



KIA CERTIFIED PROGRAM

PUT YOUR REAL-TIME INVENTORY IN FRONT OF IN-MARKET SHOPPERS

OEM COMPLIANT VIDEO



DRIVE: DYNAMIC VISUAL MEDIA



Combines social advertising with dynamic display and video advertisements into one package.

Package includes:

- Customizable video through DMS/CRM data
- Video pulls live dealer inventory directly into your creative.
- Video ads used for retargeting and targeting consumers based on location, interests/ demographics through 3rd party data

ONLINE VIDEO MARKETING



Package includes:

- Pre-Roll ads consisting of Direct Advertisers, SSP's, Trading Desks and Agencies competing for our publisher's traffic via programmatic video ad buying.
- Custom video production services with already integrated pre-roll ads for approved publishers
- Google Micro-Moments to optimize campaigns down to the keyword level, leveraging ad extensions such as location, call, call out, structured snippets and price.

PAID SEARCH



Package includes:

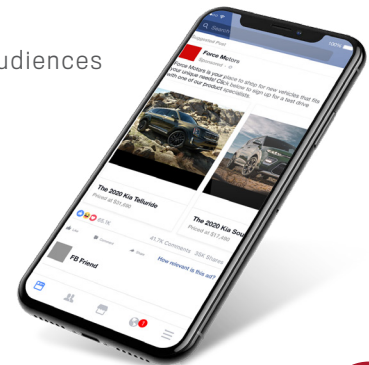
Google & Bing Micro Moments Driving high converting traffic to your website.

SOCIAL ADVERTISING



Package includes:

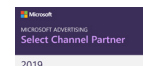
- Custom Oracle audiences
- Lead Ads
- Traffic Ads
- Video



DISPLAY ADVERTISING



Utilizes custom creative that's strategically designed to reach more customers while targeting the right demographics, keywords and more.





KIA CERTIFIED PROGRAM - PRICING



BASE PACKAGE	PLUS PACKAGE	ELITE PACKAGE
New Vehicle Marketing	New Vehicle Marketing + CPO Vehicle Marketing	New Vehicle Marketing + CPO Vehicle Marketing + Service Marketing
\$1,995	\$2,495	\$2,995

PACKAGES INCLUDE	MINIMUM SPENDS
PPC	\$3,500
Display/Retargeting	\$1,000
Social	\$1,000
Video	\$1,000

A LA CARTE PRODUCTS

PRODUCT	PRICE
DRIVE (Social & Video)	\$1,495/mo, \$3,000 minimum spend + \$1,495 Set Up Fee
Static Video Preroll	\$595/mo, \$1,000 minimum spend
Social Advertising	\$595/mo, \$1,000 minimum spend
Video Production	\$1,295

ABOUT FORCE MARKETING:

Force Marketing evolves the dealer-customer shopping experience through omni-channel marketing strategies. Force is focused on outcome selling and personalization to fit the needs of the dealer. Being the first in the industry to produce dynamic video over Facebook, YouTube and other programmatic networks, Force offers a comprehensive suite of award-winning digital solutions.

Book A Demo - forcemktg.com/kia | Enroll: www.kiadigitalprogram.com | Contact Us - 866.854.2815

