



# GENERAL MOTORS

Social Media & Reputation Management  
+ Google Business Profile Packages



**GM DEALERS GET 50 EXCLUSIVE FEATURES THAT TURN SEARCH, SOCIAL MEDIA & REVIEW SITES INTO LEAD GENERATORS**

GM Reputation Management Features	DAS Reputation Dominate	DAS Reputation Defend
<b>Dedicated Account Manager</b> - DAS provides 1-on-1 support for each account so you always know who your dedicated client advocate is and how to reach them.	✓	✓
<b>GM Survey Responses</b> - DAS monitors and professionally responds to 100% of all positive and negative surveys. Dedicated team tailors responses specific to each dealership.	✓	✓
<b>DMS Integration</b>	✓	✓
<b>GM SMRM Approved Vendor Review Site Responses</b> - DAS monitors and responds to 100% of positive and negative reviews on Cars.com, CarGurus, Edmunds, Facebook, and Google.	✓	✓
<b>Respond to Comments on Social Media</b> - DAS responds to your social site comments in less than 48 hours.	✓	✓
<b>Review Dispute Resolution on Facebook and Google</b> - DAS will proactively flag reviews for you that violate T&Cs on Facebook and Google.	✓	✓
<b>Mission Control</b> - Consumer Intel & Engagement platform with customizable reporting.	✓	✓
<b>Covers All Car-Centric Sites</b>	✓	✓
<b>ALL Review Responses Across All Sites</b> - DAS monitors and professionally responds to 100% of all positive and negative reviews. Dedicated team tailors responses specific to each dealership.	✓	✓
<b>Manual SMS Review Texting</b>	✓	
<b>Automatic SMS Surveys</b>	✓	
<b>Review Disputing Across All Sites</b> - Disputing Reviews Across All Sites - DAS proactively flags reviews across ALL sites and removes any deceptive reviews.	✓	
<b>QR Codes Designed to Drive Traffic to Review Sites</b> - DAS creates dealer specific QR codes that you can place around your dealership to encourage consumers to leave a review on your key sites!	✓	
	<b>\$699/mo</b> One-time Platform Creation: \$349	<b>\$399/mo</b> One-time Platform Creation: \$299



**DAS SOCIAL MEDIA AND REPUTATION MANAGEMENT:**

*Proven Five-Star Results!*

GM Enhancement Features	Business Listing Syndication
Syncing and Distribution of all Dealer Information across 40+ high impact online sites	✓
Instant Syncing Capability	✓
Duplicate Listing Suppression	✓
Maximize Accuracy of Listings Across the Web	✓
	<b>\$249/mo</b> One-time Platform Creation: \$99

# Social Media Packages

GM Social Media Features		DAS Social Dominate	DAS Social Defend
<b>Dedicated Account Manager</b> - DAS provides 1-on-1 support for each account so you always know who your dedicated client advocate is and how to reach them.		✓	✓
<b>Social Media Page Enhancements on Facebook, X, and Instagram</b> - DAS manages and enhances your social media pages on Facebook, X, and Instagram to ensure your pages are set up using industry standard best practices.		✓	✓
<b>Social Content Publishing</b> - DAS posts content on your behalf on Facebook, X, and Instagram to drive consumers to your dealership.		5	3
 <b>Facebook Inventory Posting</b> - Showcase your new and pre-owned VIN specific inventory on your dealership Facebook page using DAS exclusive inventory technology.		✓	
 <b>Monthly Instagram Reels Posts</b> - DAS posts an Instagram reel to your page per month highlighting the unique items for your dealership.		✓	
 <b>Facebook Stories</b> - DAS shares Facebook Stories on your behalf to help keep your follower base engaged with your dealership.		✓	
 <b>Instagram Stories</b> - DAS shares Instagram Stories on your behalf to help keep your follower base engaged with your dealership.		✓	
 <b>LinkedIn Posting*</b> - DAS posts your social media content to the 930 million members on LinkedIn so you can take advantage of this up and coming social media network.		✓	
 <b>YouTube Posts*</b> - Give your videos and television commercials the boost they need to extend their life by posting them on the 2nd largest search engine in the world, YouTube!		✓	
<b>YouTube Inventory Merchandising</b> - DAS automatically creates VIN-specific videos and post them directly to your YouTube channel automatically!		✓	
		<b>\$599/mo</b> One-time Platform Creation: \$299	<b>\$499/mo</b> One-time Platform Creation: \$199

# SMRM & Google Bundle Packages

GM Social Media, Reputation Management & Google Features	DAS Bundle Dominate	DAS Bundle Defend
Includes All Features from SMRM & Google Packages	<del>\$1,797/mo</del> <b>\$1,599/mo</b> One-time Platform Creation: \$799	<del>\$1,197/mo</del> <b>\$1,099/mo</b> One-time Platform Creation: \$699

“ DAS provides well-designed and functional products with support from concerned professionals. ”

- Bryner Chevrolet

“ The DAS team are automotive experts and develop strong marketing and conversion strategies. I 100% recommend this team. ”

- Dewey Barber Chevrolet



# NEW! DAS ENHANCED GOOGLE BUSINESS PROFILE PACKAGES FOR GM DEALERS



9,200+ retailers partner with Digital Air Strike because we get results!

Receive over **18,000\*** website visits from your Google Business Profile in a 10-month period

**60%\*** of car buyers trust Google

## FOUR REASONS TO PARTNER WITH DAS ON YOUR GOOGLE BUSINESS PROFILE

- 1** It's costly to manage in-house. **Save time and money** with a dedicated DAS account manager.
- 2** It's **IMR turnkey**, which costs you nothing! We manage it all for you.
- 3** DAS specializes in **automotive** and can deliver on what your customers need.
- 4** Working with GM, DAS developed this program specifically to **meet the needs of GM dealers**.

## Google Business Profile Packages

GM Google Features	DAS Google Dominate	DAS Google Defend
Dedicated Account Manager	✓	✓
Main Google Business Profile Page	✓	✓
Profile Optimization	✓	✓
QA's Updated 1x Per Month	✓	✓
Google Tiles	3x/month	1x/month
Social Media Integration	✓	✓
Keyword Strategy	✓	✓
Proactive Photo Uploads	✓	
Google Reputation Tile	✓	
Profile Nesting	✓	
Up to 3x pages (Sales, Service, Parts, etc.)	✓	
	<b>\$499/mo</b> One-time Platform Creation: \$199	<b>\$299/mo</b> One-time Platform Creation: \$149

\*Results based off averages of DAS clients results YTD 2023



Thank you to our dealers for awarding us 6 Dealers' Choice Awards, more than any other vendor, including the top level for Reputation Management and Lead Generation.

“Digital Air Strike’s first strike capability allows us to be the first to respond to any customer feedback, which is crucial for maintaining our long-standing great reputation.”  
- Gold Coast Cadillac

AS SEEN IN: **Inc.** **Forbes** **The New York Times** **Automotive News** **USA TODAY**

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