

SOCIAL MEDIA & REPUTATION MANAGEMENT SOLUTIONS FOR KIA MOTORS

DEFEND

~~\$899/mo~~

Kia Special: \$499/mo
\$399 One-time Platform Creation



- Full review monitoring
- Top review sites secured and managed
- Accurate business contact information pushed to 100s of sites, which can improve ranking in search results
- Dealer-branded Review Surge survey sent to sales & service customers nightly
- Google Smart Survey directs positive survey responses from Gmail addresses to post feedback publicly only on Google
- Drive public reviews from survey feedback through integrations with top review sites
- Mission Control Consumer Intel & Engagement platform with centralized review/survey data and customizable reporting
- **NEW! Mobile Review Surge** - increase your star ratings by sending a text message to happy visitors requesting a review
- DAS Mobile App for on-the-go review/survey monitoring/responding with alerts, up to 3 users
- Dedicated automotive team, quarterly strategy call and monthly best practices webinars

CONQUER

~~\$1,399/mo~~

Kia Special: \$799/mo
\$699 One-time Platform Creation



Everything in Defend PLUS:

- Loyalty offer on survey "Thank you" page
- Turn positive survey feedback into public reviews on 2 sites
- Responses to negative reviews on all top sites (Google, Yelp, Facebook, Cars.com, Edmunds, and CarGurus)
- **NEW! DealerRater Review Responses** monitor and respond to all new negative reviews on DealerRater
- **Mobile Review Surge "Thank You" Contest** encourages customers to complete the review with chance to win a national contest for \$500 gift card monthly paid for by DAS
- Custom social campaigns created, with up to 12 custom social posts delivered to multiple sites
- Social engagement responses to Facebook and Twitter comments including direct/private messages
- **NEW! Google Offer Tiles** showcase your dealership specials on the first page of Google search results
- New prospect notification from social sites: sales only
- Monthly OEM/Dealership event or incentive optimized for Facebook
- DAS Mobile App access for on-the-go review/survey monitoring/respond with alerts for up to 5 users

DOMINATE

~~\$1,999/mo~~

Kia Special: \$1,099/mo
\$799 One-time Platform Creation



Everything in Defend and Conquer PLUS

- Responses to all new positive and negative reviews on all included sites (Google, Yelp, Facebook, Cars.com, Edmunds, and CarGurus)
- **NEW! DealerRater Review Responses** monitor and respond to all new negative and positive reviews on DealerRater
- Dispute negative reviews that violate Terms & Conditions
- Mobile Review Surge Staff Contest— dealer with most review requests sent wins a VIP trip/concert package for two
- Turn positive survey feedback into public reviews on ALL partner sites
- Up to 30 custom social posts delivered to multiple sites
- **NEW! Posts to Instagram** showcase your dealership and vehicles to Instagram's 1 billion users
- **NEW! Google Reputation Tiles** highlight feedback from happy customers to new consumers searching for you on Google
- \$1,200 annual Facebook advertising value included
- National Contest: Lead generating DAS-sponsored national consumer giveaway 2x/year
- New prospect notification from social sites: sales & service
- Two monthly OEM/Dealership events and incentives optimized for Facebook
- DAS Mobile App access for up to 10 users
- Monthly strategic planning call with dedicated automotive team
- Advertising budget review with former Dealer group executive

Partner with Digital Air Strike for Social Media & Reputation Management and get a FREE Facebook Portal—Facebook's coolest communication device!

A DMS data integration fee of \$99 upfront and \$99/month may be required for packages with Review Surge survey. Upon request, Defend packages can receive the Google My Business Bot. Conquer packages can receive Facebook Jobs posts, and Dominate packages can receive Google Job Tiles; ask your Client Advocate for details.

SOCIAL MEDIA & REPUTATION MANAGEMENT ADDITIONAL SOLUTIONS

SOCIAL MEDIA SOLUTIONS

Social Posts to Instagram: \$199/month – included in DOMINATE package

- Showcase your dealership and vehicles to Instagram's one billion users

Social Only: \$599/mo

- Digital Air Strike creates social campaigns to highlight dealership specials, vehicle promotions, interactive posts, and other dealership happenings
- Up to 30 posts a month posted across Facebook and Twitter

REPUTATION MANAGEMENT SOLUTIONS

Review Surge Only: \$299/mo*

- Dealer-branded survey sent to sales and service customers nightly to gain valuable customer feedback and improve online review site ratings

Positive & Negative Review Responses: \$299/mo

- Digital Air Strike responds to 100% of positive and negative reviews for all included sites

A.I. AND FACEBOOK MARKETPLACE SOLUTIONS

Facebook Marketplace AND Facebook AI Smart Assistant: \$499/month ~ \$599 one-time Platform Creation Fee

- List your used vehicle inventory on Facebook Marketplace
- Integrate with your CRM
- The powerful Facebook Smart Assistant engages and manages consumer interactions via Facebook Messenger, including those interested in vehicles being sold on Facebook Marketplace
- Dealership staff alerted and leads qualified for best results

I love working with Digital Air Strike as they take the guessing out of my CSI and give me REAL feedback! The online review monitoring is always spot on and gives us the ability to review, correct, and sometimes even get the customer to remove negative reviews! The DAS team is always accessible and a valuable asset to the company.

