



# Kia Digital Packages

fusionZONE does automotive digital marketing differently. Our unique blend of proprietary tools, technical prowess, and industry experience delivers better results that other agencies just can't match.

WEBSITE PACKAGES	CORE \$1,399	ADVANCED \$1,899	PREMIER \$2,799
<b>FEATURES</b>			
Responsive Designed Dealership Website, Hosting & Management	✓	✓	✓
Call Tracking Numbers (Includes 8 Numbers + 1,500 Minutes/per Month)	✓	✓	✓
ADAPT (ADA Compliance Tool with Monthly Audits)	✓	✓	✓
Real-Time Website Adaptation Tool & Screen Reader	✓	✓	✓
FastPrice	✓	✓	✓
FastReview	✓	✓	✓
Website & Mobile Optimization for SEO Best Practices	✓	✓	✓
Managed Organic Geo-Fencing	✓	✓	✓
Inventory Management System (Includes 1 Homenet Feed & Unlimited 3rd Party Exports)	✓	✓	✓
Dedicated Performance Manager & Custom Monthly Reporting	✓	✓	✓
Coast-to-Coast Unlimited Technical Support	✓	✓	✓
Proprietary CMS System	✓	✓	✓
Unlimited Graphic Creation		✓	✓
Unlimited Content Creation		✓	✓
FastCoupons		✓	✓
FastRing		✓	✓
Fastlane Leads			✓
CONNECT (24/7 Live Chat & Text)			✓
Email Hosting – 25 Mailboxes			✓

## ADDITIONAL PACKAGE ADD-ONS

FEATURES	PRICE
Advanced SEO	\$1,299/month
Competitive SEO	\$1,999/month
Social Media Posting (Facebook Only)	\$450/month
Social Media Posting Plus (Facebook and Instagram)	\$1,499/month
CONNECT (24/7 Live Chat & Text)	\$499/month
Group, Service, Collision, Finance, Used or Spanish Website	\$899/month
Generic Email Hosting (25 Mailboxes)	\$150/month
Advanced Email Hosting (10 Mailboxes)	\$90/month
Additional Homenet IOL Lite Feed	\$90/month
Advanced SEO Additional Content	\$229/piece
Competitive SEO Additional Content	\$199/piece
FastLane Leads	\$429/month
Fastlistings	\$129/month

# WEBSITE PACKAGES

## CORE PACKAGE

### **RESPONSIVE DESIGNED WEBSITES, HOSTING & MANAGEMENT**

Using the latest in responsive design technology to ensure our websites are compatible with all devices has taken the user-experience to the next level. Our sites are built for better organic traffic, usability, and lead conversion. We are analytics driven, constantly comparing industry benchmarks to our sites. Speed is a high priority at fusionZONE, as our websites are lightning fast and are completely optimized for mobile functionality, a critical variable when over 50% of website traffic comes from mobile devices. Each month, we review our dealer's website analytics to ensure that pages are performing to their highest ability, site speeds are kept in-check and customers are thoroughly engaging with the website. Every website we build includes Kia's Incentive Feed.

### **CALL TRACKING**

This feature helps dealers measure the effectiveness of different marketing campaigns. By assigning a unique phone number to different advertising sources, dealers can track which numbers have the best call rates and obtain certain data about the callers, as well. fusionZONE has the technology to build high-quality calling experiences directly into our dealer's websites. We provision 8 phone numbers for call tracking purposes and up to 1,500 minutes, per month.

### **ADAPT (ADA COMPLIANCE TOOL WITH MONTHLY AUDITS)**

Recently there has been a trend where dealership websites are under scrutiny by lawyers to see if the sites are accessible to potential customers with disabilities, as required by the Americans With Disabilities Act. The World Wide Web Consortium (W3C) developed a set of standards - Web Content Accessibility Guidelines (WCAG) - and are currently on their second version. Dealer websites should at a minimum meet WCAG 2.1 Level A accessibility guidelines and should strive to meet Level AA guidelines where practical. These guidelines focus on four areas known as POUR:

- Perceivable – the tags and directions on the site should be evident and give the user a sense for what the form, button or link does.
- Operable – the site should be navigable with a keyboard or a mouse.
- Understandable – any messages and directions should be written clearly.
- Robust – the design should work with most browsers and assistive technologies.

fusionZONE websites are built to meet all WCAG 2.1 A standards, as well as most of the Level AA standards. We provide the tools necessary to ensure our websites have every opportunity to remain compliant with these standards. With a focus on accessibility in design and applying accessibility tools, fusionZONE websites will reduce your exposure and risk.

