



# Digital Marketing Solutions

For Kia Dealerships

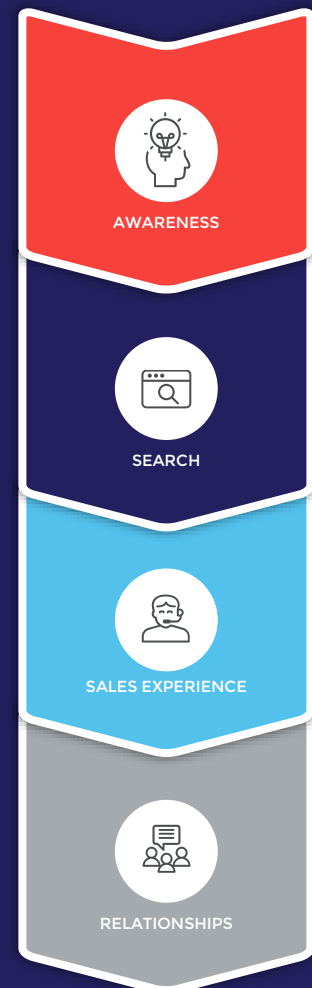


Before internet marketing, you knew your active shoppers because they were on your lot. Today, buyers are online, shopping in a way that can feel hard to control.

Adpearance is the marketing and sales intelligence company focused on helping Kia dealers sell more cars, using sales-obsessed digital strategies that cover the complete buyer's journey.

## THE BUYER'S JOURNEY

- Awareness**  
Do people think of your dealership when they are ready to buy?  
[Page 2](#)
- Search**  
When shoppers search, are they compelled to visit your website?  
[Page 3-5](#)
- Sales Experience**  
Do phone ups end up in your CRM? Do you follow up at the right time?  
[Page 6-7](#)
- Relationships**  
Once you make the sale, do you leverage the positive experience for future buyers?  
[Page 8-9](#)





# Digital Branding Increase Awareness



When people want to buy a new car, your dealership should be the first place they think to shop.

Improve your brand popularity when you pair professional, low-cost creative services with smart targeting on platforms like YouTube and Facebook.

### FAST FACTS

Dealers on Adpearance have seen increases of up to 25% in branded search volume

## SERVICES

**Awareness Ads**

Video	Display	

Video Asset Creation			
	FUEL	IGNITION	OVERDRIVE
<b>PRICING</b>	\$450/mo	\$900/mo	\$900/mo + \$6,000
Video creation: Shot, produced, and edited	1 video every other month	1 video/month	1 on-location live shoot + 1 video/month



Paid Search Advertising

# Dominate Search



Competition for your shoppers is fierce. To dominate the page, your paid search and SEO strategies need to work together.

Catch attention high on the page with exceptional paid search strategies, ads, and landing pages—all designed to convert.

### FAST FACTS

Dealers on Adpearance paid search average a **14.6%** increase in sales


## SERVICES

New vehicle sales ad packages through Google Ads are the core of advertising strategy, and include:

- Make/model terms
- Dealership terms
- Location-specific terms
- Brand lease terms
- Model segment terms
- Parts and service terms
- Other additional opportunities include but are not limited to conquest, commercial, financing, and used
- Display and remarketing


Paid Search

Min. \$1000/mo




(New inventory)

AND/OR



(Used inventory)

AND/OR



(New inventory only)



Dynamic Ad Technologies

# Dominate Search



Inventory moves fast and your ad campaigns have to keep up. Make sure your ad tech is up to the job.

Dynamic display tech matches your ads to real customer preferences. The dynamic search tech keeps your inventory ads up to date—always.

## AD TECHNOLOGY

Dynamic Display Tech	Dynamic Search Tech	Dynamic Ad Tech Bundle
\$249/mo	\$399/mo**	\$449/mo
Dynamic Display & Remarketing Tech ONLY	Dynamic Search Tech ONLY	<b>BUNDLE &amp; SAVE</b>
New dynamic display & remarketing ad campaigns based on actual inventory	New and used/CPO paid search ad campaigns based on actual inventory	Dynamic Display + Dynamic Search Ad Tech
	**Plus min. \$1,000/mo ad spend	

Proprietary ad technology built in-house by Adpearance.



## Search Engine Optimization

# Dominate Search



Make sure you have best-in-class SEO that covers organic search, local search, the Google knowledge graph, as well as YouTube optimizations.

### FAST FACTS

Dealers on Adpearance SEO average a **21% increase** in local SEO conversions

## SERVICES

SEO			
	FUEL	IGNITION	OVERDRIVE
PRICING	\$425/mo	\$1,000/mo	\$1,700/mo
Strategy: SEO site audit and strategy guide	✓	✓	✓
Technical: Title tags, meta descriptions, and headers	✓	✓	✓
Landing pages: New & optimized pages with content + metadata	1 page/month	2 pages/month	3 pages/month
Google My Business: Claiming, verification, and optimization	Optimization	Optimization + basic mgmt.	Optimization + advanced mgmt.
Onsite optimization: Technical and copy		1 per month	1 per month
Local optimization reaching 100+ directories		✓	✓
Keyword ranking and performance analytics		100 keywords	150 keywords

