



# Kia Digital Consulting Program

The Kia Digital Consulting Program provides your Kia Dealership access to a team of Digital Marketing and Sales Process consultants to help improve your Digital Marketing and Sales efforts.

The program has grown with more resources and services, with recent additions including Digital Advertising Effectiveness and Digital Retailing. All of this, tailored to help your dealership get the most out of your digital investment.



Kia's Digital Consultants are ready to provide a comprehensive evaluation, and actionable recommendations to help your dealership improve digital effectiveness.

## Lead Handling

Focus on Converting leads to sales:

- Review lead handling practices and guide your dealership on ways to improve your approach to customer follow-up
- Employ eMystery Shops as a tool to help assess your First Quality Response
- Review staffing structures and CRM set-up, analytics, & customer experience
- Develop a list of recommendations and work with your team to ensure your putting your best foot forward

## Digital Advertising

Focus on helping your dealership align your strategies and best practices to yield a better result:

- Work with your dealership marketing personnel and your choice of vendors to make sure your money goes further
- Our team is well versed in SEM, Google My Business, SEO and Websites, both desktop and mobile, Reputation management, and optimization of ad copy
- Your consultant will provide you with a thorough review of all these key Marketing areas

## Digital Retailing

Focus on integrating your Digital Retailing for conversion and the customer experience (CX):

- Review front end set-up, & sales process tied to Digital Retailing
- Assist with ensuring the work-flows are properly set up within your CRM system
- Review the CX including how your customers find the tool, information on your Digital Retailing process and interacting with your dealership using DR
- Provide the latest best practices and recommendations in DR

## Benefits

- Results focused, with consulted dealers realizing a 12.5% higher YOY sales growth than non-consulted dealers <sup>1</sup>
- Highly skilled consultants - averaging 10+ years retail sales and management experience
- Customized action plan designed for your store's needs, and an expert digital resource to help your dealership get the most out of your digital investment

***"My consultant has been great! We are lucky to have him. He has helped us take our digital team to the next level. His recent support has helped our Google My Business page and our digital retailing process improve dramatically!"***

*Eric Gardner  
General Manager  
Manahawkin Kia*

<sup>1</sup> Based on performance CYTD Jan-July 2021. For reference purposes only. Past sales does not guarantee future performance.



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## Consulting Packages & Pricing

Packages are based on a fixed number of consults. A dealer's cost for each package is based on their enrollment in key Kia Digital Certified Solutions (KDCS) programs.

### Multi-Consult Discount<sup>1</sup>

17%

33%

Dealer KDCS Participation Level	Bronze 1 Consult	Silver 3 Consults	Gold 6 Consults
Website + Digital Advertising <u>and</u> Digital Retailing	\$450	\$1,125 (\$375/visit)	\$1,800 (\$300/visit)
Website + Digital Advertising <u>or</u> Digital Retailing	\$600	\$1,500 (\$500/visit)	\$2,400 (\$400/visit)
Website Only	\$900	\$2,250 (\$750/visit)	\$3,600 (\$600/visit)
Non-certified Website	\$1,500	\$3,750 (\$1,250/visit)	\$6,000 (\$1,000/visit)

Dealers have one year from date of enrollment to utilize the consultations for which they have enrolled.

<sup>1</sup> Discounts based on Per consult package pricing compared to Bronze package level.

**Question:** How do I enroll for consulting services?

**Answer:** Complete the Dealer Participation Agreement (available on Kiwi), and then complete your package selection at [www.kiadigitalprogram.com/Home/consulting](http://www.kiadigitalprogram.com/Home/consulting).

**Question:** How much will this cost?

**Answer:** There are multiple consulting packages available for you to select to best meet the needs of your dealership. Different fee rates correspond to, and are determined by, the number of consultations provided to the dealer and whether the dealer is enrolled in key Kia Digital Certified Solutions (KDCS) programs. The most current pricing will be available at the enrollment/package selection website at [www.kiadigitalprogram.com/Home/consulting](http://www.kiadigitalprogram.com/Home/consulting).

**Question:** Does a dealer have to enroll in order to receive a consultation?

**Answer:** Yes, beginning in November 2021, consultations will require completion of a Dealer Participation Agreement (available on Kiwi), as well as package selection at [www.kiadigitalprogram.com/Home/consulting](http://www.kiadigitalprogram.com/Home/consulting).

**Question:** When will the dealership be charged for their consultations?

**Answer:** Dealers will be charged on their non-vehicle account (Parts Statement) within 30 days of completing their enrollment.

**Question:** What consulting package does Kia recommend for dealers to get the most benefit from the program?

**Answer:** To get the most benefit from consulting, dealers should plan for 3-6 consultations at the rate of one consult per month. If the consulting services are really helping your sales efforts, your dealership can extend the engagement by selecting an additional consulting package through [www.kiadigitalprogram.com/Home/consulting](http://www.kiadigitalprogram.com/Home/consulting).

