



Total **ZONE** Coverage
Website • Search • Social

www.fzautomotive.com

WEBSITE PACKAGES

fusionZONE Automotive has the highest-converting websites in the market. We've accomplished this by utilizing our industry-leading conversion tools and applying best practices learned by working with **over 1,000 dealer partners** in the past 10 years.



Kia Website Packages

	CORE \$1,299	ADVANCED \$1,799	PREMIER \$2,499
Responsive Designed Dealership Website, Hosting & Management	☺	☺	☺
Website Built to Meet ADA Accessibility Guidelines	☺	☺	☺
Real-Time Website Adaptation Tool & Screen Reader	☺	☺	☺
Call Tracking (Includes 8 Numbers + 1,500 Minutes/per Month)	☺	☺	☺
FastPrice	☺	☺	☺
FastReview	☺	☺	☺
Website & Mobile Optimization for SEO Best Practices	☺	☺	☺
Organic Geo-Fencing	☺	☺	☺
Graphics Creation (Includes Unlimited Inventory Overlays & 4 Custom Graphics per Month)	☺	☺	☺
Content Creation (Includes 4 Custom Content Pages per Month)	☺	☺	☺
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 Graphics Creation		☺	☺
Unlimited Content Creation		☺	☺
FastCoupons		☺	☺
FastRing		☺	☺
CONNECT (24/7 Live Chat)		☺	☺
LeadDR+ (Includes Trade Tool & Credit Pull Capability with 100 Pulls/per Month)			☺
Facebook Marketplace Feed			☺
Email Hosting – 25 Mailboxes			☺

Website Packages Feature:

Responsive Designed Websites (Includes 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 can be customized with performance improving products and services.

Websites Built to Meet ADA Accessibility Guidelines - 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 make adjustments, 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.

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. All our Kia Packages provision 8 phone numbers for call tracking purposes and up to 1,500 minutes, per month.

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 pre-selected review site, such as Facebook, Google, Yelp and more.

Website & Mobile 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. 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.

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.

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. This feature found in our Base Bundle includes unlimited inventory overlays and 4 custom graphic creations per month (can be any combination of graphics, such as homepage slides, landing pages, specials, etc.).

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. This feature found in our Base Bundle includes 4 custom content pages per month.

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.

Unlimited Graphic & Content Creation - Many vendors charge additional fees for a limited number of creative services each month. At fusionZONE we understand the value of creative digital content without limits and offer Unlimited Graphics & Content Creation in our most popular Website Package. Move-up to either our Advanced or Premium Package, and there will be 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.

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.

LeaDR+ – Included in our Premium Bundle is a new type of trade tool that gives purchasing power to a dealer’s customer by allowing them to build a specific deal for the vehicle they want. The enhanced lead module allows for a soft credit pull, which gives the dealer a closer look at a credit score without having to do a hard credit pull, and includes a trade-in tool (powered by KBB), that allows the customer to input their VIN or select their vehicle from a drop-down menu. At the end of the process, the dealer will have full-view of the customer’s deal on a custom portal that includes their soft credit report and the KBB trade-in value of their vehicle, which they can then use to start the paperwork before the customer visits the dealership. The time-saving benefits to both the customer and dealer are significant, allowing more time for a test-drive and a shorter wait time to close the deal. LeaDR+ includes the trade-in tool and credit-pull capabilities, including 100 pulls per month.

Facebook Marketplace Integration - Successful dealers expand to growing markets and Facebook offers one of the best opportunities to increase lead generation and improve sales. With Facebook Marketplace integration, fusionZONE syncs your inventory directly with Facebook. This means customers spend less time swapping between sites and more time shopping. Your pricing and other special factors will either carry over or a link will be provided so that customers can retrieve the vehicle’s full information on your site. If interested, your customer can connect directly with the dealership via Facebook Messenger or from their phone to a number determined by the dealership. This product includes 1 inventory feed.

