



EV Activation Playbook



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EV Activation Overview

There are few areas in the world of clean energy that are as dynamic as the electric car market. As manufacturers improve battery life, range, performance and availability, more customers are making the leap to electrification. According to eia.gov, Hybrid, PHEV, and Battery Electric Vehicle (BEV) vehicle sales rose to 16.3% of total new light-duty vehicles sales in 2023 from 12.9% in 2022*.

There is a new generation of EV buyers in the marketplace. These electric-vehicle buyers demand new experiences. They want an experience that matches their expectations of the car itself. That is, something exciting and innovative but also reliable and predictable. They expect to both transact online and negotiate with a real person yet still need to take a test drive. They are looking for the overall experience to be more seamless, more personalized, and more flexible than in the days of normal walkarounds.

The growing trend in consumer interest towards electric vehicles is unmatched. AAA** performed a study in 2023 that showed 1 in 4 U.S. adults say they would be “very likely” or “likely” to buy an electric vehicle (powered exclusively by electricity, i.e. not a hybrid) the next time they are in the market for a new or used vehicle**.

This EV playbook is designed to provide recommendations in the EV lead handling processes, EV digital retailing, EV marketing and general EV awareness.

*<https://www.iea.org/news/demand-for-electric-cars-is-booming-with-sales-expected-to-leap-35-this-year-after-a-record-breaking-2022>

**<https://newsroom.aaa.com/2023/11/annual-electric-vehicle-sentiment-survey/>

EV Customer Profile

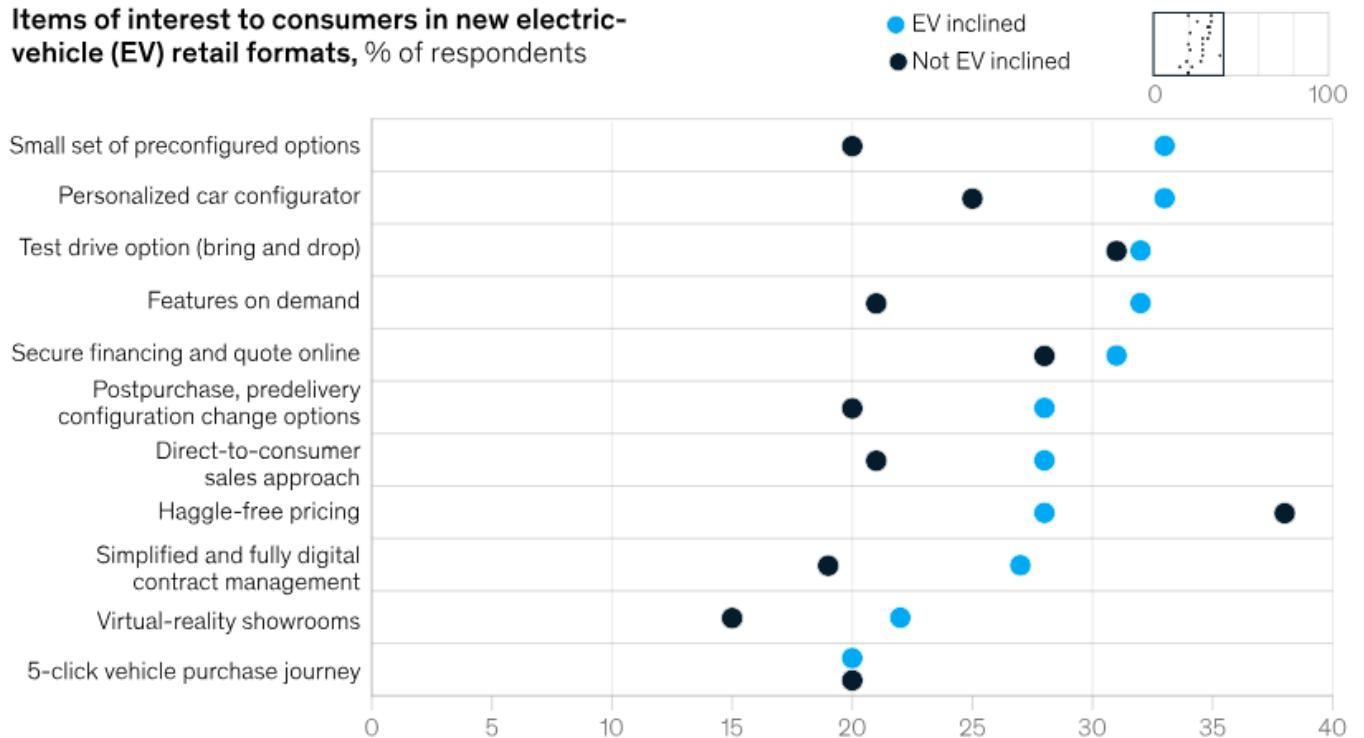
EV Customer Profile

Before we can move forward with preparing for EV sales, we need to understand the EV buyer in terms of what they are looking for and how they are interacting with EVs. A recent J.D. Power study shows that Gen Z is the fastest-growing segment for EV consideration with a 6% year over year increase. Gen Y consumers have the highest level of consideration (72%) and the highest percentage of those who say they are “very likely” to consider and EV (37%).

The graph below is a 2022 study that shows what EV inclined customers vs. not EV inclined customers are interested in.

Electric-vehicle buyers are more interested in new retail formats.

Items of interest to consumers in new electric-vehicle (EV) retail formats, % of respondents



Source: McKinsey Future of Auto Retail Survey, Aug 2022; China, Germany, UK, and US, n = 4,078

Why It Matters

80%

of EV + PHEV purchasers unsure which vehicle to purchase when entering market

3.5

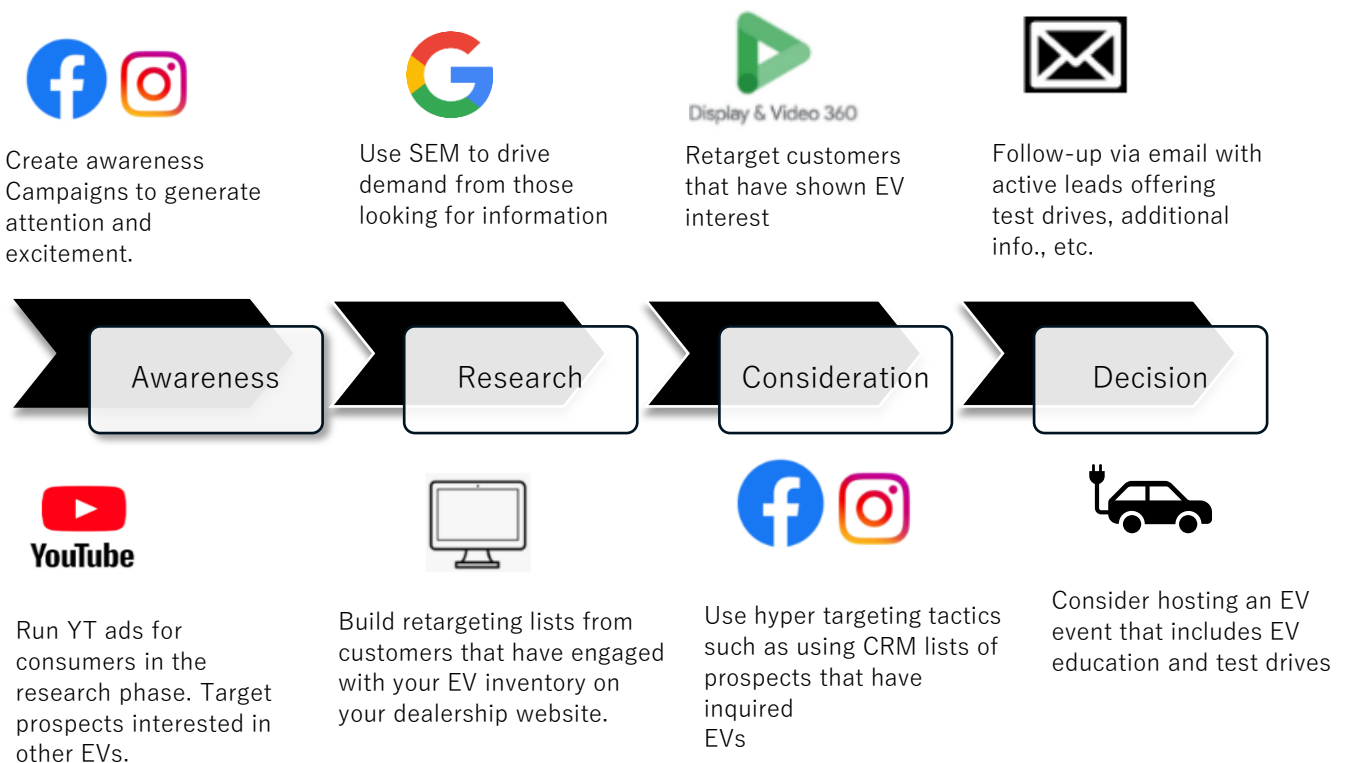
Average number of models EV + Plug In Hybrid EV considers look at

The Customer Journey

There is great interest in EVs however, customers are not sure which EV is best for them. This is a great opportunity to bring awareness to the Kia EV lineup and answer customer questions.

Shoppers will be influenced by several strategies before making a purchase decision. Below is a customer journey path that outlines the potential digital touchpoints you can use to reach prospective EV customers.

It is important to remember, EV customers are not just buying a vehicle, they are buying into a lifestyle. This guide will help take you through each of the step of the customer journey and provide resources you can use.



Awareness Activation Website

The first step of the customer journey is to bring awareness to the Kia EV line of vehicles. Your dealer website is the gateway to connect your customers to your inventory and should also provide them with information that helps guide them through their research and purchase journey. In essence, your website is your “digital showroom”.

In this section you will find mobile and desktop ways to bring awareness to your EV inventory and your Kia provided research page, all designed to make the customer experience smooth and seamless. By creating a customer friendly journey, customers are more likely to continue further down the sales funnel and ultimately drive additional leads to your dealership.

