

# SOCIAL MEDIA MANAGEMENT SOLUTIONS FOR KIA MOTORS

## CONQUER

~~\$1,399/mo~~

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

- 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
- Top review sites secured and managed
- Accurate business contact information pushed to 100s of sites, which can improve ranking in search results
- Google Smart Survey directs positive survey responses from Gmail addresses to post feedback publicly only on Google
- Dedicated automotive team, quarterly strategy call and monthly best practices webinars
- Monthly OEM/Dealership event or incentive optimized for Facebook
- Mission Control Consumer Intel & Engagement platform with centralized review/survey data and customizable reporting
- DAS Mobile App access for on-the-go review/survey monitoring/respond with alerts for up to 5 users

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.  
\*With 3-month agreement.

## DOMINATE

~~\$1,999/mo~~

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

### Everything in 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

## Additional 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

## 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