Generic Email Hosting - Included in our Premium Bundle are 25 Mailboxes. fusionZONE will host the dealer’s email service through the RackSpace portal, allowing the dealer to manage freely.

Add-On Products, Services & Pricing:

Basic SEO – \$279/Month

Basic SEO is our introductory package to SEO, which provides you with a solid layer of defense for the more technical pieces of SEO. We monitor several areas of your website to ensure Google's and Bing's best practices are being met. Using Google Search Console and Google My Business, we will ensure your customers and Google's spiders have no difficulty reaching the content that drives sales. We also monitor your pages for optimal page-speed and 301 redirects. Basic SEO is also your best option if you're looking for reporting. You will receive a monthly report with all the details that you need to be informed about your website.

Advanced SEO - \$1,599/Month

High-quality SEO is a cornerstone of your online presence. We offer you true online dominance over your competition. Our goal is simple: rank in the most advantageous positions to generate new customers and increase your revenue. Rankings and traffic do not matter if they don't produce car sales.

Our strategy of combining proven technical and local SEO techniques were designed to increase a dealership's search engine rankings, allowing it to out-rank national third-party sites such as CarGurus and Carvana. The core of our content strategy focuses on 100% original, white-hat content. Our Advanced SEO Service also includes the following: everything in our Basic SEO package, local SEO management, rank tracking, curated content creation or optimization, heatmapping, and a dedicated SEO Manager. Our experts in SEO will guide you during monthly Performance Reviews on what is working, what's not, why it matters, and what we are going to do about it. We pride ourselves on putting our Specialists in your position as a business owner or manager, so that your success is personal to us.

Social Media Posting - \$450/Month

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.

Social Media Posting Plus – \$1,350/Month

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

Google or Facebook Dynamic Inventory Marketing - \$100/Month

Why risk using another company's generic ad copy when you can take it right from the source? fusionZONE can use your inventory to generate ads that specifically match user intent. Is a customer searching for an Optima in your area? Why not serve one based on their search history that matches the exact type, make, model, and trim they've been researching? Digital marketing studies have shown the greatest success comes from giving customers exactly what they are asking for.

Facebook Marketplace Feed - \$99/Month

Successful dealers expand to growing markets and Facebook offers one of the best opportunities to increase lead generation and improve sales. With Facebook Marketplace Feed integration, fusionZONE syncs your inventory directly with Facebook. This means customers spend less time swapping between sites and more time shopping. Your pricing and other special factors will either carry over or a link will be provided so that customers can retrieve the vehicle's full information on your site. If interested, your customer can connect directly with the dealership via Facebook Messenger or from their phone to a number determined by the dealership. This product includes 1 inventory feed.

ADAPT (ADA Compliance Monthly Audits) - \$110/Month

fusionZONE builds Kia websites to meet the WCAG 2.1 A standards right out of the box, which includes a Real-Time Website Accessibility Tool and Screen Reader. But if a dealer desires a higher-level of protection, we offer ADAPT, a multi-level solution. Because automotive websites change rapidly and often (third party content, OEM marketing collateral, images, etc.), and can be edited by both internal developers and dealership staff, accessibility functionality can be impacted quickly and remain unnoticed until it's too late. To solve this frustrating situation, ADAPT was created, ensuring full-compliance at any given time.

Designed for true accessibility and minimal legal exposure, ADAPT includes elements that work together to provide both a strong defense and real capabilities for consumers with disabilities. By addressing the website itself, displaying legal statements that offer alternative communication methods, and technology that enables efficient, real-time accessibility features, ADAPT goes well-beyond the WCAG 2.1 A compliance requirements, ensuring continuous ADA accessibility for consumers and legal protection for our clients. Our Monthly Audits provide you with peace of mind, knowing that our staff consistently evaluates your website for compliance, ensuring any new creative, copy or design change incorporates the principles of accessibility as best as possible.