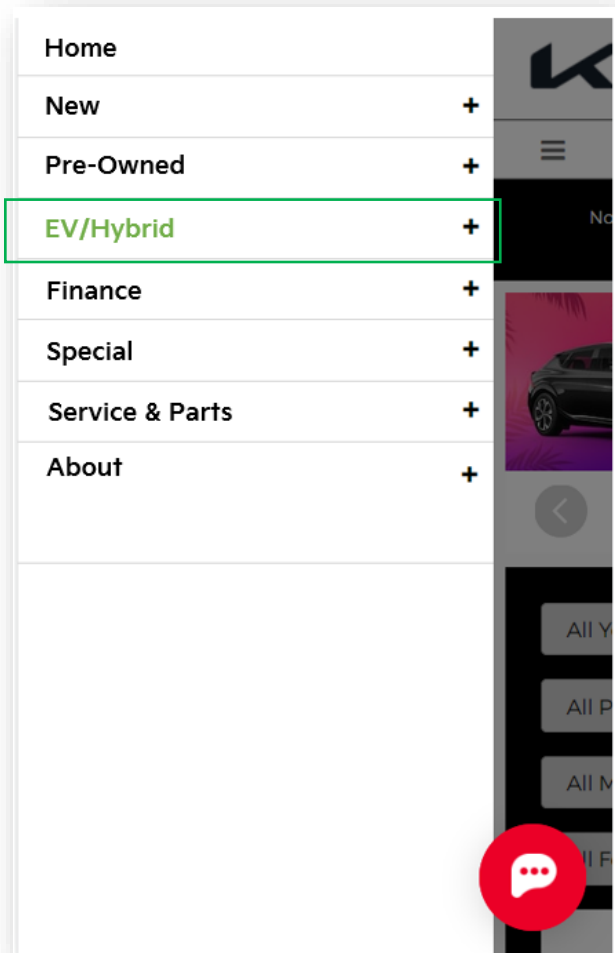
The following steps will help you in assuring a smooth EV customer journey on your website. Your website provider can assist you with these.

Step #1



- Mobile/Tablet

Ensure there is an “EV/Hybrid” menu for customers to click.



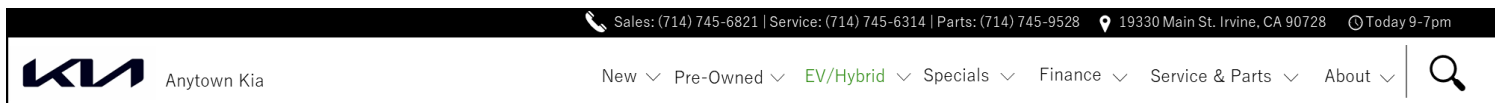
Awareness Activation Website

Step #1 cont.



- Desktop

Ensure there is an “EV/Hybrid” menu for customers to click



Step #2

To help dealers provide up to date research information for customers to utilize along their journey, Kia has provided managed content via an iframe page on the dealer’s website. Content ranges across multiple topics such as maps of nearby charging stations, model range and battery times, etc.

The following is a guide to use for navigation flow:

Awareness Activation Website

Step #2 cont.



+



- Mobile & Desktop

EV/Hybrid



Sub Navigation Menu – Dropdowns should be listed as follows

- **EV Research Page**
 - Link to Kia Research Page (iframe)
- **Inventory**
 - Link to vehicle inventory page, pre-filtered to New Kia EV & Hybrid Vehicles
- **EV/Hybrid Model Landing Pages** (if available)
 - Ex. EV9, EV6, Niro EV



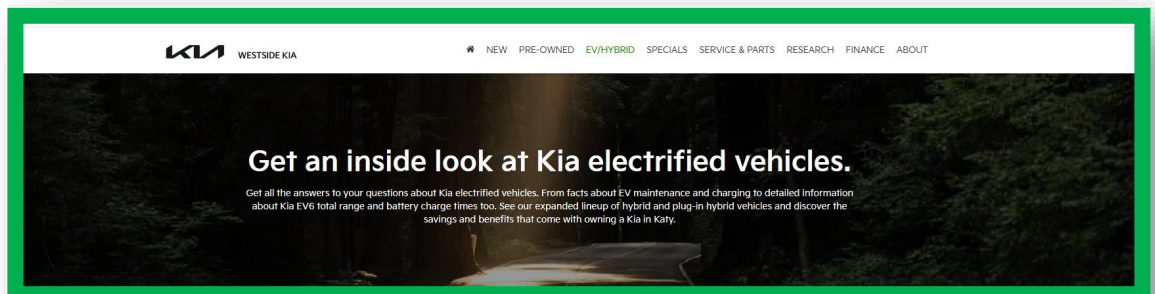
Awareness Activation Website

Step #3

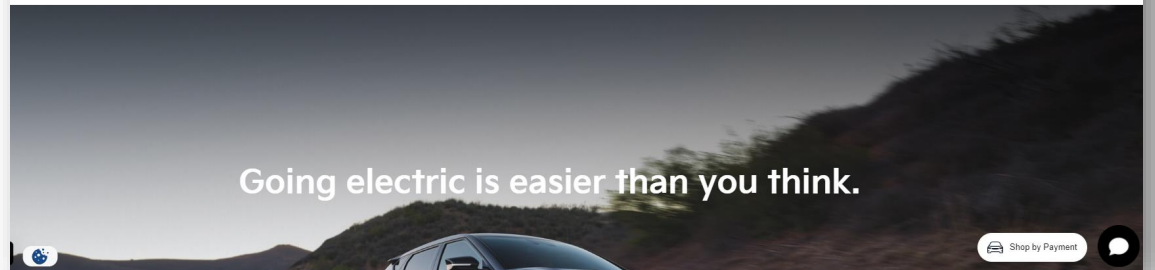
Once on the Kia EV Research Page, there is a section at the top of the page above the iframe content that allows you to customize content specific to your dealership. Pay close attention to this section as it will help drive additional EV/SEO value. At the bottom of the page below the iframe section, there is an additional section that will also allow you to customize content for your dealership driving additional SEO value.

Below are examples of the editable sections.

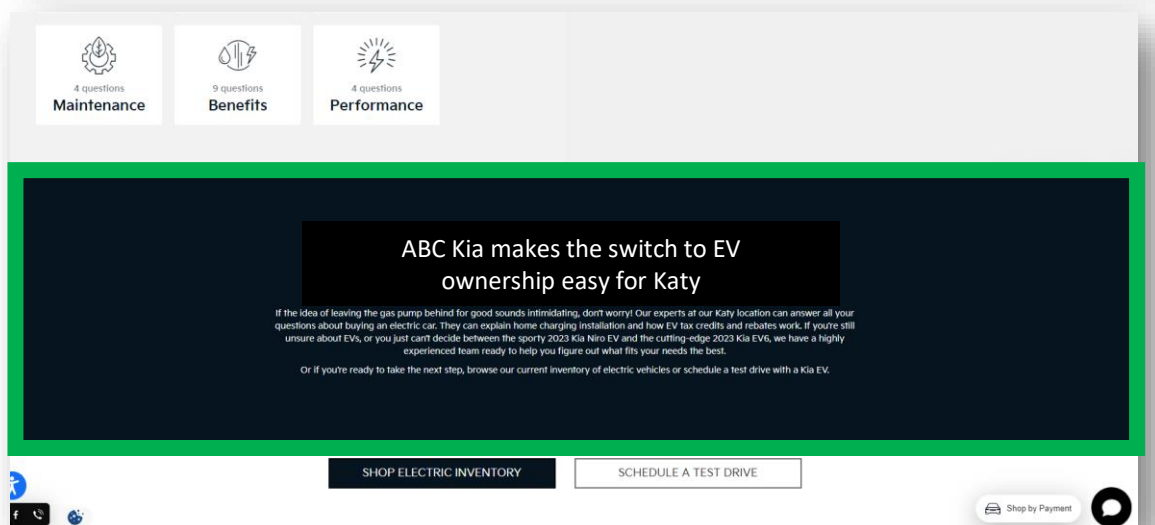
Above
iframe



iframe



Below
iframe



Awareness Activation Website

Step #3 cont.

When thinking about the editable content specific to your dealership, below are suggestions of content your customers may find of interest:

Local Dealer Content -

- Charger Installers locally
- Does the EV qualify for any local/state/national tax incentives?
- Local dealer events for EV

Content could also include answers to the top four EV questions:

1. What kind of service does an EV require?
 - Research what charging networks are within a 50-mile radius of the dealership and provide the quantity of chargers located within that area.
 - What is the current cost to charge vs. cost to fill up an ICE vehicle?
2. Where are charging stations located within the area and how much does it cost to charge?
 - Research what charging networks are within a 50-mile radius of the dealership and provide the quantity of chargers located within that area.
 - What is the current cost to charge vs. cost to fill up an ICE vehicle?
3. How do I get a charger installed at my home and how much does it cost?
 - What is the cost to purchase a charger?
 - How long does it take to have a charger installed?
4. What incentives does Kia currently have for EVs/chargers?

