

# DEALER DEVELOPMENT (COOP) MENU

\$

less than \$1,000

- Branded Merchandise (PSG Geiger)
- Consumer Literature – MRC
- Direct Mail or Door Hangers
- Newsletter (printed)
- Sales Training (Boot Camp, BDR)
- Technical Training (DSO or preferred vendors)
- Vehicle Decals
- Yard Signs
- Warranties (JB & AIG only)

\$ \$

\$1,001 - \$5,000

- Ad Club – Mediagistic
- Branded Uniforms & Apparel
- EGIA – Membership
- FSM (Field Service Management)
- Google Local Services - SearchKings
- PriceBook Digital
- SEO (Search Engine Optimization)
- Social Media Management
- Vehicle Decals
- Website – Mediagistic (low-cost website)
- Warranties (JB & AIG only)

\$ \$ \$

\$5,001 - \$15,000

- Ad Club - Mediagistic
- Billboards
- Building Sign (outdoor)
- Direct Mail
- FSM (Field Service Management)
- Podium
- Radio
- SEO (Search Engine Optimization)
- Trade Warriors
- Vehicle Wrap
- Website

\$ \$ \$ \$

\$15,001 +

- Ad Club – Mediagistic
- Billboards
- FSM (Field Service Management)
- SEO (Search Engine Optimization)
- Television (OTT)
- Website Development

[Click here to view vendors](#)