Jim Robertson
General Manager, Brown's Manassas Kia

*A separate DMS data integration fee of \$99 upfront and \$99/month may be required.

TARGETED ADVERTISING SOLUTIONS FOR KIA MOTORS



POWER DISPLAY & A.I. SOLUTIONS

Power Display: Variable spend starting at \$1,500/mo ~ \$499 one-time Platform Creation

- Showcase your dealership and vehicles to automotive intenders on Facebook, Google, and other sites across the web

VDP Power Social: \$2,000/mo ~ \$699 one-time Platform Creation

- Drive consumers to your VDPs by showcasing your inventory on Facebook & Instagram
- Pay only for consumers who engage with your VDP on your dealership website

VDP Power Social with Facebook Smart Assistant: \$2,249/mo ~ \$899 one-time Platform Creation

VDP Power Social PLUS:

- A.I. powered Facebook Smart Assistant to respond to inquiries on inventory listed on Facebook Marketplace 24/7

VDP Power Social with Facebook Advertising & Response Path Defend: \$2,499/mo ~ \$999 one-time Platform Creation

- Website Home Page, Sales, and Service Assistants to start conversations, qualify interest, capture leads, and route them to the right team member

SOLUTIONS FOR YOUR DEALERSHIP SIZE

Small Inventory (50-80 Used Cars)

Power Lead Driver: \$1,699/mo ~ \$699 one-time Platform Creation

- Vehicle inventory distributed to deep-in-the-funnel auto intenders on the DAS Automotive Network's 40+ Premium Auto, Classified, and Local sites

Power Lead Driver & Lead Converter Pack: \$2,499/mo ~ \$999 one-time Platform Creation

Everything in Power Lead Driver PLUS:

- **Smart Quote:** All dealership leads sent personalized microsite with multi-vehicle quotes in under 10 minutes
- **Smart Follow:** Follow up with leads for 180 days to reactivate 10% of leads every month

Power Lead Driver & Lead Converter Pack & Response Path Defend: \$2,998/mo ~ \$1,099 one-time Platform Creation

Everything in Power Lead Driver with Lead Converter Pack PLUS:

- Website Home Page, Sales, and Service Assistants to start conversations, qualify interest, capture leads, and route them to the right team member

SOLUTIONS FOR YOUR DEALERSHIP SIZE

Large Inventory (81+ Used Cars)

Power Lead Driver: \$2,799/mo ~ \$699 one-time Platform Creation

- Vehicle inventory distributed to deep-in-the-funnel auto intenders on the DAS Automotive Network's 40+ Premium Auto, Classified, and Local sites

Power Lead Driver & Lead Converter Pack: \$3,499/mo ~ \$999 one-time Platform Creation

Everything in Power Lead Driver PLUS:

- **Smart Quote:** All dealership leads sent personalized microsite with multi-vehicle quotes in under 10 minutes
- **Smart Follow:** Follow up with leads for 180 days to reactivate 10% of leads every month

Power Lead Driver & Lead Converter Pack & Response Path Defend: \$3,998/mo ~ \$1,099 one-time Platform Creation

Everything in Power Lead Driver with Lead Converter Pack PLUS:

- Website Home Page, Sales, and Service Assistants to start conversations, qualify interest, capture leads, and route them to the right team member

TARGETED ADVERTISING SOLUTIONS & POWER PACKS

Social Advertising: Variable spend starting at \$1,500/month ~ \$499 one-time Platform Creation

- Target in-market shoppers, previous customers, and website visitors with dynamic ads on Facebook and Instagram

VDP Power Social: \$2,000/month ~ \$699 one-time Platform Creation fee

- Drive consumers to your VDPs by showcasing inventory on Facebook & Instagram
- Drive premium traffic to VDPs with DAS proprietary double opt-in
- Easily transition car buyers from Facebook to your listings with a custom search results page

VDP Power Social & Power Lead Driver with Lead Converter Pack: \$5,000/month ~ \$1,099 one-time Platform Creation Fee

Everything in the \$2k/month VDP Power Social package PLUS:

- Inventory distributed to in-market car buyers on the DAS Automotive Network's 40+ Premium Auto, Classified, and Local sites
- **Smart Quote:** All dealer leads sent personal microsite with multi-vehicle quotes in 10 min.
- **Smart Follow:** Follow up with leads for 180 days to reactivate 10% of leads every month