As you decide on your editable content, be sure to list out the year and model names, ex:

2024 Kia EV6 Wind,
2024 Kia EV6 GT,
etc.

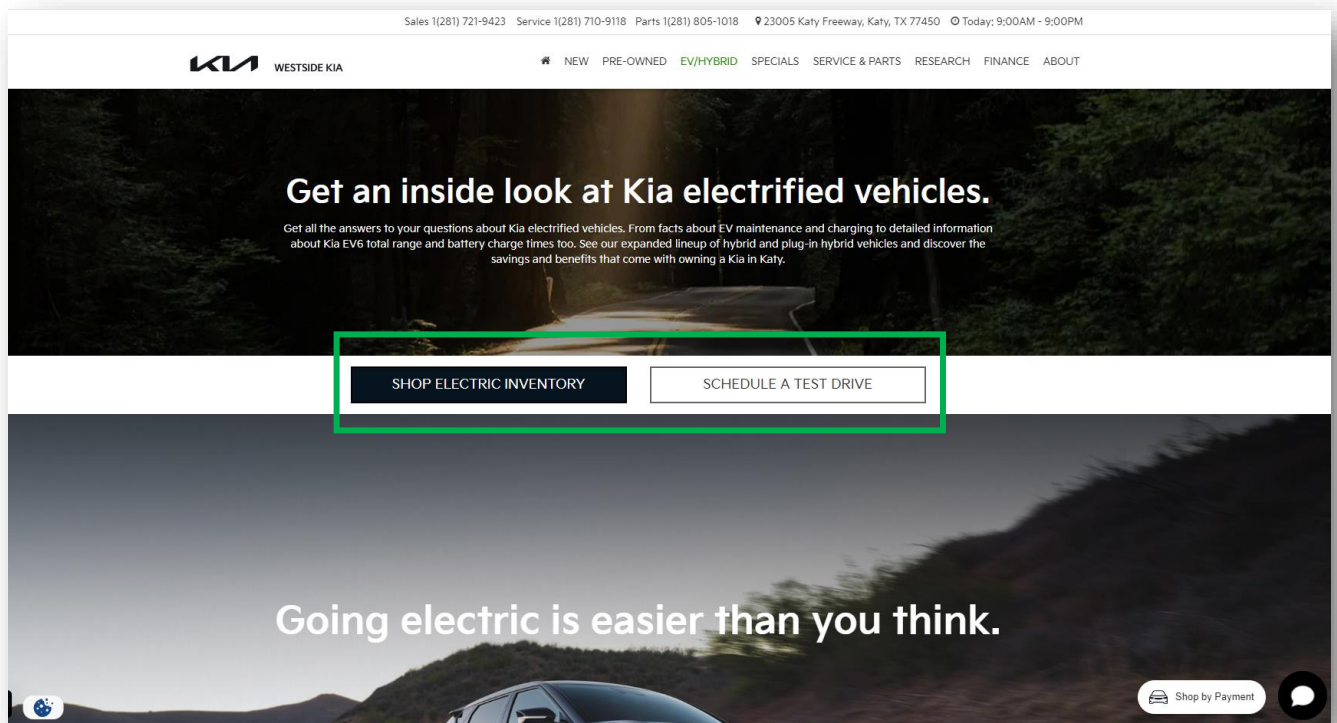


Awareness Activation Website

Step #3 cont.

Once you have decided on your editable content, you also have the option to customize CTAs. Remember, this is an opportunity to continue to move the customer in their EV journey.

Below is an example of where the CTAs are located.



Here are examples of CTAs that help drive additional EV leads or allow the customer to shop your inventory. It is important to remember that EV customers expect a smooth and seamless experience. Allowing them the choice of how they want to proceed helps provide that experience.

Example CTAs:

Request Information

Select My EV

Schedule a Test Drive

Awareness Activation

Examples of Kia provided iframe content



HOW TO GET UP AND RUNNING

Charging options for your EV.

Level 1 Chargers

These use a standard outlet and offer 5-6 miles range/hour.



Outlet:
120-volt standard outlet.

Need electrician to install?
No.

Charge speed:
5-6 mile range/hour.

Ideal use:
PHEV Charging.

Benefits:
Requires no installation and can go anywhere.

Where do I get one?
Customer can purchase a L1 cable from a Kia Dealer.

Level 2 Chargers

These use a 240-volt outlet (NEMA 6-50 or NEMA 14-50) or can be hard wired for maximum charging up to 60 miles of range per hour.



Outlet:
240-volt, the same as used for some major appliances.

Need electrician to install?
Yes.

Charge speed:
25-60 mile range/hour.

Ideal use:
Overnight charging of EV, quick charging for PHEV.

Benefits:
Faster charging.

Where do I get one?
L2 Chargers are available through the dealership and can be bundled into financing when purchasing your vehicle.

EPA-estimated 310 miles of range:

Electric Hybrid Plug-in Hybrid

2024 EV6

MSRP starting at \$42,600*



With long-distance driving ranges, Kia EVs are great for the long haul.

A Kia electric car or SUV is propelled by an electric motor whose power source is a rechargeable battery. Kia EV6 can add up to 217 miles of range in 18 minutes when using ultra-fast charging*



Kia EVs are as powerful as they are efficient, with certain models delivering 576 hp with a 0-60 mph time of 3.4 sec.



Electric vehicles produce zero tailpipe emissions.

10-year or 100,000-mile battery warranty.

Questions About Kia Batteries?

Kia's EV and hybrid batteries come with an industry leading warranty so you can drive with confidence wherever the road takes you.


Awareness Activation

Examples of Kia provided iframe content

The truth about electric vehicles.

There are a lot of misconceptions about electric vehicles out there. Let's take a look at some common "myths" around EVs and set the record straight.

EVs can go the distance.




EVs can go the distance.

Myth: The driving range of EVs is too limited.

Fact: Kia offers battery-electric options with ranges of up to 310 miles.


EV range may have been an issue a decade ago! In 2010, the average range of an electric-only vehicle was about 100 miles on a full charge. Since then, the automotive industry has worked hard to double that figure. Today, nearly all electric-only vehicles deliver at least 200 miles of range on a single full charge, while U.S. drivers average only 39 miles on

Charge up at home and on the go.



ChargePoint Home Charger

Kia has teamed up with ChargePoint to offer drivers a powerful Level 2 charging system that can be installed at your home, managed on the ChargePoint App,¹ and is backed by a 3-year limited warranty.² Talk to your dealer to learn more.



Webasto Go Portable Charger

Power up wherever you go with the optional portable Webasto Go system. This portable charger fits right in your EV's front storage area and has adaptors for both 120V and 240V outlets for ultimate flexibility while traveling away from home. Contact your dealer to learn more.³

Kia EV owners can get up to 4,000 miles of free charging credits.

[Learn More](#)

Certain Kia EVs come with free charging credits on the Electrify America network. EV6 owners will receive 1,000 kWh - That's equivalent to about 3,000-3,500 miles of free driving range. Niro EV owners will get 500 kWh - equivalent to 1,950 miles of free driving range.

Awareness Activation

Dealer Social Media

Social media is an important medium to be utilizing when thinking about bringing awareness to EVs. 99% of automotive shoppers are on Meta (Facebook) platforms. Even more reason to advertise on the Meta platforms is that people spend over 2 hours on social media each day. Users are spending more time on Facebook & Instagram than Youtube, Snapchat and X (formerly Twitter) COMBINED.

When we say “Facebook” we don’t just mean the blue Facebook app. More platforms = access to **more customers**.

Facebook and Instagram are the top two social commerce platforms in the US representing the most predictable places to influence throughout the path to purchase.



Awareness Activation

Dealer Social Media - Paid

In this section we will review best practices for organic and paid social merchandising including audience segmentation, campaign types, and recommend ad content. You can create the ads yourself in Facebook or your current DigAd or Social Media marketing vendor partner can assist you with this.

Paid Social

Paid social is an area of opportunity to strategically target a specific type of buyer. Leveraging your CRM data is a great way to create target lists to market.

Choosing An Audience:

Example #1

For general EV marketing, pull a list of prospect customers from your CRM that have inquired about an EV vehicle in the last 30 – 180 days and did not buy.

Example #2

For EV9 marketing, pull a list of prospects that have inquired about Telluride, EV6, Sorento in the last 30 – 180 days and did not buy.

Example #3

For existing customers, consider pulling a list of customers that are 30-90 days out from the end of their lease or in a potential equity position on a retail contract.



99%
of automotive shoppers
are on Facebook
platforms

Awareness Activation

Dealer Social Media - Paid

Choosing Campaign Type

Paid social is an area of opportunity to strategically target a specific type of buyer. Leveraging your CRM data is a great way to create target lists to market. Below are examples of ad topics and ad types to consider.

Suggested Ad Topics:

- Bring awareness to any local, state, or federal incentives
- Bring awareness to APR offers
- Bring awareness to lease offers
- Bring awareness to any dealer offers/incentives

Best Practice - Create one of the following ads below:

- Create an Automatic Inventory Ad (AIA) that pulls elective inventory
- Create a carousel ad
- Create an “Instant Experience Ad”

Facebook is the world’s **largest** CRM retargeting platform.

RETENTION

Lease Maturity
Lease pull-ahead
Equity mining
Lease mileage per
Floor traffic not sold

