

Managed Response

GM Respond

All GM Required Features: Digital Air Strike monitors for and responds to 100% negative and 100% positive surveys as well as responding to all reviews on top review sites. Our award-winning team also provides monthly support calls and live, interactive webinar training.

DAS goes above and beyond with:

- **NEW! Google My Business Information Updates** DAS will keep your Google My Business information updated and ensure it's optimized for "zero-click" behavior.
- **NEW! Google My Business Q&A Management** DAS monitors and responds to Google Questions & Answers on your Google profile, pushing down negative comments as well.
- **NEW! Google My Business COVID Safety Protocol Tiles** Give car buyers and service customers peace of mind with posts to your Google My Business profile highlighting the safety measures your dealership is taking to keep customers (and your staff) safe when they visit your store.
- **DAS EXCLUSIVE! Women-Drivers.com Certified Badge** 62% of all new cars are sold to women. DAS responds to all reviews on this site, created specifically for this demographic, while sending alerts to you via the DAS Mobile App.
- **Bonus! Introductory Social Posting Package** Reach car buyers on Facebook and showcase your incentives and new vehicles with multiple OEM content posts each week.

DIGITAL AIR STRIKE HAS BEEN A VALUABLE PARTNER FOR FIVE YEARS

"Digital Air Strike's solutions consistently deliver more traffic to our dealership and go above and beyond expectations. DAS is a true testament to excellent customer service." ~ Fox Motors



Managed Social

GM Engage

All GM Required Features: DAS monitors for and responds to 100% of positive and negative surveys as well as responding to all reviews on top review sites. Our award-winning team also provides monthly support calls/webinar training. Plus, we manage and enhance your social media pages, post 7x week (2 more than required) across Facebook and Twitter, including posts showcasing meaningful positive reviews. Strategic goal setting with your dedicated auto team for reputation management including a Client Advocate and Digital Specialist assigned to your account.

DAS goes above and beyond with EVERYTHING IN GM RESPOND PLUS...

- **NEW! National Sales & Offer Stories** DAS posts mobile-optimized content highlighting national sales incentives to audiences on Facebook and Instagram Stories.
- **NEW! Google Sales and Service Pages Management** Showcase your sales and service departments with unique Google My Business Profiles including specific hours, specials, and reviews. Google Photo management for each department is also included to highlight the features of your showroom, service department, teams, and more.
- **NEW! Google Products** It's like putting your showroom on Google's home page! Only DAS showcases your latest GM models right on your Google My Business Profile with custom graphics – all without any additional PPC fees!
- **Social Posting for Instagram** Get "Insta-fame" and build your brand with social posting to Instagram.
- **Google Job Tiles** Your next rock star employee may be searching for you on Google, so highlight your open positions and your "why work here" on the #1 search engine.
- **Google Offer Tiles** Showcase your dealership specials on your dealer listing on first-page Google search results.

Premium Social

GM Sell

All GM Required Features: DAS monitors for and responds to 100% of positive and negative surveys as well as responding to all reviews on top review sites. Our award-winning team also provides monthly support calls/webinar training. Plus, we manage and enhance your social media pages, post 7x week (2 more than required) across Facebook and Twitter, including posts showcasing meaningful positive reviews. We respond to all social site comments within 48 hours and include strategic goal setting with your dedicated auto 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! Vehicle Highlight Stories on Facebook and Instagram** Get seen at the top of Facebook and Instagram! Promote the coolest features of your top vehicles with engaging videos created by DAS and posted on Facebook and Instagram to engage new consumers and get them to choose your dealership.
- **NEW! Reputation Highlight Stories on Facebook and Instagram!** Every month DAS creates and posts your 5-star customer testimonials using Facebook and Instagram's engaging stories feature. Let car buyers and service customers know why they should choose your store!
- **NEW! TikTok Optimized Videos** TikTok is the hottest new social platform with 80 million monthly users in the US. DAS creates model-specific videos optimized for the site showcasing your dealership's inventory to a new generation of car shoppers.
- **NEW! Google Photo Management** DAS showcases dealer-provided photos and optimizes photo uploads with keywords for improved search results. Show customers searching for your vehicles all your store has to offer with more visual assets.
- **Google Motion Tiles** Put the "motion" in your promotion with engaging, short videos posted monthly to Google promoting your dealership to car buyers and service customers searching for your dealership on both Google and within Google Maps.
- **Google Q&A Enhancement** DAS creates FAQs highlighting the benefits of your dealership and inventory on Google. We proactively answer your customers' questions before they even ask!

