



IT'S ALL ABOUT THE COMPANY YOU KEEP AND THAT'S WHY TOP DEALERS PICK DIGITAL AIR STRIKE.

- ✓ 2022 GM DEALERS GET 46 NEW & EXCLUSIVE FEATURES
- ✓ DAS DEALERS MEET THE WORLD'S MOST SUCCESSFUL ENTREPRENEURS



ONLY DAS INCLUDES THE TOP TECH GIFTS EVERY SUCCESSFUL ENTREPRENEUR MUST HAVE!

Get the hottest new technology devices with any of our NEW Lead Response & Engagement packages. **ASK FOR DETAILS**



	Digital Air Strike GM SFE Packages	Sell Premium Social	Engage Managed Social	Respond Managed Response
CORE FEATURES	GM Survey Responses - DAS monitors and professionally responds to 100% of all positive and negative surveys.	✓	✓	✓
	SFE Vendor-Required Review Site Responses - DAS will monitor for and respond to 100% of positive and 100% of negative reviews on Google, Facebook, Cars.com, CarGurus, and Edmunds.	✓	✓	✓
	Social Media Profile Management & Posting to Facebook, Twitter and Instagram - DAS will manage and enhance your social media pages and post across Facebook, Instagram & Twitter, including posts showcasing meaningful positive reviews. DAS New for 2022: Instagram on Respond and more posts to Instagram.	7 weekly posts to Facebook or Twitter & 2 weekly posts to Instagram (4 more posts than required)	7 weekly posts to Facebook or Twitter & 2 weekly posts to Instagram (4 more posts than required)	5 weekly posts to Facebook & 1 weekly post to Instagram (6 more posts than required)
	Award-Winning Team, Webinars, & Support - Our award-winning team provides monthly support, training and every dealer is matched with a dedicated Client Advocate.	✓	✓	✓
	Strategic Goal-Setting with Account Team - Strategic goal-setting with our dedicated automotive team for reputation management including a Client Advocate and Digital Specialist.	✓	✓	✓
	Social Advertising - Get boosted content or VIN-specific automotive inventory ads (monthly spend at dealer discretion).	✓	✓	
	Managed Social Responses (48hr SLA*) - We'll respond to your social site comments in less than 48hrs!	✓		
DAS TEAM	DAS Client Appreciation G20 Drawing - This is your chance to win a once-in-a-lifetime getaway to an exclusive, private island in the British Virgin Islands with the nation's top dealers.	100 entries	20 entries	5 entries
	NEW! Advertising Budget ROI Assessment - Our team of marketing experts will help you analyze your current marketing spend to help you find overlap and save thousands of dollars every month! New for 2022: Offered at every package level!	✓	✓	✓
RECRUITING	NEW! Google Job Tiles - Highlight your open positions on the first page of Google.	Unlimited	Up to 2 posts monthly	1 post monthly
	NEW! Social Recruiting on Facebook Jobs - DAS posts your open positions on Facebook Jobs to find the best candidates quickly and effectively.	Up to 4 jobs monthly	Up to 2 jobs monthly	1 job monthly
	NEW! Response Path Jobs Card - Get the word out about your open and hard to fill positions on your website's Response Path AI chatbot.	✓	✓	✓
	NEW! Glassdoor Review Responses - Ensure great job candidates apply to work at your dealership with custom responses to employee reviews on Glassdoor.	✓	✓	
	Social Advertising for Facebook Job Posts - DAS advertises your open positions to active job seekers on Facebook. Our design team and copywriters ensure your ads attract more candidates!	✓	✓	
INVENTORY MARKETING	NEW! Facebook Inventory Posting on Dealer Facebook Page - VIN-specific posts of your inventory posted to your Facebook page driving in-market shoppers to your VDP's.	✓		
	NEW! BestRide.com Inventory Merchandising - Full inventory feed updated daily.	✓		

= DAS NEW AND/OR EXCLUSIVE

“MORE LEADS FROM GOOGLE & FACEBOOK

“With Digital Air Strike as our social media and reputation partner, we are getting more leads from Google and Facebook.”