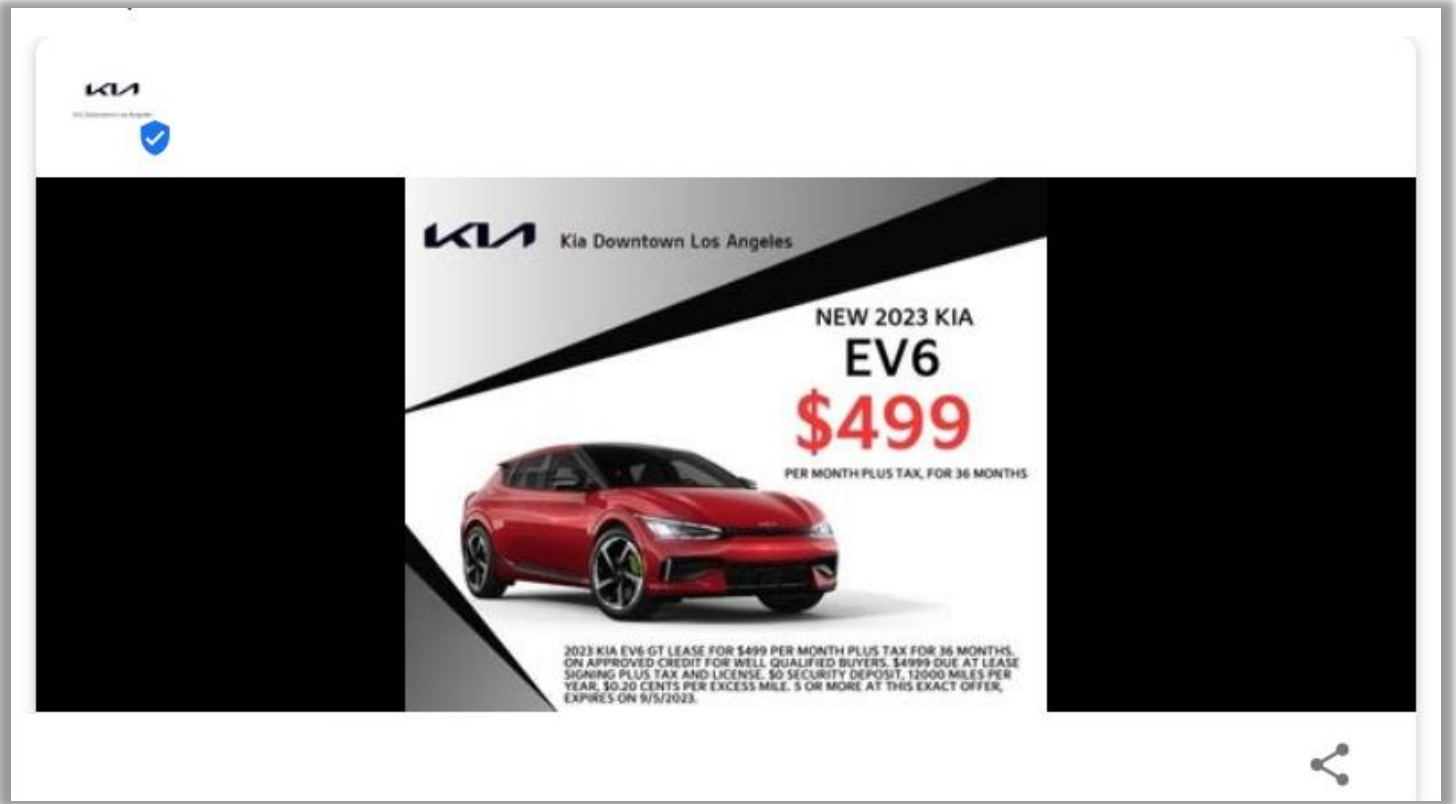
AFTERSALES

First service
Sold not serviced
Service reminders
Inactive customers
Accessories

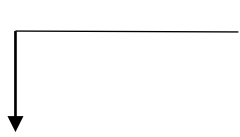


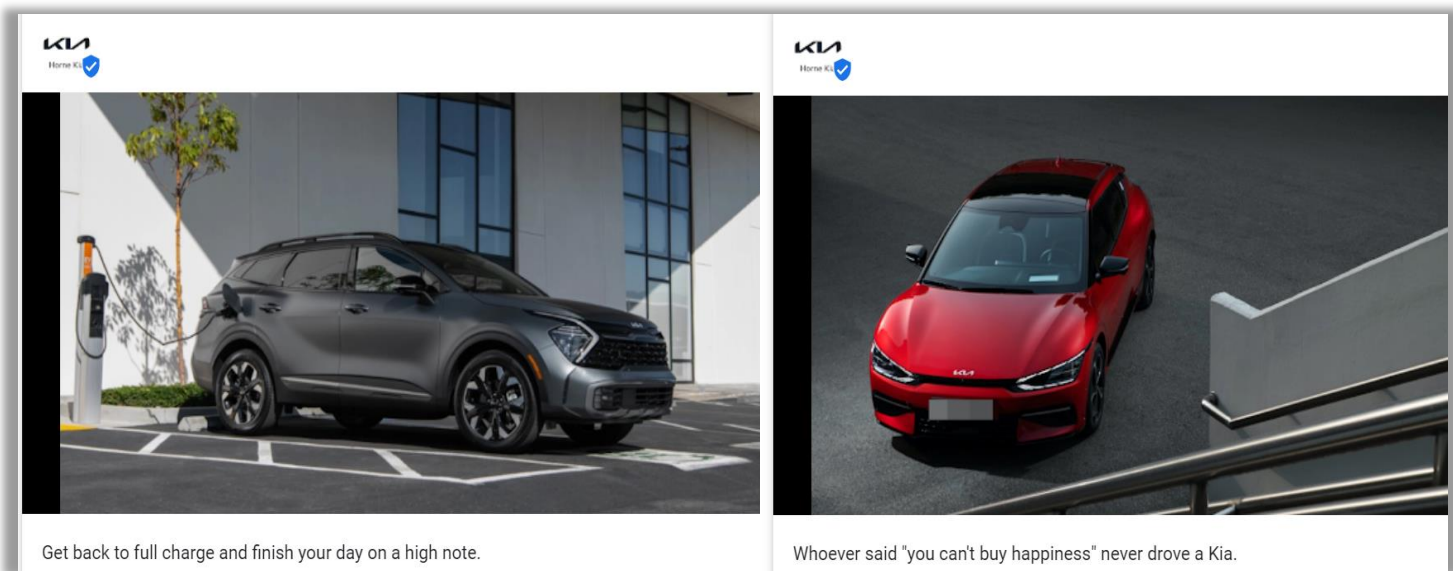
Awareness Activation

Dealer Social Media - Paid - Ad Examples



Offer Ad 

 Display/Awareness Ad



Awareness Activation

Dealer Social Media – Organic

Organic Social

Organic social merchandising is free and a great way to share EV experiences with customers and potential customers through social media posts. You can choose to “boost” a post for a nominal fee through Facebook as well. If you choose to boost a post, you can do this yourself through Facebook Ad Manager or your Social Media vendor partner can assist.

Create your own content suggestions:

- Invite clients to drive an EV and provide video testimonials
- Place an EV into loaner service so owners can experience a Kia EV and video their testimonial
- Use social media to create a unique/fun contest
- Invite community influencers to experience a Kia EV in exchange for a video testimony. Examples of influencers can include, Mayor, Chamber of Commerce Director, local television or radio host, business leader, or special client.
- Work with other businesses that have a good online presence to bring their customer base to your social media sites



Awareness Activation

Dealer Social Media – Paid or Organic

In this section we provide best practices to consider when optimizing your paid ads and organic posts.

Posts & Ads Optimization

- Utilize Promobox for content (free service provided by Kia)
- Create posts for Kia EV vehicles you have in-stock
 - images or videos
- Use keywords that are most related to the model and brand
 - Kia EV6
 - Kia EV9
 - Kia Niro EV
 - Anytown Kia (your dealer name)
 - Kia Electric Vehicle
- Use CTAs
 - Click to view inventory
 - Click to schedule test drive
 - Click to research Kia EVs
- Use # (hashtags) that relate to EVs and EV models
 - #KiaEV6
 - #Kiaelectric
 - #movementthatinspires



Research Activation

SEM

Search Engine Marketing (SEM) is an integral part of a dealers marketing strategy and is crucial for driving interest, leads, and ultimately sales. In this section we will review how to determine if you have enough leads to achieve your sales goal as well as SEM best practices that will help you reach the right in-market shoppers. Your DigAd vendor partner can assist you in all these areas.

How many leads needed?

Take the Lead & Ask the Following:

- How many EV's do you have in-stock? In Transit? In Production?
- What is your EV closing rate?
- How many EV leads do you have? Do you have enough?
- Divide total units by your average closing percentage. Or use 10% for easy math and an approximate average.



Use the Following Numbers:



$$8 / 10\% = 80$$



8 units total, including on the lot and in the pipeline.



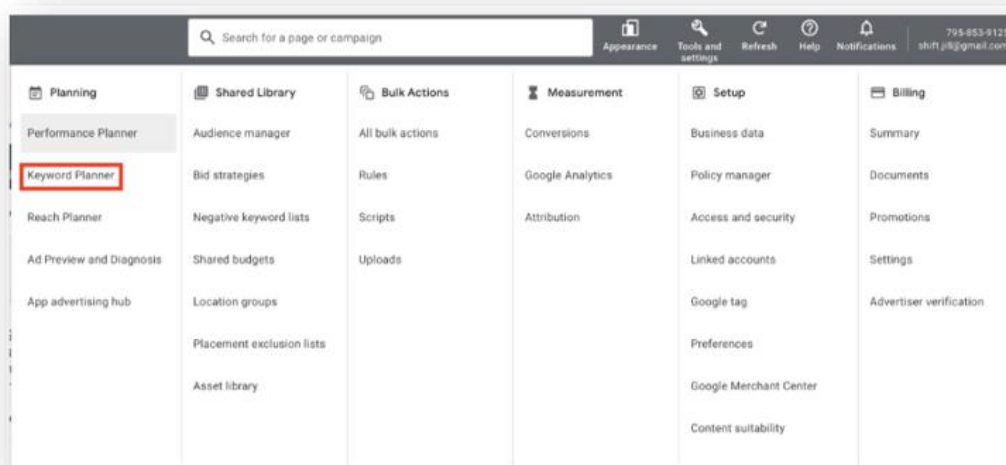
Using 10%, you will need 80 leads to sell 8 units.

