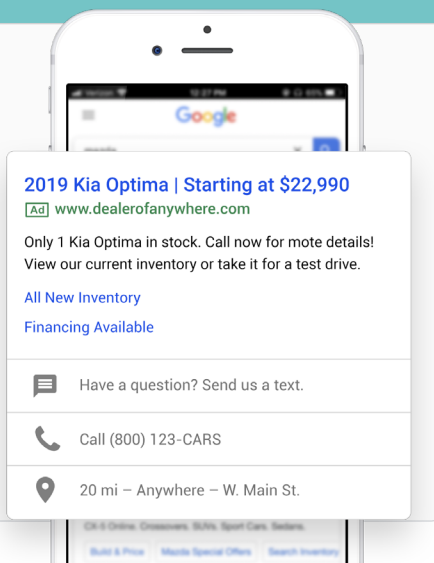


# Kia Digital Advertising

## What L2T Paid Search Does For You

Engages active and ready-to-buy shoppers at the right moments in their journey

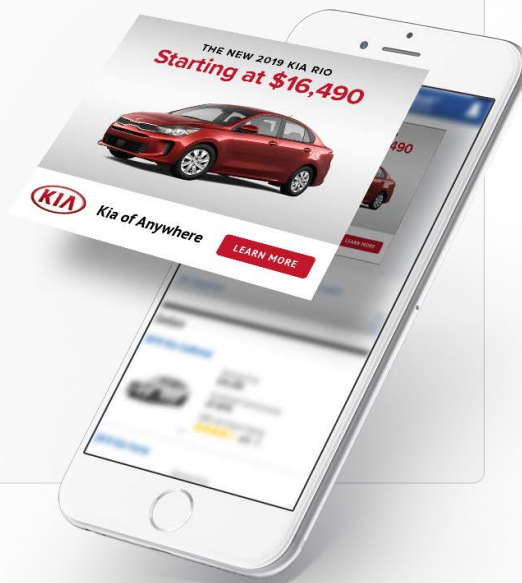
- Drives more VDP views and exposes your current incentives
- Captures more mobile traffic and calls
- Focuses on best-performing keywords
- Dynamically serves inventory ads



## What L2T Display Does For You

Reaches shoppers outside of paid search

- Drives high-quality traffic
- Brings highly qualified shoppers back to your website
- Dynamically serves inventory ads on premium auto websites



- ✓ Paid Search
- ✓ Display Advertising
- ✓ Video Advertising
- ✓ Paid Social
- ✓ SEO
- ✓ AutoIncent

## Choose L2T

### WE LOVE THE AUTO INDUSTRY

That's our focus and we're sticking to it.

### PERSONAL ATTENTION

Our innovative and expert team guides you to determine strategy, assign the proper budget, execute campaigns and track results

### REAL-TIME REPORTING

Our L2T Performance Dashboard allows you to measure the effectiveness of live campaigns with real-time reporting.

### SUCCESSFUL PARTNERSHIPS

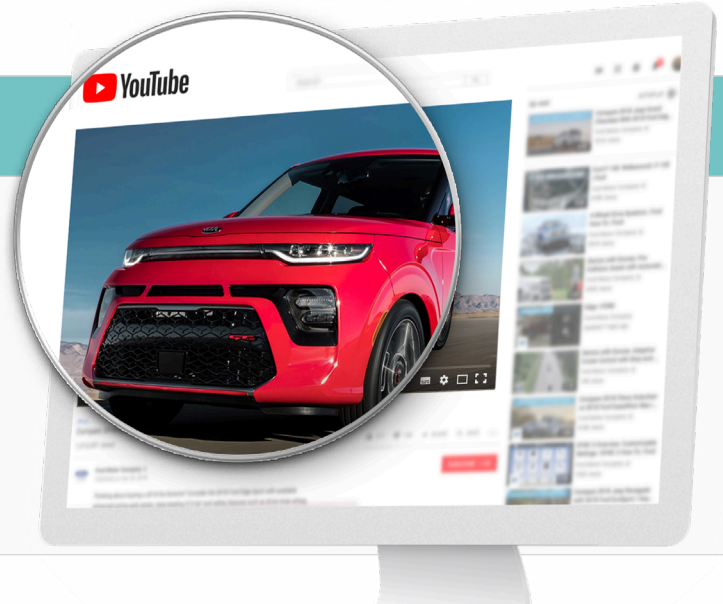
L2TMedia leverages a higher level of support from Google, Bing and Facebook.