MODERN AUTOMOTIVE NETWORK



Digital Air Strike GM SFE Packages		Sell Premium Social	Engage Managed Social	Respond Managed Response
GOOGLE MY BUSINESS	Google My Business Profile Maximizer - DAS will keep your Google My Business information updated, while optimizing your GMB profile to maximize zero-click behavior.	✓	✓	✓
	COVID Safety Protocol Tiles - Give car buyers and service customers peace of mind with posts by DAS to your Google My Business profile highlighting the safety measures your dealership is taking to keep customers safe.	✓	✓	✓
	NEW! Safety Protocol Updates (COVID) - DAS highlights on Google your safety measures and dealership/vehicle hygiene to encourage customers to come to your dealership.	✓	✓	✓
	NEW! Google Trade-In Tile - Get the word out about your trade-in specials directly on the first page of Google without paying for PPC!	Up to 2 posts monthly	1 post monthly	
	Google Offer Tiles - Get thousands of free views on your Google listing! We highlight your best OEM incentives where people are searching for your dealership: Google!	Up to 2 posts monthly	1 post monthly	
	Manage Additional GMB Profiles - Showcase your sales, service, and parts departments with unique profiles on Google with specific hours, specials, and reviews.	✓	✓	
	Google Photo Maximizer - DAS will post dealer-provided photos and optimize the photo uploads for improved search results.	Unlimited		
	Google Q&A Management - DAS monitors and responds to Google Questions & Answers on your GMB profile pushing down any unnecessary, negative comments at the same time.	✓		
	Google Motion Tiles - DAS creates and posts short, engaging videos to Google, promoting your dealership on Google search and Google Maps!	✓		
	Google Q&A Proactive Management - DAS proactively adds Questions and Answers about your dealership to the Q&A section on Google to better engage audiences performing zero-click searches.	✓		
Google Reputation Tiles - We put your top reviews on Google by creating a custom quote image for your dealership to let all consumers see how much your customers love you!	✓			
SOCIAL MEDIA	National Sales & Offers Stories - DAS posts mobile-optimized content to highlight national sales incentives to audiences on Facebook.	Monthly	Monthly	
	Facebook Testimonial App - Our exclusive app for Facebook helps more users see the positive comments and endorsements for your dealership directly on your Facebook page.	✓	✓	
	Vehicle Highlights Stories - Promote the coolest features of your top vehicles with engaging videos created by DAS and posted on Facebook to engage new consumers and get them to choose your dealership.	✓		
	Reputation Highlight Stories - Every month DAS creates and posts your 5-star customer testimonials using Facebook's engaging stories feature.	Monthly		
	Video Posts to YouTube - Give your videos and television commercials more views and extended life. (\$299/month value paired with video – INCLUDED at no extra cost to you!).	Monthly		
	Instagram Video Posts - Share engaging videos that showcase your dealership, team, safety measures, and new offers every month on Instagram.	Monthly		
	NEW! Instagram Story Mentions Management - Happy customers are posting about their new cars and experiences at your dealership on Instagram. The Digital Air Strike team engages with them to build your Instagram community.	Monthly		
	Social Pages Community Management - DAS will help ban trolls, creeps, haters, and anyone else who tries to post content violating Terms & Conditions of your social profile pages.	✓		
REPUTATION	CARFAX Review Responses - Back by popular demand, DAS fully manages your reviews on one of the top-ranked automotive sites worldwide!	✓	✓	✓
	DealerRater Review Responses - Trust us: DealerRater is a site you don't want to ignore. DAS will respond to all of your positive and negative reviews on this critical site!	✓	✓	✓
	Yelp Review Responses - DAS monitors and responds to new positive and negative reviews on Yelp to protect your dealership's reputation.	✓	✓	✓
	NEW! Spanish Review Responses - Let our team of Spanish speaking experts respond to your reviews across your sites to engage with your customers in their native language	✓	✓	✓
	Dispute Reviews that Violate Terms - Let DAS flag and dispute bogus reviews for you! We work directly with each site to get more reviews taken down than anyone else.	✓	✓	✓
			\$849/mo	\$549/mo

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Response SLAs: review responses provided within 3 days and survey responses within 5 business days or less. 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. Dealer will need to provide credentials for DAS team to respond to reviews on all sites and to post on social media profiles.