Research Activation

SEM

SEM Best Practices

- Ensure headlines are catchy and use keywords
- Ad descriptions should clarify headlines and be keyword rich
 - Include keywords in the content that is applicable to the search term. Ex: If running an EV6 ad, be sure EV6 is called out in the headline and keywords related to and included “EV6” are in the ad copy.
- Use relevant sitelinks
 - Be sure ad links are relevant to the ad and link to a relevant page on your website. Ex: An EV6 lease offer ad should link to a landing page on your website with details about the lease offer.
- Include a promotional sitelink
 - If you are partnering with a charity or business, consider having links on their website that will connect back to your dealer website. Ex: if you are partnering with a charity for a golf event and have a display or prize vehicle included, have a link from their website to a landing page on your website that will talk about the vehicle.
- Include the display URL to visualize the click path
- Provide a phone number
- Use Keyword Planner to find the most relevant keywords related to your campaign
- Work with your agency partners to create relevant campaigns to drive good traffic with the potential to convert
- Ensuring model-specific keywords



Research Activation

SEM

Campaign Targeting:

- Use sales data to target the zip codes where you sell the most vehicles
- View ad performance by location to evaluate what is working and where
- Exclude zip codes that don't perform well to help optimize spend
- Consider researching other EV brands that are close to you. Be specific in the vehicle model to help optimize spend

1. **Dealership Name** **Store Name** **Dealer** **Near Me** **City / Zip Code**

Micro Moment: Where to Buy

2. **Ready to Buy - Model** **Core Model - Dealer** **Core Model - Deals** **Core Model - Price** **3 Ad Groups Per Core Model**

Micro Moment: Where to Buy, Am I getting A Deal, Can I afford it

3. **Ready to Buy - OEM** **Brand - Deals** **Brand - Price**

Micro Moment: Am I getting A Deal, Can I Afford it

4. **Consideration - Model** **Core Model - General** **Core Model - Features** **Core Model - Reviews** **3 Ad Groups Per Core Model**

Micro Moment: Which Car is Best, Is it Right for me

5. **Consideration - OEM** **Brand - General** **Brand - Features** **Brand - Reviews** **Brand - Segment**

Micro Moment: Which Car is Best, Is it Right for Me

SEM Best Practices cont.

Research Activation

SEM

Paid Search Optimization

Mobile First Strategy: Search engine traffic is highly targeted. Your dealership's presence in paid and organic search results provides your dealership visibility, website traffic, and insight into customer behavior. Below are best practices to use when optimizing your dealership's search engine presence.

Ad Linking:

- Don't link paid search ads to your homepage instead, customize your ads to deep link users into relevant website pages. This will help your ad quality score.
- Link ads to relevant pages based on keyword search. If a user is looking for an EV6, consider linking the customer to your EV Hub page or to your EV6 inventory.
- Relevant content linking will help improve your Google Quality Score, increasing your chances of securing a top position for your ads.

Ad Construction:

- Paid search ads can be customized to match specific keyword searches. Tailoring your ad headline and ad copy to align with specific keywords will increase click activity and conversations
- Build vehicle-line specific ads that match specific keyword searches
- Include the most important information in the ad headline (dealership name, phone number, retailer offer or payment, etc.)
- Serve ads with retail messaging for searches with intent keywords like "offers" or "payment"

Ad Extensions:

- Ad extensions provide additional information and let consumers take action directly from the search results. Ensure extensions are enabled at the campaign level
- Sitelink extensions take people to specific pages on your site (New EV Inventory, EV Hub, Hours, Directions, etc.)
- Callout extensions highlight unique inventory product features like "available range", "tax incentives", etc.
- Location extensions make it easier for consumers to find your location by including your address, direction, or distance to your dealership
- Click-to-Call ensures a phone number is listed so consumers can click from their mobile device

Research Activation

SEO

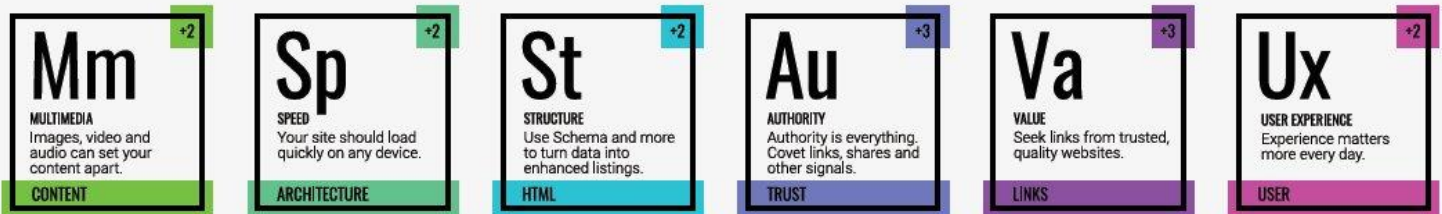
In this section we will discuss Search Engine Optimization (SEO) and best practices. SEO is the practice of increasing the quantity and quality of traffic to your website through organic search engine results. SEO goes hand in hand with a solid SEM strategy. Your website provider or SEO vendor partner can assist you with your SEO strategy.

SEO Best Practices

The Two Types of SEO: On Page and Off Page

- **On-page optimization** means the things you do to your web pages to make them search engine friendly. Putting keywords into URLs, heading tags, and title tags, using structured data markup to tag information, making sure your site's pages load into users' browsers quickly, and so on all fall under on-page optimization.
- **Off-page optimization** means getting links pointing to your site from other sites via backlinks. The greater the variety of different types of links, including links from popular sites the more powerful the effect.

The graph below shows items to consider when you are working on building good SEO value.



Research Activation SEO

SEO Best Practices cont.

Elements of good SEO

- Valuable information: Authentic, high value, quality content (Including geo-location).
- High quality user experience: Fast load times, easy to view layout.
- Keyword Targeted: Relevant keywords throughout page.
- Ability to be shared to other pages: Social Networks
- Multi-Device Ready: Desktop, Tablet, Mobile Device optimization
- Crawler / Search Bot Accessible: Information within the page is not hidden within images, and no more than 4 clicks away from any page on the site.

All are used to help get your site noticed by search engines which then help you get noticed by consumers



Research Activation

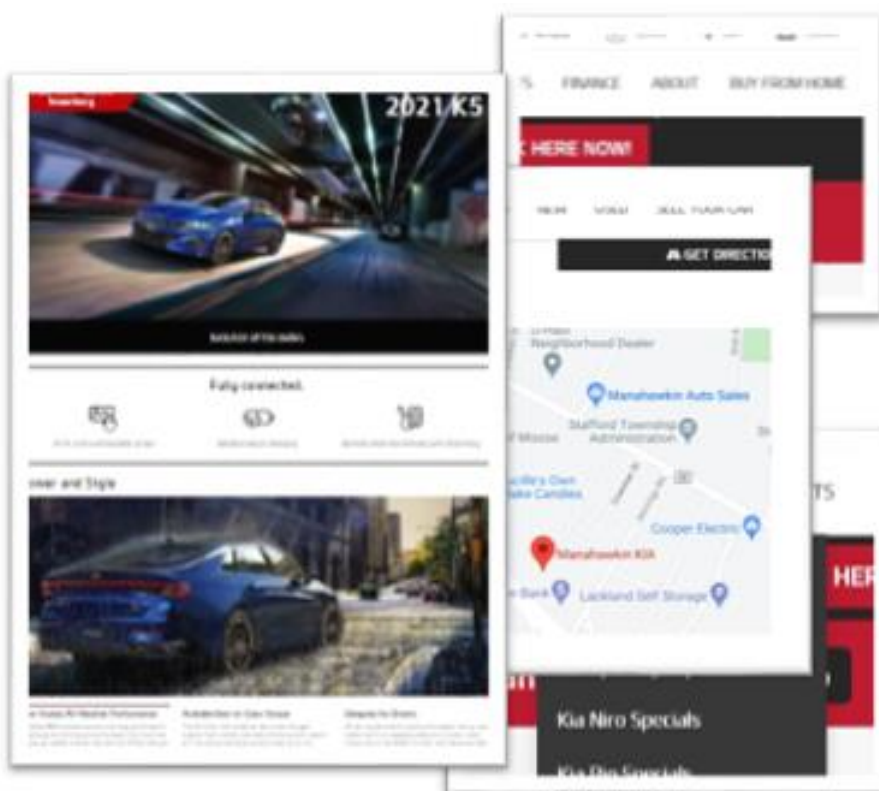
SEO

SEO Best Practices cont.

What should you pay attention to?

SEO is important for every page on your website. However, there are areas that should get the most attention.

- The home page for mobile and desktop
- Lease / Finance specials
- Specific landing pages for the introduction of new models
- Tools for maps and directions
- Ability to be shared to other pages: Social Networks



Research Activation

Google Business Profile (GBP)

Your Google Business Profile (GBP) lets you engage with customers in the moments that matter with a Business Profile that shows who you are, what you do, and what you have to offer. This section will provide best practices on how to optimize your GBP. You can update your GBP yourself or utilize your Social Media vendor partner to assist.

GBP

It helps you:

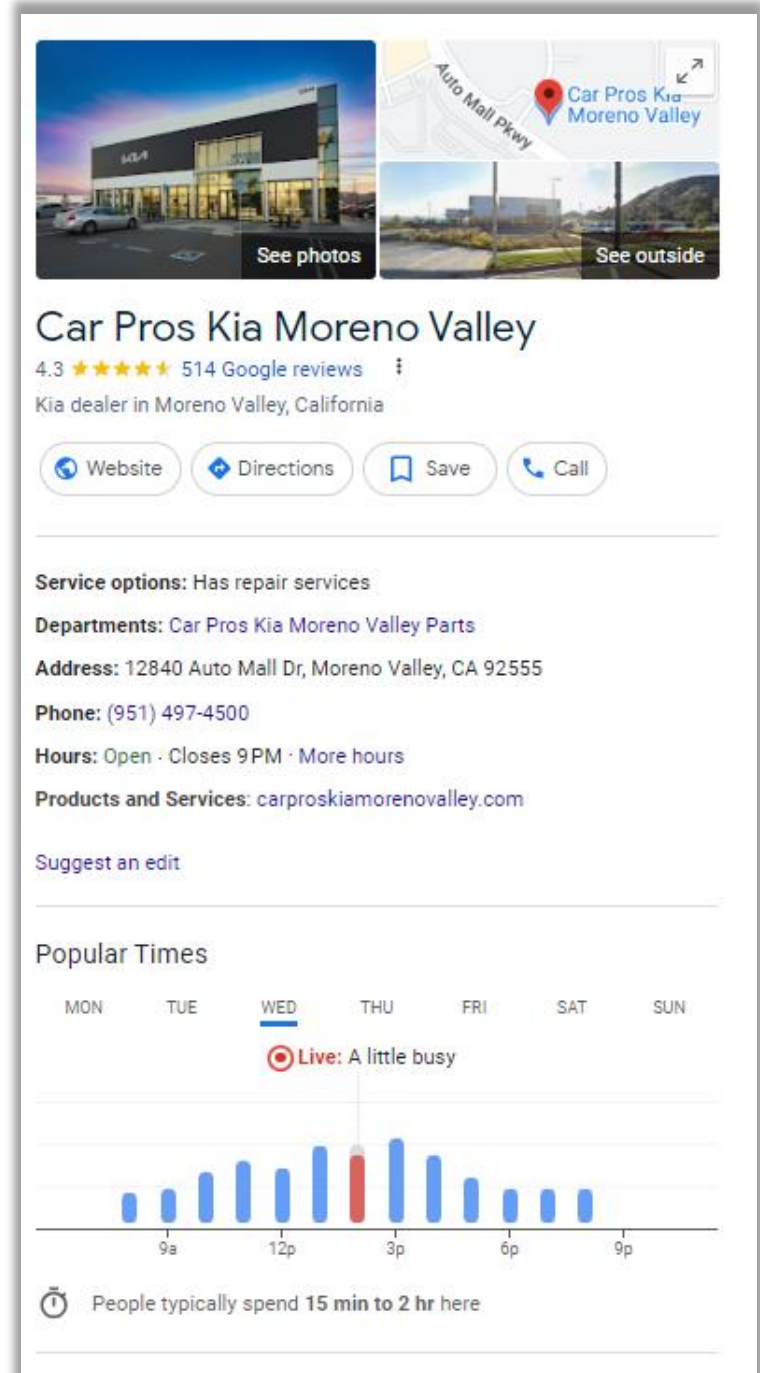
- Stand out
- Makes it easy for customers to do business with you by expanding your presence and give customers insights into your dealership
- Manage your presence on Search and Maps
- Helps your SEO strategy
- It's FREE!