**Question:** Will the dealer be allowed to determine the focus of the consultant's time?

**Answer:** Yes, if it is within the current scope of services. Consultations must be focused on Lead Handling, Digital Advertising and/or Digital Retailing implementation.



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## What to Expect

1. Once you select a package and enroll, you will receive an email confirmation outlining your package selection and fees.
2. Your Consultant will contact you within 2 business days of enrollment.
3. The initial call will be used to introduce the consultant, schedule an in-store (or virtual) visit and identify the Digital area(s) of focus for the consultation.
4. Prior to the scheduled consultation, we will perform an assessment of the digital focus area(s), which may include Lead Mystery Shops, Dealer Website Evaluation, GMB audit, Reputation Management review, and SEO and SEM rankings.
5. The day of the in-store (or virtual) consultation will begin with a 30-minute meeting with the store leadership (GM or Dealer Principal), followed by meeting(s) with key store managers and sales staff, and any vendors within the KDCS program.
6. Your Consultant will share the pre-visit assessment and summarize a list of recommendations based on the requested area of focus.
7. Recommendations will be customized based on your dealership's needs and may include:
  - Meeting support with dealership vendors
  - Staffing/Training for BDC
  - Website content changes
  - Advertising mix modifications
  - CRM set up, including email templates
8. All consultations will be summarized, and recommendations emailed to dealership leadership and your DSM

## Sample Assessments

8/18/214 ConsultationProgressReport (KIA)  
Area - East | District - EAOB

**Interaction Details**  
Digital Consultant: epcasad@kiadigital.com  
Email: 8/10/2021  
Date of Interaction

**Dealership Staff**  
Eric Cantrow

**Dealer Enrollments**  
Website: DealerOn  
Digital Advertising: PureCars

**Visit Information**  
Visit Date: 8/10/2021  
Meeting Attendees (Names and Titles):

**Reputation Scores**  
Google Score: 4.7  
Facebook Score: 3.5  
Help Score:

**Demand Performance**

Area	Performance
Google My Business	Proficient
Reputation Management	Proficient
Digital Advertising - SEM	Making Progress
Search Engine Optimization	Making Progress
Website - Desktop	Making Progress
Website - Mobile	No
Digital Advertising - Video	No
Digital Advertising - Social	Yes
Digital Advertising - SEM	No

Demand Performance	Performance
Certified Website	Yes
Digital Retailing	Performance
DR tool clearly promoted on website	Proficient
Digital Retailing Tool is branded	Making Progress
DR tool being advertised across channels - Paid Search, Paid Social, etc	Making Progress
Pricing stacks are set up correctly	Proficient
Incentives are current and displayed within the pricing stack	Proficient
DR tools requiring PIN to access modules or unlocking pricing	Proficient
CTAs accurately feed to DR tool	Proficient
No conflicting calculator tools	Proficient
Lead Handling - CRM Differentiates DR Engagements	Proficient
Lead Handling - DR Specific Workflow in CRM	Proficient
Lead Handling - DR Specific Templates Used	Proficient
Lead Handling - Lead Routing set up to DR Focused team with a Champion	Proficient
Process	Performance
Staffing Model	BDC
Staffing Model	Proficient
First Quality Response	Making Progress
Follow-up Process	Making Progress
Appointment Rates	Needs Improvement
Dealer Engagement	Proficient
Contractual Feedback	
Contractor Praise:	Inventory strains are at highest levels
Current Action Items	
Action Item	Digital Retailing
Who	Limit the CTAs to just 2, 'Buy From Home' and 'Get Manufacturer Discount'. Keep customers focused and clear as to where they should go next.
Target Completion	8/10/2021
Status	Active (Onhold)
Resolution	-

Mystery Shop - KIA  
Area - East | District - EAOB

**Interaction Details**  
Client Consultant: John Avey  
Date of Interaction: 8/10/2021  
Email: javey@kiadigital.com

**Dealership Staff**  
Marketing: Allison Cantrow, Matthew Strickland, Paul Davis, JT Vintura  
Digital Advertising: Dealer.com, Dealer.com

**Customer Information**  
Customer Name: Rory Merchant  
Customer Email: rorymerchant2000@gmail.com  
Lead Submission Date: 8/10/2021  
Time of Submission: 8:00 AM  
Vehicle of Interest (Year, Make, Model, Trim): 2021 KIA Niro (EV4ADZ)  
Customer Question/Action: How many miles?  
CTA Used: Get Toyota Price

**Visit Quality Observations**  
Response received within 15 minutes? Yes  
Customer's questions were answered? Yes  
Customer's probability of returning vehicle? No  
Response included pricing? No  
Response was from BDC/practical advisor? No

**Customer Experience**  
Budget line was received and engaging? No  
Salesperson was able to follow-up quickly? No  
Response was sent to DSM? No  
Response in Mobile Priority? No

**Additional Comments**  
Comments Public: No

Our first impressions were excellent in the first week and that was not only our intention. It was our goal to get you started with "out of the box" solutions and get you up and running. Create an email template with good calls to action and give the marketing a reason to reply back to you.