## **REAL-TIME WEBSITE ADAPTATION TOOL & SCREEN READER**

Our fully automated, accessibility technology performs two distinct functions; 1.) a real-time, on-site rendering tool and 2.) automated AI Analysis. A highly visible Accessibility Icon anchored to every page on your website, allows consumers with disabilities to toggle a rendering tool on and off, tailoring the website to their personal needs. The interface acts as an overlay on your website which is specific to the user's session. The user is presented with over 50 features to choose from. At the time the website is rendered for the user, ADAPT will adjust, in real time. This provides an additional layer of compliance that acts as a safety-net for any custom content that may have not been developed in strict accordance with the guidelines.

The automated AI analysis technology uses both AI and Machine Learning Technology to analyze your website. Once ADAPT technology is installed, it begins working right away resolving accessibility compliance gaps in as little as 48 hours. After the initial 48 hours, ADAPT technology will re-scan and re-analyze your website every 24 hours to ensure that any new content, widgets, or pages are also adapted and thereby compliant.

Our Screen Reader resides on the website and can be toggled on or off by clicking on the Accessibility Icon. While turned on, individual copy snippets can be read out-loud directly from the site without the need for a third-party screen reader to be installed. This is both mobile and desktop-friendly, working across all devices.

## **FASTPRICE**

FastPrice is an automated pricing tool, that also doubles as a lead generator, by significantly increasing a dealer's form lead submissions, achieving higher quality lead counts and higher conversions. By giving customers a 'no haggle' price in just 2 clicks, this feature offers consumers a sense of complete pricing transparency as they instantly receive a vehicle's price while continuing to browse the dealer's inventory. This tool can be customized to give additional options beyond the information the consumer requested. You can even use FastPrice to display new car alternatives or a Certified/Pre-Owned option, in addition to the information and price requested. Dealers using FastPrice see a lift in leads of 100-400%.

## **FASTREVIEW**

fusionZONE's automated review tool, prompts all sales and service customers to leave a review on a preselected review site, such as Facebook, Google, Yelp and more.

## **WEBSITE OPTIMIZATION FOR SEO BEST PRACTICES**

Every fusionZONE website is built from the ground-up to match Google and Bing best practices for technical items like schema markup, canonicalization, and SSL security.

## **MOBILE OPTIMIZATION**

Shopping on a smartphone won't deny customers the services or experience usually available only on desktop sites. Our mobile UI web interface provides all functionality of the desktop sites.

## **MANAGED ORGANIC GEO-FENCING**

This feature gives dealers the opportunity to target any location they desire with messaging specific to that geographical area, such as competing dealerships, local colleges, and military bases. Ads will display competitive messages right on the homepage of a dealer's website, instead of using outdated and ineffective methods of the past of buying into an ad network.

## **INVENTORY MANAGEMENT SYSTEM**

fusionZONE understands the challenge of making certain your inventory is consistently updated and securely distributed to all online destinations with speed and accuracy. As more car shoppers are researching, locating, and evaluating cars online before they ever set foot in a dealership, having your inventory managed properly is essential. We help dealers distribute their inventory from one unified platform and seamlessly push the information to a dealer's website, as well as all their third-party advertising sources. fusionZONE utilizes the industry's fastest speed-to market network and can be trusted to get your inventory in front of online shoppers. Includes 1 Homenet Feed and unlimited 3rd party exports.

## **DEDICATED PERFORMANCE MANAGER & CUSTOM MONTHLY REPORTING**

Our dedicated Performance Management Team guides our dealer partners to make data-based decisions to drive the highest conversions. Monthly Performance Reviews, with custom reporting, focuses on digital marketing strategy, Google Analytics and lead generation data, as well as a quality check of a dealer's website, with recommendations for improvements.