Why it is important:

- Customers are searching for your business on Google
- **75%** of consumers use a search engine to find businesses
- **9X** increase in searches "near me"

Complete, Frequently Updated Business Profiles:

- Get **5X** more views
- Considered **3X** more reputable
- Customers **70%** more likely to visit your website
- Customers are **50%** more likely to purchase



Research Activation

Google Business Profile (GBP)

GBP cont.

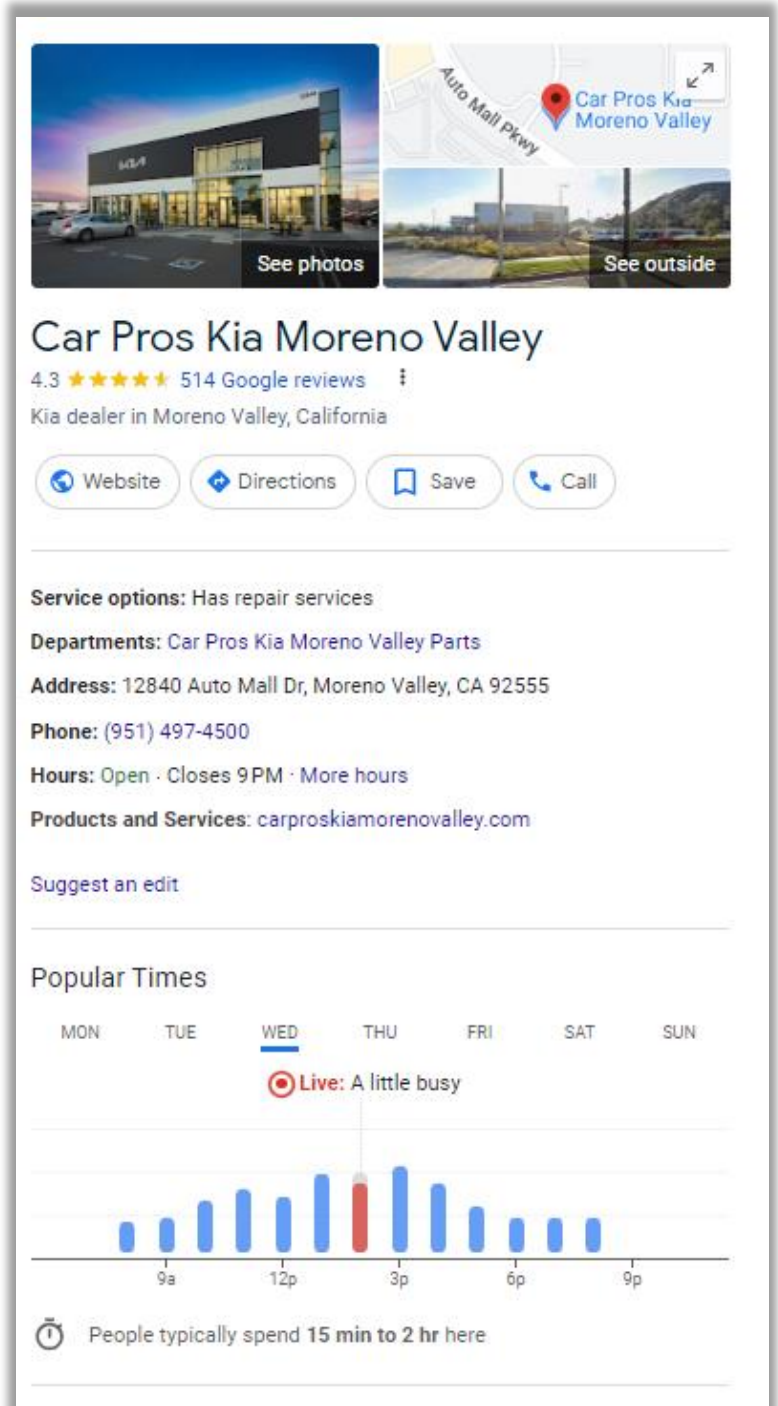
A GOOD GBP is claimed, updated, and regularly maintained.

What to update:

- Correct links to phone, website and map
- Correct hours
- Links to products, services, appointments
- Vehicle listing feeding into GBP
- Product carousel
- Proper, SEO keyword rich description
- If your GBP has a “claim this page” showing on it, you will need to claim the page before you can start managing it. A simple Google search will provide detailed instructions on how to do this.

What to regularly maintain:

- Update photos
- Respond to reviews (good or bad) in a timely fashion
- Questions responded to in a timely fashion
- Updates posts (weekly)



Car Pros Kia Moreno Valley
4.3 ★★★★★ 514 Google reviews
Kia dealer in Moreno Valley, California

[Website](#) [Directions](#) [Save](#) [Call](#)

Service options: Has repair services
Departments: Car Pros Kia Moreno Valley Parts
Address: 12840 Auto Mall Dr, Moreno Valley, CA 92555
Phone: (951) 497-4500
Hours: Open · Closes 9 PM · [More hours](#)
Products and Services: carproskiamorenovalley.com
[Suggest an edit](#)

Popular Times

| MON | TUE | WED | THU | FRI | SAT | SUN |
|-----|-----|----------------------------|------|-----|-----|-----|
| Low | Low | High (Live: A little busy) | High | Low | Low | Low |

9a 12p 3p 6p 9p

🕒 People typically spend 15 min to 2 hr here

Consideration Activation

Digital Retailing Merchandising

Digital Retailing

Customers can do research right from the comfort of their home. This is called the “Consideration” phase. During this stage, it is important to provide guidance.

Why DR merchandising is important

Two-thirds of shoppers express a preference for completing a greater portion of the vehicle purchasing process online compared to purchasing in-store. Providing the customer the option to complete their purchasing journey online or in the dealership is imperative. EV customers seek a seamless and user-friendly experience that simplifies the car buying process. Specifically, customers are searching for a process that instills confidence and trust, enhances the purchase process, and ensures customer satisfaction all while saving the customer time.

When setting up your dealership Digital Retailing storefront, below are items to consider:

Provide an Integrated, Cohesive Omni-Channel Experience:

Help your customers start the car-buying process the right way with a consistent and personalized experience across all mediums including website (mobile & desktop), social media, digital advertising, marketing, and sales floor.

Control & Customization:

Make sure every customer touchpoint of the online deal aligns to your in-store operations, also improving efficiency with easy-to-use management tools.

Flexible & Personalized:

When the customer can choose their path-to-purchase, it results in a better overall experience, higher customer satisfaction, and overall higher profits for the dealership.

Streamlined & Integrated:

- Ensure the tool is set up to include all available OEM finance data (special discounts, customer cash, etc.).
- Ensure the DR tool is pushing the opportunities into your CRM and identifying them as DR opportunities.
- Ensure the team that is handling your DR opportunities has access to the back end of the DR tool. It is crucial that they can see the journey the customer has taken during the DR process.
- Remember, the EV customer expects a streamlined experience and being able to have intelligent conversations with the customer based on their journey through the DR tool will help achieve this.

Consideration Activation

Digital Retailing Merchandising

Digital Retailing cont.

