sales.

##### Our approach works like this:

- Don't design the website solely for search engines, design it for your customers first and foremost.
- If it reads well to humans, it will index well for robot search engines.
- Design the website to the highest coding standards.
- Make the content as unique to your business as possible.
- Tell your story, your way. Show clients and prospects how your company is different.
- Optimize the wording within the website to your top selling products, services and market area.
- Once the website is launched get it indexed by top spidering search engines.
- Hand submit your website to top website directories and industry portals.
- Start a targeted Pay Per Click (PPC) marketing campaign with top search engines.

#### Agreement

Dealer understands and acknowledges that Motorola has engaged the services of Opt-In Wireless, a marketing services company, to design and maintain Search Engine Marketing Campaigns. Opt-In Wireless has agreed not to disclose end-user customer information to any other party or company, to design and maintain these Search Engine Marketing Campaigns, outside the context of this program. Motorola reserves the right to modify this program at any time without prior notice to the dealer.

In placing this order, we agree to abide by the guidelines established under the Motorola Dealer Co-op Program. We understand that all program materials, as offered in the program above, require no prior approval for co-op reimbursement. All other uses of the program elements must receive prior approval for co-op reimbursement. We understand that we will be billed at the time of signing this agreement. We authorize Trade One to provide Opt-In Wireless (fulfillment agency) or their representatives information on our dealership's Motorola Co-op balance. This information is needed by Opt-In Wireless to process our order for the campaign and releases Motorola of any payments to Opt-In Wireless in excess of available co-op funds. COOP funds must be available at time of order. Dealer is responsible for any funds above their co-op account balance. Additional customization to Search Engine Marketing Campaigns will be quoted on a per job basis.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Deduct Funds from My Co-op Account (funds must be available at time of order)  Bill Dealership Directly

# Opt-in wireless

**We are the Only Marketing Agency with Real World Experience and Success in Land Mobile**

Website Design • Search Engine Marketing and Optimization • Ecommerce • Email Marketing  
Consulting • Direct Mail • List Brokerage • Postal Solutions • Trade Show Booths

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