DAS HELPS 5,000+ DEALERS SELL MORE ON SEARCH, SOCIAL & REVIEW SITES.

ENROLL: www.dasgm2022.com CALL: 888.864.2103 EMAIL: gmrep@digitalairstrike.com

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ADDITIONAL SOLUTIONS TO SELL & SERVICE MORE IN 2022

Lead Response and Engagement Solutions	SAVE \$500/MO BY SIGNING UP DURING SFE!	SAVE \$400/MO BY SIGNING UP DURING SFE!	SAVE \$300/MO BY SIGNING UP DURING SFE!
	Partner \$1499/mo- \$999/mo One-time Platform Creation: \$899	Preferred \$999/mo \$599/mo One-time Platform Creation: \$499	Prestige \$599/mo \$299/mo One-time Platform Creation: \$299
DAS Client Appreciation G20 Drawing - This is your chance to win a once-in-a-lifetime getaway to an exclusive, private island in the Caribbean with the nation's top dealers.	100 entries	50 entries	20 entries
Response Logix Nightwatch - Make sure your afterhours leads get the best response with our patented multi-vehicle lead quoting engine.	✓	✓	✓
Facebook Virtual Inventory Showcase - Dynamically highlights every vehicle on your lot.	✓	✓	✓
YouTube Inventory Merchandising - Creates and posts custom VIN-specific videos to your YouTube channel.	✓	✓	
360° Inventory Merchandising Platform - Delivers an immersive shopping experience to online car buyers.	✓	✓	
Multimedia texting - Text campaigns promoting your offers and specials including custom graphics for EACH blast!	✓		

CHOOSE ANY OF OUR LEAD RESPONSE AND ENGAGEMENT ADD-ON'S AND GET GOOGLE LIVE INVENTORY FOR FREE!

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MACBOOK AIR WITH KENNETH COLE BAG



SONOS ROAM WI-FI AND BLUETOOTH SPEAKER



SIR RICHARD BRANSON'S BOOK CLUB OR AMAZON FIRE TV STICK

Social Media Enhancements

Mobile Review Surge with Customer Contest (\$299/month)

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 - paid for by DAS!

Facebook VIN-specific Inventory Posting (\$199/month - included in SELL package)

VIN-specific Facebook posts drive in-market shoppers on Facebook directly to your VDPs.

Posts to YouTube and Creation of Dealer-Specific Videos (\$299/month - included in SELL package)

Posts to YouTube of your pre-existing videos. Plus, we'll create VIN-specific videos highlighting your new and used inventory and your "why buys" for use online, on social networks, and in-store.

Custom Campaigns, Graphics, and Creative (Variable pricing)

Work with our creative and campaign strategy teams to create your custom campaign, graphics or creative! From billboard graphics, to new website carousel imagery, to branding, our team can do it all!

PARTNER WITH DAS for an exclusive chance to win a once-in-a-lifetime experience on Sir Richard Branson's newest private island in the British Virgin Islands with the nation's top dealers & one of the world's most renowned entrepreneurs.



“During SFE last year, our dealership group won the trip to Sir Richard Branson's Private Island in the British Virgin Islands. It was definitely a once in a lifetime trip. We met Sir Richard Branson and even got to play tennis with him. The whole experience was amazing and networking with other top dealerships and the Digital Air Strike team was invaluable. For this year's SFE, I encourage you to partner with Digital Air Strike and you might find yourself on a private island!”

Karen Yarbrough - Lawrence Hall Abilene Dealership Group