Getting Started

Below are recommendations to assure your DR tool is being merchandised properly

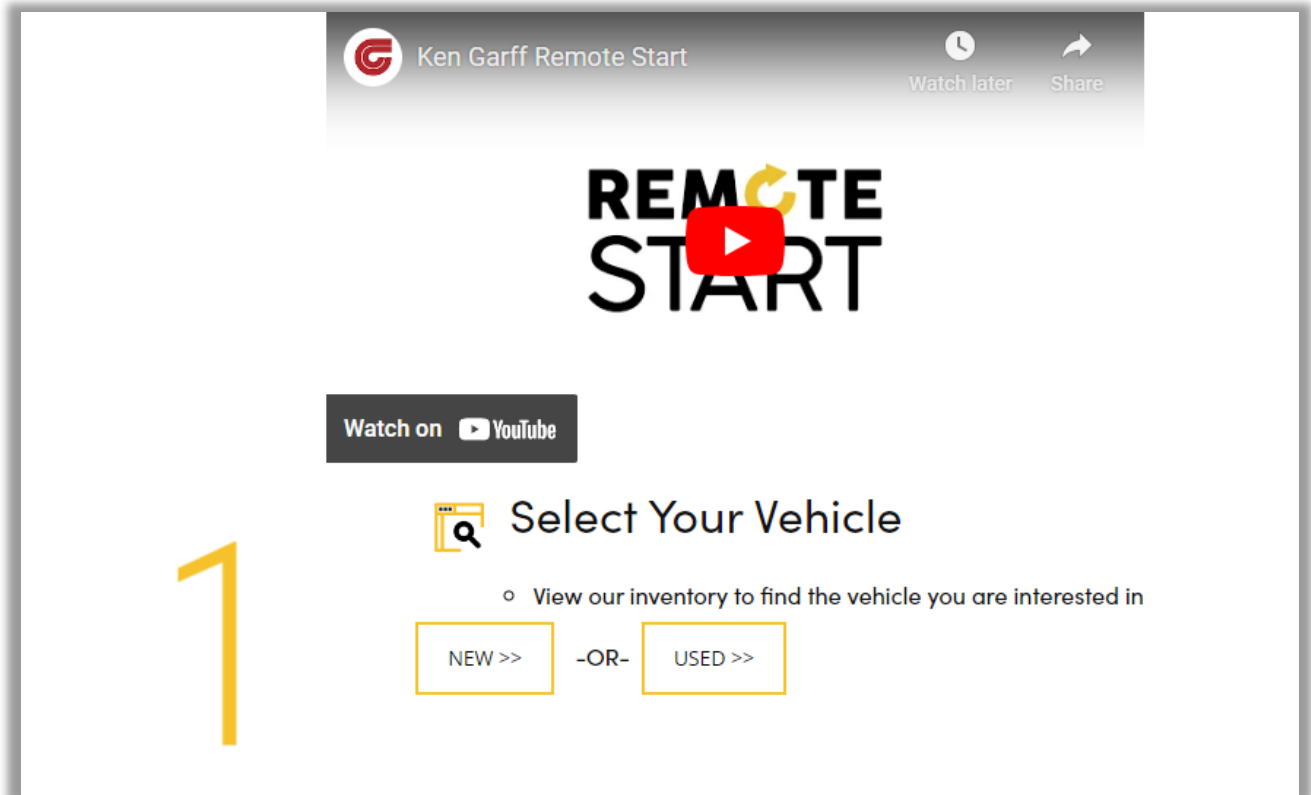
- Assure your tool is set up correctly with the six Kia required steps
 1. Payment calculator
 2. Credit/Finance application
 3. Trade evaluator
 4. OEM incentives
 5. F&I products options
 6. Appointment Scheduler
- Assure the pricing stacks, incentives and F&I are set up correctly and the payments match what a desk pencil would be
- Brand your DR tool to your store. You want the tool to stand out on your website, in your digital marketing, and in your Google Business Profile
 - Example: ABC Kia Purchase Express
- Have a DR “How to” landing page created and added to your website. The customer should be able to see what the tool is, how easy it is to use, and all the benefits

Consideration Activation

Digital Retailing Merchandising

Digital Retailing cont.

Following are examples of a good landing page that describes the DR process and advantages to the customer:



1

Ken Garff Remote Start

Watch later Share

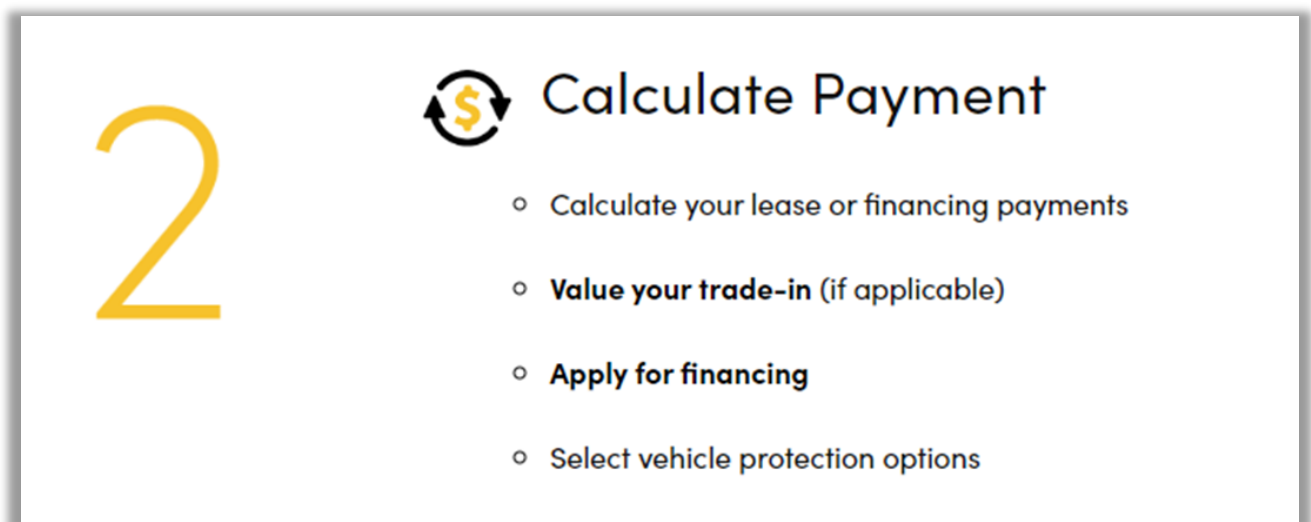
REMOTE START

Watch on YouTube

Select Your Vehicle

- View our inventory to find the vehicle you are interested in

NEW >> -OR- USED >>



2

Calculate Payment

- Calculate your lease or financing payments
- Value your trade-in** (if applicable)
- Apply for financing**
- Select vehicle protection options

Consideration Activation

Digital Retailing Merchandising

Digital Retailing cont.

3



Get Your Vehicle

We'll contact you to:

- Finalize initial terms of your dealer, ensure you have the best rebates and finance offers, provide you with vehicle, and confirm details of your trade if applicable
- Sign the paperwork (online, shipped to you, or signed in person)
- Schedule a time to pick-up your vehicle

Shop Now!

[VIEW NEW INVENTORY >>](#)

-OR-

[VIEW USED INVENTORY >>](#)

Consideration Activation

DR Opportunity and Lead Handling

Now that the customer has engaged with your website it is time to start helping them through the sales process. This section will focus on best practices for handling DR Opportunities and Internet Lead handling.

Handling Digital Retailing Opportunities

- Ensure the team you have handling the inbound DR opportunities has access to the back end of the tool. It is imperative for them to be able to see the journey the customer took while utilizing the tool. This allows the dealership to see which vehicle the customers have looked at, how they have changed their payments, what steps were taken, and where the customer left off.
- When responding to the customer, meet them where they left off. For example, if the customer has completed some of the steps, reiterate in your initial contact what they have completed and then outline next steps. It is important that the customer does not start over from the beginning. The EV customer is looking for a streamlined experience. **The goal is to meet them where they left off and help them continue to the close of sale.**
- A DR specific follow-up cadence should be created in the CRM. Remember that DR opportunities differ greatly from internet leads. DR opportunities are customers that have identified the specific vehicle of interest, and the customer journey continues as the appointment is set, and the customer arrives at the dealership. It is crucial for customer satisfaction that the “online to in-store” experience is seamless.

DR/ Lead Handling

Best Practices:

- Be ready when the customer arrives at the dealership
- Consider having the vehicle pulled up to a prominent area with a hang tag displaying “Reserved for, Customer Name.”
- Have a deal jacket prepared that includes all the steps the customer has completed in the DR tool
- Review with the customer completed steps and continue from where they left off
- If the customer has questions about the deal, utilize the DR tool in the showroom. This provides the customer with a visual of the deal as well as earning trust



Consideration Activation

DR Opportunity and Lead Handling

As mentioned on the previous page, how you respond to a DR opportunity is critical. Below is an example of a good response template that acknowledges the steps the customer took, how they structured their deal, confirms availability and outlines next steps.

DR/ Lead Handling cont.

Hi (customer name),

Thank you for your interest in the 2024 Kia EV9 and the opportunity to earn your business. The EV9 is an excellent choice, and this vehicle is available and ready for immediate delivery. We are excited that you have chosen to structure your deal online and want you to know that by doing so you are going to reduce the time spent in the dealership buying your next car. It appears you have selected to lease this vehicle for 48 months with \$1500 down and a payment of \$594 and have a trade in with positive equity.

Based on your average annual mileage, I've provided a link with details on our extended warranty options for you to review. www.abckia.com/warranties

Here are some of the benefits of completing your deal online:

- You are in control of your complete process
- All your online work is saved to expedite the process
- Delivery in 60 minutes or less

Since you have already completed your trade-in information/evaluation, you may also want to secure financing next if needed. You can complete your secured finance application from our website using this link – www.abckia.com/financeapplication

Each step you complete from your home or office saves time you would spend at the dealership. You are more than welcome to call me, text me, or email back with any questions you may have.

Thank you again and we are looking forward to earning your business.

Salesperson's Signature

Consideration Activation

DR Opportunity and Lead Handling

As with DR, internet lead handling requires specific steps to keep the customer engaged and drive them to purchase. This section outlines recommendations for training and best practices that can be provided to staff to assist in proper, efficient, effective lead handling and follow-up.

DR/ Lead Handling cont.