## What L2T Video Does for You

Advertises where shoppers are spending quality time

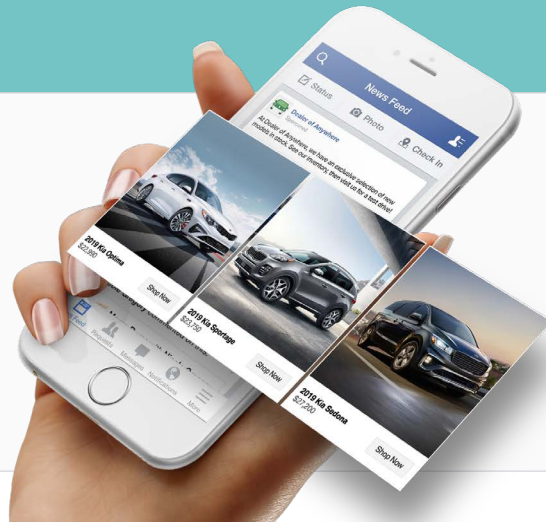
- Engages targeted shoppers in a very cost-efficient way
- Captures more targeted traffic based on shopper profiles
- Let L2T produce your video



## What L2T Paid Social Does for You

Engages and connects with car shoppers and customers

- Hyper-targets ads to car shoppers on Facebook and Instagram
- Promotes your inventory and incentives with VDPCconnect
- Technology fee for VDPCconnect for Paid Social – \$199/mo



## What L2T SEO Does For You

Reaches and maintains top organic search positions

- Increases organic relevancy
- Claims local citations
- Ensures presence in branded/ local searches



## Kia Advertising Program Packages

Basic \$999-\$1,499/MO	Standard \$1,500-\$2,999/MO	Advanced \$3,000-\$5,999/MO		Dominate \$6,000+/MO
Choose One	Choose Two	Choose Three		Choose at Least Three
<ul style="list-style-type: none"> <li>Branded, regional, new car</li> <li>Display</li> <li>Video</li> </ul>	<ul style="list-style-type: none"> <li>Branded, regional, new car</li> <li>Display</li> <li>Video</li> <li>Used Car</li> <li>Service</li> </ul>	<ul style="list-style-type: none"> <li>Branded, regional, new car</li> <li>Display</li> <li>Video</li> <li>Paid Social</li> <li>Location-based Targeting Display</li> </ul>	<ul style="list-style-type: none"> <li>Used Car</li> <li>Used Car VDPCConnect</li> <li>Service</li> </ul>	<ul style="list-style-type: none"> <li>Branded, regional, new car (VDPCConnect)</li> <li>Display</li> <li>Video</li> <li>Paid Social</li> <li>VDPCConnect for Display</li> <li>Service</li> <li>Parts</li> <li>Conquest</li> <li>New Car Spanish</li> <li>Competitor</li> <li>Used Car</li> <li>Used Car VDPCConnect</li> </ul>

## Creative Services

**AutoIncent Base**  
\$399/MO

**AutoIncent Advanced**  
\$578/MO

## Find the SEO Package That's Right for you

Features	Basic \$899/MO	Standard \$1,299/MO	Advanced \$1,599/MO
<b>Local SEO Presence Plus</b> Optimize all major local citations (Including Google My Business page)	✓	✓	✓
<b>Keyword research</b>	✓	✓	✓
<b>Setup and monitor Google &amp; Bing Webmaster Tools</b>	✓	✓	✓
<b>Facebook and Twitter page setup</b>	✓	✓	✓
<b>Setup and optimize YouTube</b>	-	✓	✓
<b>Create blog</b>	✓	✓	✓
<b>Optimize onsite content</b>	1 page	2 pages	3 pages
<b>Blog posts</b>	2/mo	3/mo	4/mo
<b>Create custom website page</b>	1/mo	2/mo	3/mo
<b>Off-site linking</b>	6/mo	8/mo	10/mo