

GM Sell

All GM required services: Monitor for and respond to 100% of negative and 100% of positive surveys (50% more than SFE vendor requirements) as well as responses to all reviews on top review sites. Manage and enhance social media pages, post 7x week across Facebook and Twitter, including posts which showcase meaningful positive reviews. Responses to social site comments within 48-hours included. Our award-winning team will also provide monthly support calls/webinar trainings. Strategic goal setting with dedicated automotive team for reputation management including a Client Advocate and Digital Specialist.

DAS goes above and beyond by offering EVERYTHING IN GM RESPOND and GM ENGAGE packages PLUS...

- **NEW! Posts to Instagram** Showcase your dealership and vehicles to Instagram's one billion users
- **NEW! Posts to YouTube** gives your videos and television spots more views and extended life.
- **NEW! Creation of dealer-specific video** DAS creates a quarterly video, highlighting new inventory for use online and in-store.
- **Community Management & Dispute Negative Reviews That Violate Terms & Conditions**
- **Mobile Review Surge Staff Contest** encourages team members to use the technology that increases star ratings. Top dealership team member wins a VIP trip – paid for by DAS!
- **Advertising Budget Review** by automotive marketing experts to streamline expenses and find ROI
- **NEW! Google Power Pack Included** Google My Business Messenger Bot combined with up to 2 posts each including Google Offer Tiles, Google Reputation Tiles, Google Job Tiles, and Google Inventory Tiles
- **NEW! Amazon Parts & Accessories Listing** get your inventory listed on one of the largest online marketplaces in the world!

Managed Social

GM Engage

All GM required services: Monitor for and respond to 100% of negative and 100% of positive surveys (50% more than SFE vendor requirements) as well as responses to all reviews on top review sites. Manage and enhance social media pages, post 7x week across Facebook and Twitter, including posts which showcase meaningful positive reviews. Our award-winning team will also provide monthly support calls/webinar training. Strategic goal setting with dedicated automotive team for reputation management including a Client Advocate and Digital Specialist.

DAS goes above and beyond by offering EVERYTHING IN GM RESPOND package PLUS...

- **NEW! DealerRater Review Responses** responses to all new positive and negative reviews on DealerRater
- **NEW! Google Offer Tile** showcase your dealership specials on your dealer listing on Google search results
- **Google Reputation Tile** highlight feedback from happy customers to new consumers searching for you on Google
- **Mobile Review Surge "Thank You" Contest** encourages customers to complete the review with chance to win a national contest for \$500 gift card monthly paid for by DAS
- **Social Recruiting—Facebook Jobs** hire better and faster by posting open positions on Facebook jobs
- **Social Advertising** – attract more applicants by amplifying the reach of a job posting each month on Facebook
- **Facebook Testimonial App** Allows Facebook users to see the positive comments and endorsements of your dealership

Managed Response

GM Respond

All GM required services: Monitor for and respond to 100% of negative and 100% of positive surveys (50% more than SFE vendor requirements) as well as responses to all reviews on top review sites. Our award-winning team will also provide monthly support calls/webinar training. DAS dealers get a dedicated Client Advocate.

DAS goes above and beyond with:

- **100% Survey and Review Responses!** DAS will respond to 100% positive surveys and reviews (50% more than is required). Responses are customized by a real person to your specifications – including multi-lingual responses
- **Yelp Review Responses** include review responses to all new positive and negative reviews on Yelp
- **NEW! Google My Business Messenger Bot** built and loaded on Google for your dealership. Mobile customers who text your business from search results get immediate response and are moved further down the sales funnel
- **Mobile Review Surge** increases your star ratings by text messaging happy visitors to leave reviews
- **NEW! Introductory Social Posting Package** includes multiple posts each week on Facebook



All packages eligible for our December Special which includes a **YEAR free of Facebook Marketplace**, our award-winning **AI Facebook Smart Assistant with inventory integration** and the only **General Motors Virtual Reality app** for the Oculus Go and the **hottest technology** for 2019 to engage with your DAS team and convert customers!

*Response SLAs: review responses provided within 3 days or less and survey business responses within 5 business days. Posts of open job listings dependent on dealer communication and availability of open positions. Existing DAS clients and/or dealer groups may qualify for discounts off package rates listed above. Ask your Client Advocate for details.

