



## Reputation Management + Google Business Profile Packages

**KIA DEALERS GET 50 EXCLUSIVE FEATURES THAT TURN SEARCH, SOCIAL MEDIA & REVIEW SITES INTO LEAD GENERATORS**



Kia Reputation Management Features	DAS Reputation Dominate	DAS Reputation Defend
<b>Dedicated Account Manager</b> - DAS provides 1-on-1 support for each account so you always know who your dedicated client advocate is and how to reach them.	✓	✓
<b>Automatic Email Surveys</b> - DAS monitors and professionally responds to 100% of all positive and negative surveys. Dedicated team tailors responses specific to each dealership.	✓	✓
<b>DMS Integration</b>	✓	✓
<b>Review Site Responses</b> - DAS monitors and responds to 100% of positive and negative reviews on Cars.com, CarGurus, Edmunds, Facebook, and Google.	✓	✓
<b>Respond to Comments on Social Media</b> - DAS responds to your social site comments in less than 48 hours.	✓	✓
 <b>Review Dispute Resolution on Facebook and Google</b> - DAS will proactively flag reviews for you that violate T&Cs on Facebook and Google.	✓	✓
<b>Mission Control</b> - Consumer Intel & Engagement platform with customizable reporting.	✓	✓
<b>Covers All Car-Centric Sites</b>	✓	✓
<b>ALL Review Responses Across All Sites</b> - DAS monitors and professionally responds to 100% of all positive and negative reviews. Dedicated team tailors responses specific to each dealership.	✓	✓
<b>Review Disputing Across All Sites</b> - Disputing Reviews Across All Sites - DAS proactively flags reviews across ALL sites and appeal any reviews that violate terms & conditions of that site.	✓	
<b>QR Codes Designed to Drive Traffic to Review Sites</b> - DAS creates dealer specific QR codes that you can place around your dealership to encourage consumers to leave a review on your key sites!	✓	
<b>Manual SMS Review Texting</b>	✓	
<b>Automatic SMS Surveys</b>	✓	
	<b>\$699/mo</b> One-time Platform Creation: \$349	<b>\$499/mo</b> One-time Platform Creation: \$199



**DAS** REPUTATION  
MANAGEMENT:

*Proven Five-Star Results!*

Kia Enhancement Features	Business Listing Syndication
Syncing and Distribution of all Dealer Information across 40+ high impact online sites	✓
Instant Syncing Capability	✓
Duplicate Listing Suppression	✓
Maximize Accuracy of Listings Across the Web	✓
	<b>\$249/mo</b> One-time Platform Creation: \$99

# NEW! DAS ENHANCED GOOGLE BUSINESS PROFILE PACKAGES FOR KIA DEALERS



Receive over  
**18,000\***  
website visits from  
your Google Business  
Profile in a 10-month  
period

**60%\***  
of car buyers  
trust Google

9,200+ Retailers, OEMs, and Partners work with Digital Air Strike because we get results!

## THREE REASONS TO PARTNER WITH DAS ON YOUR GOOGLE BUSINESS PROFILE

- 1** It's costly to manage in-house. **Save time and money** with a dedicated DAS account manager.
- 2** DAS specializes in **automotive** and can deliver on what your customers need.
- 3** Packages developed specifically to **meet the needs of Kia dealers**.

## Google Business Profile Packages

Kia Google Features		DAS Google Dominate	DAS Google Defend
Dedicated Account Manager		✓	✓
 Main Google Business Profile Page		✓	✓
Profile Optimization		✓	✓
QA's Updated 1x Per Month		✓	✓
 Google Tiles		3x/month	1x/month
Social Media Integration		✓	✓
Keyword Strategy		✓	✓
Proactive Photo Uploads		✓	
 Google Reputation Tile		✓	
Profile Nesting		✓	
Up to 3x pages (Sales, Service, Parts, etc.)		✓	
		<b>\$499/mo</b> One-time Platform Creation: \$199	<b>\$299/mo</b> One-time Platform Creation: \$149

\*Results based off averages of DAS clients results YTD 2023



Thank you to our dealers for awarding us 6 Dealers' Choice Awards, more than any other vendor, including the top level for Reputation Management and Lead Generation.

“ I never stress about our dealership's reputation with DAS managing review responses and social media. Their seamless, hassle-free process and responsive team make everything easy. ”  
- Rotolo Auto

AS SEEN IN: **Inc.** **Forbes** **The New York Times** **Automotive News** 

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