YouTube Optimization			
	FUEL	IGNITION	OVERDRIVE
PRICING	\$200/mo	\$300/mo	\$400/mo
Video optimization*: Annotations, metadata, closed captioning	1 video/month	2 videos/month	3 videos/month
Profile: Audit, optimization, playlist, and asset creation	✓	✓	✓
Monthly reporting	✓	✓	✓

\*Does not include video asset creation



Sales Optimization

# Smarter Sales



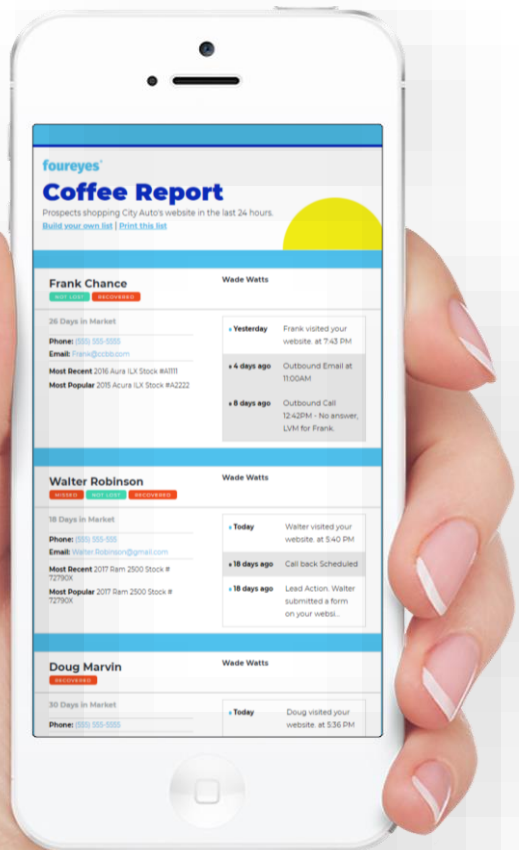
All too often there's a gap between marketing and sales. Close the gap with Foureyes® Tap to spot opportunities in real-time, protect from sales pitfalls, and support CRM use.

Did you know that on average:

- coming through dealership websites are never logged in 17% of sales leads the CRM
- 22% of leads marked “lost” are still shopping your website

### BUNDLE & SAVE

Save up to \$500 when you purchase Foureyes Tap and 20/20.



## SERVICES

Support your sales experience with Foureyes Tap, the only sales optimization system that:

- Saves time
- Enables effective follow-up
- Maximizes lead pipeline
- Refines sales process

Foureyes Tap			
FUEL	IGNITION	OVERDRIVE	ENTERPRISE
\$899/mo	\$1,149/mo	\$1,399/mo	Contact Us
1-7,500 Monthly Sessions	7,501-15,000 Monthly Sessions	15,001-30,000 Monthly Sessions	30,001+ Monthly Sessions



## Outbound Communication

# Quality Follow-Up



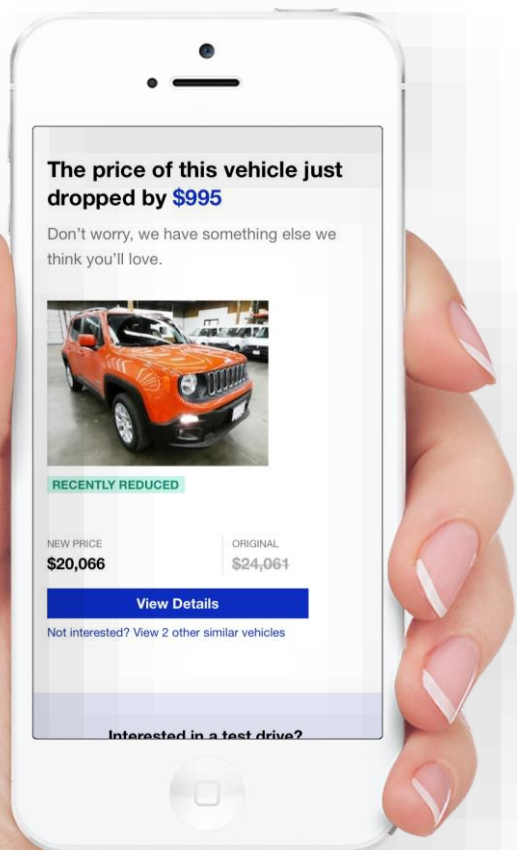
Leverage your existing work to deliver follow-up at scale. Foureyes<sup>®</sup> 20/20 automatically emails leads about changes to the inventory they are interested in, moving them closer to the sale.

Did you know that on average:

- Leads that receive 20/20 emails close at a 34% higher rate than leads that get standard follow-up.
- 20/20 emails see a 40% open rate and 14% click rate.

### **BUNDLE & SAVE**

Save up to \$500 when you purchase Foureyes<sup>®</sup> Tap and 20/20.



## SERVICES

Support your sales experience with Foureyes 20/20, the only outbound communication tool that:

- Improves effectiveness
- Increases reach
- Maximizes productivity

Foureyes 20/20	
PRO	ENTERPRISE
\$799/mo	Contact Us
Up to 15,000 Contacts	15,001+ Contacts



Reputation Management

## Leverage Relationships



Every sale is an opportunity to improve your dealership's market reputation.