AI VR Upgrades

DECEMBER SPECIAL! Select any package add-on below for a December start and get all of 2019 for FREE! Each comes with the hottest communication and/or VR device for 2019.

Facebook VR Inventory App

- Wow your customers with exciting new Virtual Reality technology that showcases both 2018 and 2019 models in an immersive customer experience
- Get the latest in VR headset technology at no charge!

Facebook Marketplace with CRM Integration

- Get your used vehicle inventory seen on Facebook, with its 2.27 billion monthly active users
- Never miss a Facebook lead by integrating with your CRM
- Get the hottest new communication device at no charge!

Facebook Marketplace AND Facebook AI Smart Assistant

- List your used vehicle inventory on Facebook
- Integrate with your CRM
- The powerful Facebook Smart Assistant engages and manages consumer interactions via Facebook Messenger, including those interested in vehicles being sold on Facebook Marketplace
- Dealership staff alerted and leads qualified for best results
- Get the hottest new communication device at no charge!

Facebook Marketplace with Facebook AI Smart Assistants AND VR Inventory Showcase

- List your used vehicle inventory on Facebook, including CRM integration
- The powerful Facebook Smart Assistant engages and manages consumer interactions, including alerts to dealership staff
- Wow your customers with exciting new Virtual Reality technology that showcases both 2018 and 2019 models in an immersive customer experience
- Get the hottest new communication AND a VR device for no additional charge! This is a great way to drive traffic into your actual showroom so prospects can leverage VR to learn more about all of your makes and models.

Additional Add-Ons

Social Posts to Instagram (included in SELL package) Showcase your dealership and vehicles to Instagram's one billion users

Posts to YouTube and Creation of dealer-specific video (included in SELL package) Posts to YouTube of your pre-existing videos. Plus, we'll create a quarterly video highlighting new inventory and your "why buys" for use online, on social networks, and in-store.

Custom Dealer Graphics Custom graphics. Up to 2 a month.

Social Recruiting—Facebook Jobs (included in ENGAGE and SELL packages) hire better and faster by posting open positions on Facebook Jobs. Up to 4 positions posted monthly.

People Logix Applicant Tracking System Reach high-quality candidates fast by posting instantly to dozens of job boards, including Indeed, LinkedIn, Glassdoor, and more. Rate and manage your applicants, track results, schedule and conduct video interviews, manage background checks, and receive hiring updates straight to your mobile device.

Used Vehicle Review Surge Survey Send surveys to your non-GM used vehicle sales customers to generate more reviews on third-party review sites while gaining valuable customer feedback.

Google Power Pack (included in SELL package) Google My Business Messenger Bot combined with up to 2 posts each including Google Offer Tiles, Google Reputation Tiles, Google Job Tiles, and Google Inventory Tiles.

Dispute Negative Reviews That Violate T&Cs (included in SELL package) DAS will dispute negative reviews that violate Terms and Conditions

Facebook Testimonial App Allows Facebook users to see the positive comments and endorsements of your dealership.

Social Advertising

Social Inventory Ad Pack Put your ads on mobile and Facebook Marketplace, seen by over 2 billion users. Target intended buyers and potential future customers in your area. Increase brand exposure and SEO ranking by using social sites.

Amazon Ad Placement

- 110MM+ registered vehicles in Amazon Garage, 202MM customers reached over Amazon's DSP – target owners with products for their exact vehicles, target amazon users
- Show in-stream videos for Fire TV users – 46% of consumers said they purchase vehicles based on brand video ads
- Amazon platform buyers have 10x more likelihood to be reached than with display/search ads alone

Dynamic Auto Ads Increase chances of repeat business by daily updated dynamic ads, retargeting consumers who have looked at VIN-specific vehicles. Show them vehicles they looked at to bring them back, and increase chance of sale by showing the right products to the right users.

Retargeting Ads Remarket to recent web visitors, to increase your conversions, by bringing them back to your website. Help complete the sales process, to those in market for a new vehicle. Users can see ads relevant to brands they already looked at.

Digital Air Strike's content is seen by more than 100 Million Car Buyers & Service Customers!

DAS is the most-awarded automotive vendor – because we get results!

DIGITAL  AIR STRIKE