Internet Lead Handling

Education & Training | The Prep

- Provide significant staff training on brand electric vehicles to all employees
 - Provide additional training on competitors in the marketplace
- Train on all technological vehicle features
- Become knowledgeable of charging infrastructure and benefits
- Familiarize your team with local and state incentives and regulations
- Develop and discuss EV maintenance and repair schedule

TRAINING



Consideration Activation

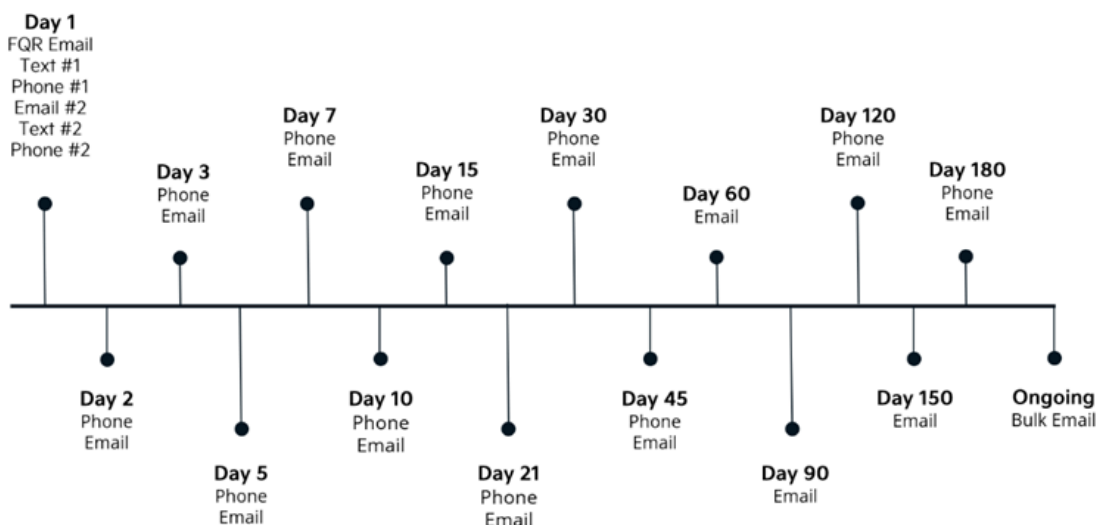
DR Opportunity and Lead Handling

Lead Handling | Follow Up

- Avoid treating EV leads like traditional leads
- Familiarize yourself with the steps the consumer takes to contact your dealership
- Provide timely and quality responses
 - Utilize all information the customer provided
 - Meet consumer at their stage in the process
- Remember to be more informative and less sales motivated
 - Educate customers on the benefits of electric vehicles
 - Offer special trade-in options for gas to electric vehicles
- Transparency is key
- Explain process for vehicle order, delivery, and timeframe
 - Provide realistic expectations
- Develop and be able to identify customer engagement level
- Don't be afraid to ask for the test drive
 - Offer traditional at dealer test drive
 - Virtual test drive (video walk around)
 - Pop-up test drive events
 - Service loaner
 - Service loaner rental

DR/ Lead Handling cont.

Below is a graphic recommended follow-up cadence



Consideration Activation

DR Opportunity and Lead Handling

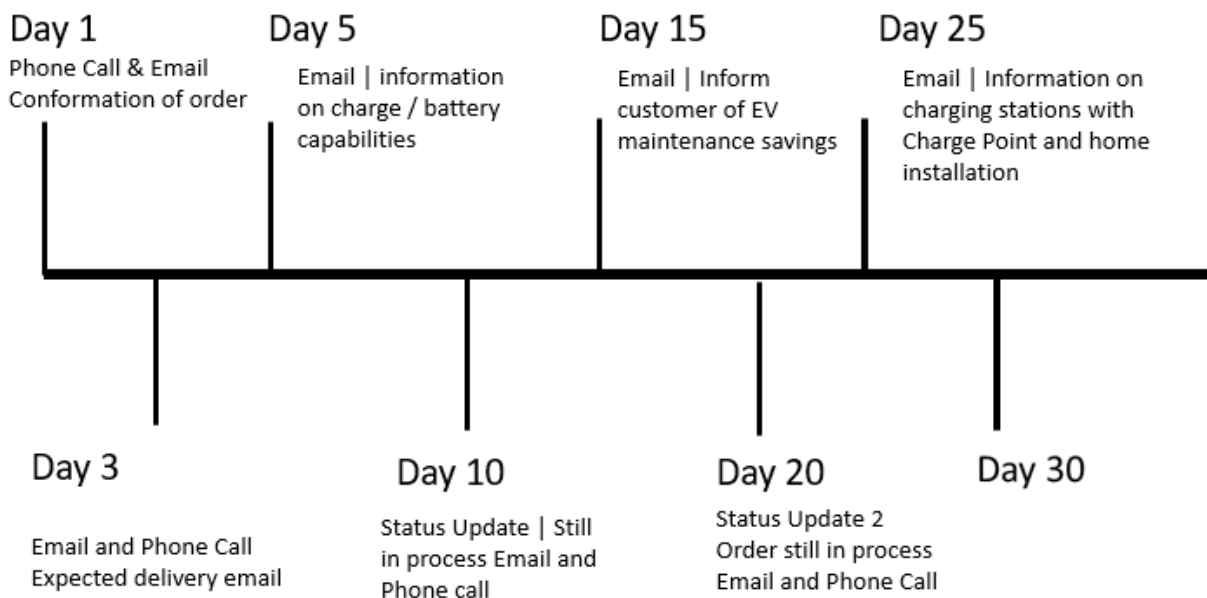
Confirming the Price / Order / Process

Factual Content Shared with Customers

- Apps available to find charging stations
- Saving in maintenance by switching to electric
- Kia Media Links to videos and/or promotional material
- Videos on functions and features (Create own videos or use Kia YouTube Videos)
- Features & Functions Facts or Compare Models – Heads Up Display, Lane Assist etc. Ex: (EV9 has an App you can download to add on different headlight variations)

DR/ Lead Handling cont.

Below is a graphic recommended follow-up cadence



Consideration Activation

DR Opportunity and Lead Handling

Consumers today prefer text far above all other forms of communication. Utilizing a great texting tool and process will give your customers an easy way to do business with you.

SMS/Text Tips

- Ensure your dealership has written rules for texting customers which adhere to your local and state guidelines
- Ensure all staff are educated on your dealership's "texting customers" policy
- Only text/SMS customers who have given you consent. Many CRM's offer texting tools that will only allow messages to be sent to customers who opt-in. Don't forget to give your customers an opt-out option
- Keep the number of texts sent to a minimum.
- Keep messages personalized and short. Be relevant and informative
- Be professional
- Only text during normal business hours unless the customer has indicated otherwise

DR/ Lead Handling cont.

SMS & Texting Examples



The <year>, <model> that you are looking at is available. [Answer the lead question]. Click here to [depending on dealer, customize with chat, schedule test drive, DR VIN specific link]. Thank you, [Contact name and info]. Reply STOP to end.



Hello <customer>, this is <salesperson> at <ABC Kia>. I received your request and am excited to assist you. Many people prefer to communicate via text. Would that work for you? Reply YES to confirm. Reply STOP at any time to end. MDG & data rates may apply.



Hi <customer>, this is <salesperson>. With <dealership name> Sales and Leasing team. I just emailed you your vehicle information request and I'd really like to go over the details with you. I can answer all your vehicle cost, trade, finance, and credit questions. May I communicate with you via text? MSG & data rates may apply.

Consideration Activation

DR Opportunity and Lead Handling

Phone Skills

It is important for you and your team to be able to effectively communicate via the phone. Whether fielding inbound calls or making outbound phone calls it is imperative to be well practiced at handling customer questions and understanding next steps in your dealership's sale process. Often the next step is setting an appointment with the customer to visit your dealership but any action to continue the sales process is a step in the right direction.

Call guides are a great tool to set the foundation for phone skills and can be tailored to your dealership's process. Call guides help give direction, allow flexibility for individual speaking behavior, and are a great tool for maintaining phone skills.

DR/ Lead Handling cont.

Outbound Internet Lead Call Guide

- Hello <customer>, I wanted to call and thank you for taking the time to shop on <website> for a <vehicle>. This is a great choice, and I just confirmed that the <vehicle> is still available. When do you think would be a good time for you to stop in to see and drive it?

Voicemail Call Guide

- Hi <customer>, this is <salesperson> from <dealer name>, I received your vehicle request, and it looks like I have what you are looking for. Please give me a call back when you get the chance. My number is <phone number>.
- Hi <customer>, this is <salesperson>. I wouldn't be calling you if it wasn't important. Please give me a call back as soon as you can. I should be here for another hour or so. The number is <phone number>.
- Hi <customer>, if this isn't the best way to communicate for you, you can text me at <text number> or email me at <email address>. I look forward to helping you out any way I can.

Remember, practice makes perfect, and it is vital to continuously practice your dealership's call guides to keep your phone skills sharp. Frequent meetings and role-play scenarios are often effective at doing this.

Decision Activation

Stay connected to the customer

During the decision phase, maintaining proactive communication with the customer is crucial. Consider the following steps:

- Regularly test your emails to make sure they look good in mobile devices
- Ensure all website links, phone numbers, or email addresses work and are “clickable”
- Don’t go overboard on graphics, large headers, and pictures (Never use stock photos)
- Spell check
- Ensure emails contain a signature
- Ensure the email sender’s name matches the person’s name in the signature
- Regularly test your emails for spam and Gmail promotion tabs

Staying Connected

Email Campaign Recommendations



CREATE CONTACT LIST
FROM CRM



INCLUDE EXISTING
AND CONQUEST
CLIENTS



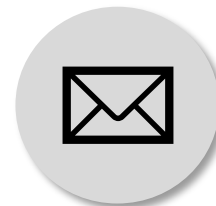
FOCUS ON CURRENT
LEASE AND FINANCE
OFFERS



TAX CREDIT



BENEFITS OF EV



INCLUDE A LINK TO ALL
AVAILABLE EV
INVENTORY IN EVERY
EMAIL INCLUDING
AFTERSALES

Summary

In summary, we hope you have found this information valuable and are able to implement the best practices in your dealership.

It is important to remember the 4 steps of the EV customer journey and that you are engaging the EV customer how they prefer:

- Awareness stage
- Research Stage
- Consideration Stage
- Decision Stage

When preparing your dealership for the EV customer, also remember to look at your digital advertising, website, digital retailing, and processes through the eyes of the customer and with a mobile first strategy.

If you would like additional assistance, your Kia Digital Consultant is happy to assist.





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