Lead Response Videos

Response Logix Video Deluxe Package

- Customized COVID-Friendly Messaging Video
- Access to DAS Response Logix Video platform
- Access to a vast library of DAS created videos for you to use showcasing various aspects of your dealership

Response Logix Video Premium Package

- Everything in the DELUXE package plus:
- Monthly Dealer Video Creation
- Custom, Dealer-Branded, COVID-friendly Landing Page
- Video Content Collaboration with DAS team

Response Logix Video Elite Package

- Everything in the DELUXE and PREMIUM packages, plus:
- 360° Smart inventory Display (\$1,399 value!)
- Seamless Website Provider Integration
- Seamless Inventory integration with all DAS Solutions

Recruitment Boost

LinkedIn Recruitment Boost

- **LinkedIn Job Openings Posts** – DAS posts your open positions and employee benefits to job seekers actively looking on LinkedIn, the world's largest professional network
- **LinkedIn Incentives & Offers Posts** – Promote your dealership, new incentives and top offers to LinkedIn's audience of 675 million monthly users
- **LinkedIn Stories Posts** – Catch the attention of LinkedIn's professional audience and showcase your inventory, safety measures, new promotions and more with photos that stand out from basic timeline posts
- **Glassdoor Review Responses** – DAS protects your employer reputation with professional responses to employee reviews on Glassdoor, the top site for job listings and employer reviews

DIGITAL  AIR STRIKE

Social Media Enhancements

Mobile Review Surge with Customer Contest

Increase star ratings by text messaging happy customers 10 days after the survey. Additionally, our text solution encourages customers to complete the review with a chance to win a \$500 gift card as part of a national contest (all paid for by DAS!)

Social Posts to Instagram

Showcase your dealership and vehicles to Instagram's active audience

Posts to YouTube and Creation of Dealer-Specific Videos

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

Social Recruiting—Facebook Jobs Facebook Marketplace Messaging AI Assistant – Hire tech-savvy staff with open positions posted on Facebook Jobs or add our AI messaging to respond to Marketplace leads and integrate into your CRM seamlessly.

Dispute Negative Reviews That Violate T&Cs

DAS will dispute negative reviews that violate Terms and Conditions

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

Custom Dealer Graphics - Up to two custom a month

On-Site Dealership Walk-through Video Creation

Digital Air Strike's professional video team will travel to your dealership and film a facility walkthrough using our start-of-the-art technology. Includes up to 5 hours of filming so we can capture every aspect of your dealership

Only DAS offers access to our full COVID-19 resource library with videos all for a low, one-time fee. Use year-round!

DAS Dealers Blow Away Their Competition! Add any of our NEW Response Logix video engagement solutions and get the hottest new Bluetooth and streaming technology devices. **ASK FOR DETAILS!**

BOSE



amazon Prime

New 2021 Advertising

Amazon Network Streaming Dynamic Inventory Ads (OTT)

Video ad targeting using Amazon's first-party data with world class audience insights and consumer behaviors. Combine with retargeting ads on Google's Display Network to reach viewers who have watched your ad and drive website traffic. DAS creates the OTT ad including production, professional talent, post-production and all rights secured. Ads have a 97% completion rate, meaning viewers retain your message better!

Social Inventory Ads - Advertising on mobile & Facebook Marketplace. Target buyers in your area driving leads and helping SEO.

Dynamic Auto Ads

Increase chances of repeat business by utilizing dynamic ads (updated daily), retargeting consumers who have looked at VIN-specific vehicles. Show them vehicles they looked at to bring them back and increase the chances of a sale by showing the right products to the right buyer at the right time

PARTNER with DAS for the BEST Perks! Ask about your number of entries based on package level for your chance to join us on an all-inclusive Dealer Advisory trip to Necker Island in the British Virgin Islands - a private, COVID-free resort.

2021 GM Dealer Appreciation Program

Enjoy exclusive benefits available only to DAS Dealers with the **2021 DAS GM Dealer Appreciation Program** including VIP access to the members-only House of Blues' Foundation Rooms nationwide, trips to Scottsdale, AZ for Spring Training and much more!

