



Sokal

KIA CERTIFIED EMAIL MARKETING

PARTNERSHIP BY DESIGN



WHY SOKAL?

The digital landscape is crowded; the key way Sokal stands out is through unique partnerships, audiences campaign execution, and a true white-glove customer approach. Everything we do for Kia is done in-house, from the production of a video ad to creating social media carousels, to the tech we utilize to optimize and launch campaigns/websites. We leverage partners where it makes sense, but really try to do the majority of the work for Kia retailers in-house as a full-service partner.

10

Certified OEM Programs

2

Offices in North Carolina

150+

Employees Nationally

25 : 1*

Client Ratio

20+

Years in Automotive

24/7

Customer Support

**In addition to Account Director, Account Coordinator(s), Artist, Paid Social Specialist, Programmatic Specialist, Paid Search Specialist*



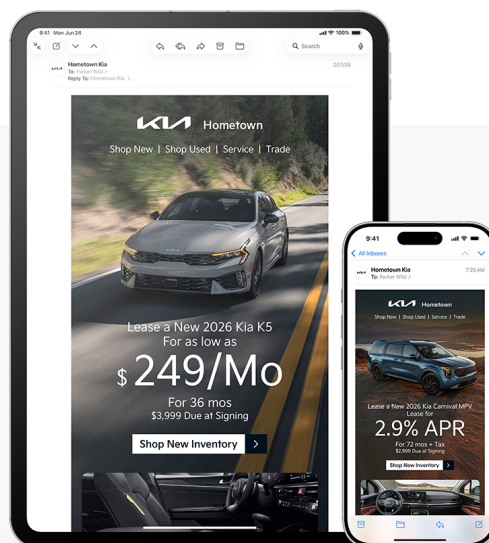
MOMENTUM EMAIL MARKETING

Stay top of mind with targeted emails designed to maximize ROI

Email marketing is still the most cost-effective way to target your potential market. It allows you to target, with pinpoint accuracy, potential buyers that are currently in the market for a car, thus infusing yourself into their current search and putting your dealership's name in the forefront of their mind. The added bonus with email marketing is that it's a gateway to retargeting, allowing for even more increased brand awareness.

BENEFITS:

- Rich, dynamic, and unique creatives designed by our in-house creative team
- Completely custom campaign strategy and targeting created specifically with your dealership's goals in mind
- Access to our in-house content writers and designers whose sole job is to focus on creating the best email campaigns in the industry
- Consistently perform A / B tests, along with statistical analysis to determine what does and doesn't work, ensuring the greatest ROI
- Sales matchback reporting provides insight into each campaign's success
- Google analytics tagging



CRM Database: \$300 min.

Conquest: \$1,000 min.



THANK YOU

For further information, please contact the Account or Sales team for assistance. We also recommend visiting www.gosokal.com for additional resources, contacts, or help.

Emma Voice - Director of OEM Programs

Contact at: evoice@gosokal.com

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