

Managed Social



TURN OUR EXPERIENCE INTO INCREASED SOCIAL REACH AND IMPROVED COMMUNITY MANAGEMENT.

Dealer.com's dedicated Social Media Coordinators provide a balanced approach to social media marketing and dealership community management. Campaigns and social activity consistently align with your overall digital strategy and encompass a complete range of services to optimize your social identity and reach.

Key Features & Benefits

Partnership

- Planning and execution of your dealership's optimal social strategy.

Social Posting

- Automotive retail's leading social experts and applications actively engage your clients with organic, unique, targeted posts.
- Deliver your campaigns to a large, but targeted audience.
- Proactively and reactively manage your presence across Facebook, Twitter, Google, Instagram, and LinkedIn, monitoring of cross-platform vehicle reviews, manufacturer news, promotions, and incentives.

Reputation Management (available with Advanced and Premium Social)

- Negative and positive review response on all relevant review sites including Facebook, Google, Cars.com, Yelp, Dealerrater, and CarGurus.
- Daily Review Alerts and monthly Review Summaries.
- Review segmentation to your Dealer.com website.
- Profit-center review segmentation.
- Fraudulent review verification and removal support.

Communication and Reporting

- Monthly reports for visibility into your social performance.

Service Components

Assigned Social Media Coordinator

Managed Social comes with an assigned Coordinator that manages your accounts, and is available to answer questions regarding social strategy.

Monthly Strategy and Performance Call

You will have a monthly call with your Coordinator to discuss past performance and the strategy for the next month. Strategy can be aligned with other Managed Services such as SEO and Content and Creative.

Strategic Monthly Posting

Coordinators implement a plan to post media at predetermined times. These posts are planned out over a month and synchronized with overall digital strategy.

Weekly Social Activity Across Multiple Social Channels

Proactive creation and execution of content across relevant social media networks.

Targeted Facebook Posts

In addition to general news feed posts, we serve content to a targeted audience.

Planned Instagram Posts¹

Social Media Coordinators schedule posts to your Instagram account that go live on a predetermined date and time.

Contest Management

Upon your request, Social Media Coordinators will manage Facebook contests—from strategizing to content and creative asset generation to implementation.

Event Management

Upon your request, Social Media Coordinators create Facebook Events on your Facebook page to promote dealership activities (BBQs, unique test drive events, etc.)—from strategy-building, content writing, and asset design.

Custom Social Creative Assets¹

We will create profile and cover photos as well as custom post creative upon your request.

Included Social Boosting Ad Spend

Advanced Social clients receive \$25 of Facebook ad spend and Premium Social clients receive \$75 in order to help grow their social fanbase.

Negative and Positive Review Response¹

Respond to every review, every time, showcasing your dealership's unwavering commitment to customer service. Manage all negative reviews from one place with one established process, and receive SMS Alerts when a negative review is posted.

Review Syndication to your Dealer.com Website¹

We'll route your best Google, Facebook, and Dealerrater reviews right to your Dealer.com website.

Profit-Center Review Segmentation¹

Promote reviews across different departments, and identify where operational improvements might be necessary across your dealership.

Receive Daily Review Alerts and Monthly Review Summaries¹

Receive a complete picture of your dealership's online reputation regularly to ensure awareness of all review activity.

Fraudulent Review Verification¹

Your Reputation Specialist will help mitigate fake reviews by bringing them to the attention of the website where they are posted. Supporting documentation will be provided to help resolve any fraudulent review through the website's established removal process.

Additional Social Boosting Budget (\$200)

Take advantage of our dedicated social professionals to align your digital strategy and brand guidelines to drive successful campaigns. This is a recurring monthly, a la carte offering for dealerships that want to invest more than their current post boosting allocations of our current Managed Social packages. Our team will use Facebook boosting to enhance your campaigns in order to optimize your social identity and reach.

¹ Dependent on package chosen.

To learn more about Dealer.com Managed Social, contact your Dealer.com Representative by calling (888) 717-9390.