Reputation Management - \$449/Month

Reputation Management is critical for every dealership. Our service helps our dealer partners strengthen their brand, build trust and credibility with their community, and create an impressive online presence through outlets such as Google, Facebook, DealerRater, CarGurus and Cars.com. This service is included in our Premium Digital Package.

LeaDR+ - \$449/Month

Included in our Premium Bundle, LeaDR+ is a new type of trade tool that gives purchasing power to a dealer's customer. The enhanced lead module allows for a soft credit pull and includes a trade-in tool (powered by KBB), that allows the customer to input their VIN or select their vehicle from a drop-down menu. The dealer will have full-view of the customer's deal on a custom portal that includes their soft credit report and the KBB trade-in value of their vehicle. LeaDR+ includes the trade-in tool and credit-pull capabilities, including 100 pulls per month.

FastRing - \$449/Month

Included in both our Advanced and Premium Website Packages, FastRing can be added to any dealership's website as an instant call-connect system.

FastCoupons - \$299/Month

Included in both our Advanced and Premium Website Packages, FastCoupons is 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.

CONNECT (24/7 Live Chat & Text) - \$449/Month

Included in both our Advanced and Premium Website Packages, 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.

Group Website - \$899/Month

Whether you have two dealerships or twenty, you can increase traffic across all their websites by building a fusionZONE Group Website. It is the perfect answer to unifying multiple websites that specialize in different brands, giving your customers more inventory options and instant access to all your dealerships in one place. This responsive designed, fully-secure website showcases rolled-up new and used inventory for all dealerships within the group and links to individual dealerships. Additional inventory feeds may incur additional costs.

Service Website - \$899/Month

Car dealerships do more than sell cars, which is why we offer more than one type of website. A great way to bring more customers into your Service Department is with a specialized Service Website. We provide a responsive designed, fully secure website, dedicated for fixed ops, specifically for scheduling service appointments, as well as highlighting common services, such as oil changes, tires, scheduled maintenance, etc. Relative content regarding parts and services is far beyond what is usually found on a single Service page on a dealer's main website.

Collision Website - \$899/Month

A responsive designed, fully secure website for dealers who have a collision center/body shop. These websites showcase facilities, address insurance for claims and appointment scheduling. Relative content regarding parts and services, far beyond what is usually found on a single Collision page on a dealer's website.

Finance Website - \$899/Month

A responsive designed, fully secure website, dedicated to special finance customers who are either beginning to build, or in the process of rebuilding their credit. Relative content regarding credit challenged buyers, far beyond what is usually found on a single Finance page on a dealer's website.

Spanish Website - \$899/Month

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. Additional inventory feeds may incur additional costs.

Exterior Video - \$899

An experienced videographer will take professional drone footage of a dealership's exterior location. Footage will be edited according to the dealer's specifications by our creative team on staff and used directly on the dealer's fusionZONE website.

Interior Video - \$899

An experienced videographer/photographer will take professional footage of a dealership's interior location, using a combination of cinematic video-camera work and still photographs. Footage will be edited according to the dealer's specifications by our creative team on staff and used directly on the dealer's fusionZONE website.

Exterior & Interior Videos - \$1,350

An experienced videographer/photographer will take professional footage of a dealership's exterior location using a drone and a dealer's interior location, using a combination of cinematic video-camera work and still photographs. Footage will be edited according to the dealer's specifications by our creative team on staff and used directly on the dealer's website.

Generic (RackSpace) Email Hosting - \$150/per 25 Mailboxes

fusionZONE will host a dealer's email service through the RackSpace portal, allowing the dealer to manage freely.

Advanced (Microsoft Exchange) Email Hosting - \$150/per 10 Mailboxes

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

Custom Website Creative Services - \$150/Hour

Custom graphics created by fusionZONE's experienced design team for a dealership's additional marketing needs.

Additional Homenet IOL Lite Feed - \$90/Month

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.