

# 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
- **DAS EXCLUSIVE! Women-Drivers.com Review Monitoring** 62% of all new cars are sold to women. DAS monitors for new reviews on Women-Drivers.com, a site exclusively for this demographic
- Google Smart Survey directs positive survey responses from Gmail addresses to post feedback publicly only on Google
- **Review Surge** drives 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** increases 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

### Additional 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** DAS responds to all positive/negative reviews for all included sites

**Positive Review Responses: \$199/mo** Digital Air Strike responds to 100% of positive reviews for all included sites

## 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
- **DAS EXCLUSIVE! Women-Drivers.com Review Monitoring** DAS monitors for and responds to negative reviews on Women-Drivers.com
- **Mobile Review Surge "Thank You" Contest** encourages customers to complete the review with chance to win a monthly, national contest for \$500 gift card -- 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

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 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
- **NEW! CARFAX Review Responses** DAS responds to all new positive and negative reviews on CARFAX – a site visited 28 million times every month by car shoppers
- **DAS EXCLUSIVE! Women-Drivers.com Review Monitoring** DAS responds to all positive & negative reviews on Women-Drivers.com
- Dispute negative reviews that violate Terms & Conditions
- 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