## **COAST-TO-COAST UNLIMITED TECHNICAL SUPPORT**

With lightning-fast support, we offer unprecedented turn-around times to handle dealer requests. We offer a rigorous quality assurance/verification process based on our Six Sigma internal processes, which translates to less mistakes and more efficiency for our dealers.

## **PROPRIETARY CMS SYSTEM**

Includes Google Analytic data, lead generation, call tracking reporting, the ability to update onsite pages and easy to access inventory.

# ADVANCED PACKAGE

Includes everything in **CORE**, plus the following:

## UNLIMITED GRAPHIC CREATION

Effective graphic design helps dealers differentiate themselves from their competition. Let our team of experienced graphic designers create relevant, eye-catching graphics in a multitude of formats, including landing pages, slideshows, specials, and banner ads. We provide OEM compliant graphics for a wide scope of dealer projects and programs, all aligned with each individual dealership's marketing goals. Many vendors charge additional fees for a limited number of creative services, but at fusionZONE, we understand the value of creative digital content without limits.

## UNLIMITED CONTENT CREATION

Fuel your website with custom, high-quality content, written by industry-focused writers. fusionZONE offers savvy content that will increase customer engagement to maximize a dealer's online presence. There is no limit to what we can create!

## FASTCOUPONS

A versatile tool that not only helps a dealership create an identity for their Service Department, but also generates leads for both Service and Sales Departments. FastCoupons optimizes the dealership's online coupons for mobile devices, allowing customers to store mobile coupons on their smartphone, making it easy and convenient for them to use.

## FASTRING

First impressions last, but fast impressions sell. And our instant call-connect system is fast! fusionZONE's proprietary lead generating tool allows dealerships to call a potential consumer within 60 seconds of them submitting a lead, usually while they are still browsing the dealership's website. FastRing integrates with third-party applications, creating instant connections from any lead source. It includes an extensive administration portal with 24/7 access to call data, including call recordings and real-time statistics to help you identify which advertising efforts are converting the most leads. FastRing helps dealerships maximize their lead handling process and ensures that their staff is communicating with consumers immediately on the phone.

# PREMIER PACKAGE

Includes everything in **CORE** and **ADVANCED**, plus the following:

## **FASTLANE LEADS**

With abandonment rates as high as 80%, typical digital retailing tools aren't cutting it. That's because buying a car solely online for most shoppers just isn't an option. But customers do like finding out how much their trade-in is worth and what their monthly payments will be before deciding on a purchase. That's where FastLane Leads comes in. By removing the need to purchase online, your customers can build their deals directly on your site without having to resort to jumping between pages and breaking out a calculator. That means better, more qualified leads directly to your inbox.

## **CONNECT (24/7 LIVE CHAT & TEXT)**

CONNECT is a 24/7 dealership chat staffing solution that uses the power of live conversations by real people to help create opportunities for dealers to sell more cars. Our Agents are proficient in English, so you know your customer's questions will be answered correctly. Visitors never have to look far to initiate contact and dealers won't have to rely on a third-party to transcribe a phone call or hope that a customer doesn't drop-off midway through a multi-day email exchange. And since automotive customers often search for vehicles after regular business hours, your online showroom is always open with an Agent waiting to assist. The look and feel of CONNECT is fully customizable to offer maximum branding for your dealership. This includes greetings, which can be changed regularly, reflecting current promotions, products or a seasonal message. Dealerships can receive text notifications or have leads delivered directly to their inbox. CONNECT offers Google Analytics Integration that monitors your web traffic and chat engagements, sending detailed insights for each chat conversation, allowing dealers to continually optimize their marketing campaigns. Messages sent through Facebook Messenger are received and fielded by our Agents for immediate service across platforms. Live chat used to be optional, but things have changed. Today, more than 41% of website visitors expect live chat on your website. For visitors using a mobile device, this number is as high as 50%. Live chat is expected to continue to grow by as much as 87% in the next 12-18 months, as visitors prefer to chat with someone in real-time and online, rather than contact a business via email or phone. Although it is impossible to profit from every visitor, with CONNECT you'll have one of the best tools that you can use to employ tactics to maximize our leads and optimize our ROI.