Broadcast buyers' positive experiences with proactive and sales-focused reputation management and social media management solutions that are tailored for your dealership needs.

### FAST FACTS

Dealers on Adpearance reputation management averaged a **13.36% increase** in monthly review volume

## SERVICES

Reputation Management			
	FUEL	IGNITION	OVERDRIVE
	\$600/mo	\$1,250/mo	\$1,550/mo
Profile: Public profile review	✓	✓	✓
Proactive technology: Automates a customized text to all customers (Podium)	✓	✓	✓
Review monitoring	Google	Google	3 platforms
Rule-based removal	Google	Google	3 platforms
Personalized responses		Up to 40 per month	Up to 50 per month
Monthly reporting	✓	✓	✓

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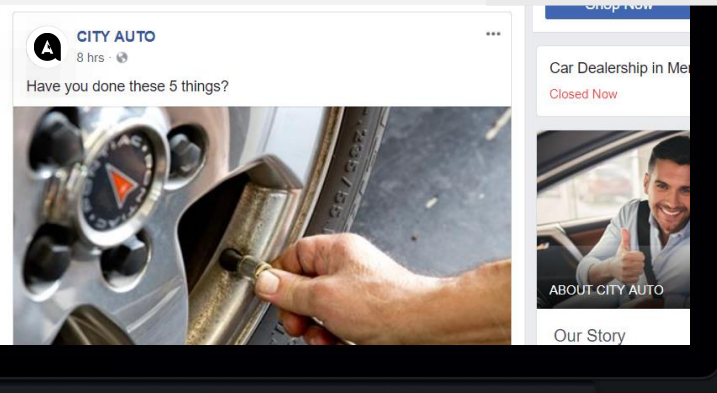
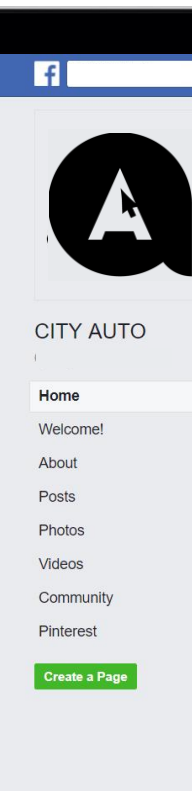


Social Media

# Leverage Relationships



Social Media			
	FUEL	IGNITION	OVERDRIVE
	\$650/mo	\$1,250/mo	\$1,750/mo
Platforms	Facebook	Facebook plus 1 additional platform	Facebook plus 2 additional platforms
Profile: Audit, optimization, and asset creation	✓	✓	✓
Content: Weekly planning and posting of personalized content	2 posts per week	4 posts per week	6 posts per week
Personal responses to comments, messages, and reviews	✓	✓	✓
Advertising: Promoted posts and page likes on Facebook and/or Instagram		✓	✓
Monthly reporting	✓	✓	✓



# Get a FREE Digital Analysis

Get a complimentary assessment of your full digital marketing experience. In 30 minutes, you'll see:

- How your awareness stacks up against the average Kia dealer and your competition
- What's working and where you're getting beat in search
- How to improve your sales experience
- What people see when they consider starting a relationship with your dealership



Learn more at [adpearance.com/auto/digital-analysis](https://adpearance.com/auto/digital-analysis)

## What Makes Adpearance Different



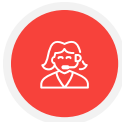
### Best of the Best

Top automotive performer for more than 1,000 dealers



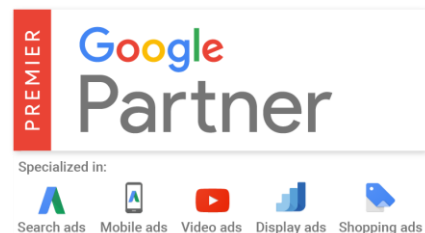
### Brightest Minds

150+ over-achiever employees driven by car sales



### Strategic Account Direction

Single point of contact from your client success manager



## Get in Touch

[kia@adpearance.com](mailto:kia@adpearance.com)

971-352-8088

[adpearance.com/kia](https://adpearance.com/kia)



Sales Intelligence

## Love Sales Again



Close the gap between marketing and sales. First, let Foureyes® 20/20 automatically email leads about changes to the inventory they are interested in. Then, close the deal with Foureyes® Tap. Tap helps you spot opportunities in real-time, protects from sales pitfalls, and supports CRM use so you can love sales again.



Did you know that on average:

- Tap finds that 22% of “lost” leads are still shopping your website
- 20/20 emails see a 40% open rate and 14% click rate.

### FAST FACTS

Dealers on Foureyes technology average a 1.4x increase in close rate

## PRODUCTS

		Best Value
Foureyes 20/20	Foureyes Tap	Tap & 20/20
 OUTBOUND COMMUNICATION	 SALES OPTIMIZATION	
Pricing based on # of contacts	Pricing per monthly website sessions	<b>15% OFF</b> total monthly price with Foureyes bundle