## **GENERIC EMAIL HOSTING**

Included in the Touring Package are 25 Mailboxes. fusionZONE will host the dealer's email service through RackSpace, allowing the dealer to manage email freely.

# ADDITIONAL PACKAGE ADD-ONS

## ADVANCED SEO

Powered by our team of SEO experts, ADVANCED SEO includes a wide range of Google Analytics and website tools to help your team drive traffic and increase sales. Regarding Google Analytics, our team will work with you to fully optimize your Google Business profile, including products, profile photos, content creation & updates, and interactive monthly reporting. You will also have access to a Dedicated Analysis that will work to make sure your business's goals are accurately reflected throughout every step of the process. With performance review calls, you'll be able to see where your business is thriving online. Our team will provide keyword research, site audits, menu updates, meta tag updates, and model research page updates to keep your website ranking well across search engines. All geared towards making your online presence the best it can be!

## COMPETITIVE SEO

This service offers the same unique features as Advanced SEO, but with Competitive SEO, our team will conduct competitor analysis & benchmarking, and a monthly eNewsletter so that you can actively stay ahead of the competition while also keeping your users informed on the latest industry and company news.

## SOCIAL MEDIA POSTING

Reaching an audience on social media also requires fresh content. We will create engaging content 3 times a week, and post on your choice of platform (Facebook, Twitter, or Instagram), with a focus on your inventory and specials. By focusing on a variation of vehicle specials and promotions, we generate leads by targeting the dealership's audience, based on location, interests and shopping behavior. A full-service graphics and video team creates custom inventory ads, specifically for a dealership's target audience.

If you're interested in coverage on all three platforms, consider Social Media Posting Plus, offered in the Advanced Digital Package.

## SOCIAL MEDIA POSTING PLUS

This service offers the same great features as Social Media Posting, but with Social Media Posting Plus, we will create and post engaging content for *all three* platforms (Facebook and Instagram), on a three-times per week posting schedule.

## **CONNECT**

CONNECT is a 24/7 dealership chat staffing solution that uses the power of live conversations by real people to help create opportunities for dealers to sell more cars. Visitors never have to look far to initiate contact and dealers won't have to rely on a third-party to transcribe a phone call or hope that a customer doesn't drop-off midway through a multi-day email exchange. And since automotive customers often search for vehicles after regular business hours, your online showroom is always open with an Agent waiting to assist. CONNECT offers Google Analytics Integration that monitors your web traffic and chat engagements, sending detailed insights for each chat conversation, allowing dealers to continually optimize their marketing campaigns. Messages sent through Facebook Messenger are received and fielded by our Agents for immediate service across platforms. With CONNECT you'll have one of the best tools that you can use to employ tactics to maximize leads and optimize ROI.

## **GROUP, SERVICE, COLLISION, FINANCE, USED OR SPANISH WEBSITE**

fusionZONE offers a fully secure, responsive-designed website, accurately translated for Spanish-speaking customers, typically a mirrored-version of the English website with regard to content, inventory, specials, incentives. Includes FastPrice, FastReview, Organic Geo-Fencing, Website Optimization for SEO Best Practices and 100% Compliance Guarantee. Additional inventory feeds may incur additional costs.

## **ADVANCED EMAIL HOSTING**

10 mailboxes - fusionZONE will host a dealer's email service through Microsoft Exchange, allowing the dealer to manage freely.

## **ADDITIONAL HOMENET IOL LITE FEED**

The standard Inventory Management System on a fusionZONE website includes 1 Homenet Inventory Feed. If a dealership requires additional feeds, a per feed charge is added.

## **ADVANCED SEO ADDITIONAL CONTENT**

Please refer to the Advanced SEO section for more information.

## **COMPETITIVE SEO ADDITIONAL CONTENT**

Please refer to the Competitive SEO section for more information.

## **FASTLISTINGS**

With FastListings' patented processes, technology, and integrations, you control the facts about your business across the industry's largest network of maps, apps, voice assistants, search engines, GPS systems, and social networks — all with one click. Our direct API integrations with publishers, combined with secure locking of information, puts you in complete control of your business information online.