

How to Use Social Media To Grow Your Dealership

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Dealer Marketing Systems



Today...

- Why You Should Care
- What You Can Do

What is the first thing you do when you walk into a prospect's office?

People Care

- Just because you don't care about social media doesn't mean your buyers, influencers and prospective employees don't
- The social networks of your employees may be the biggest untapped resource in your dealership

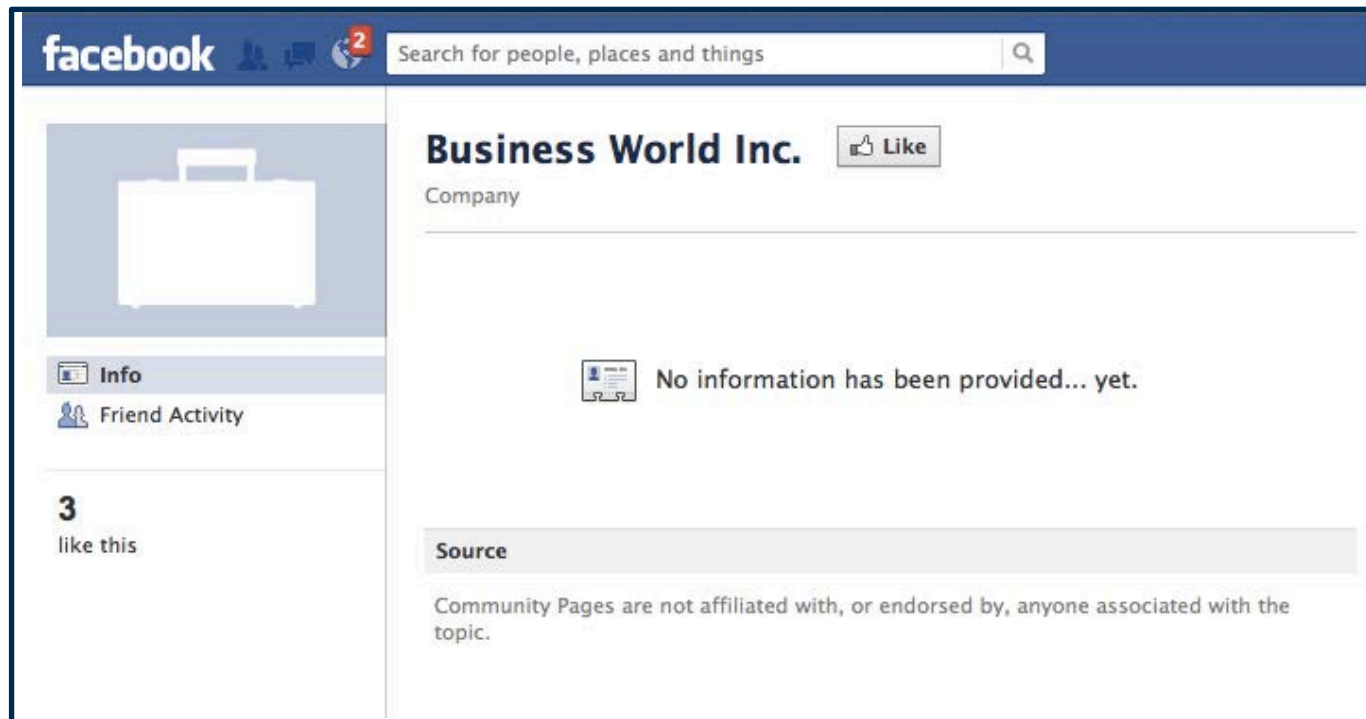
Do you mow your grass?



Your Web Properties



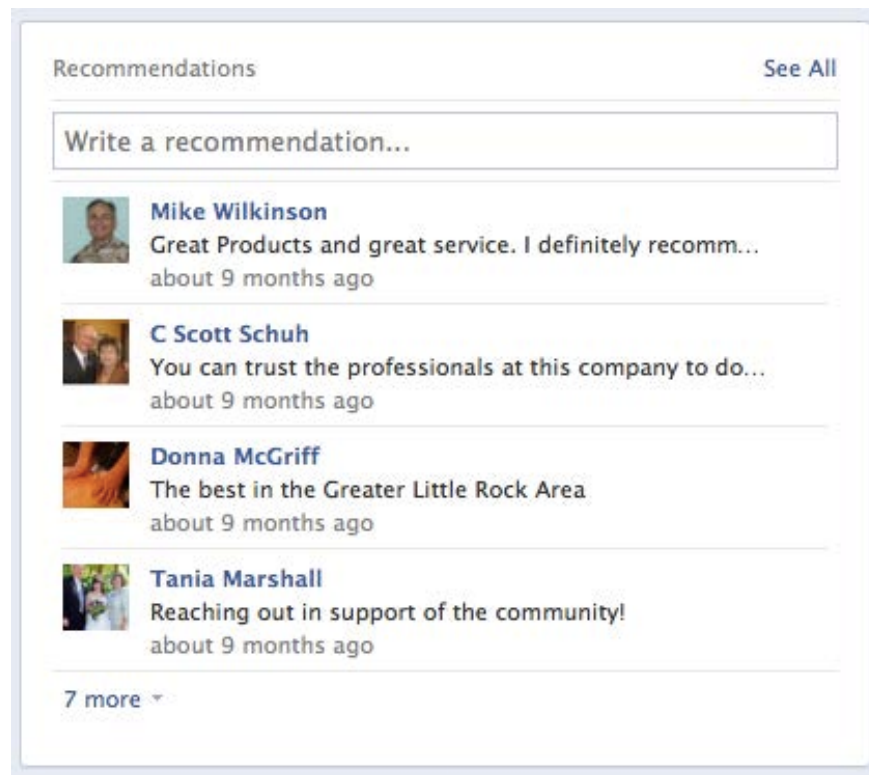
First Impressions



First Impressions

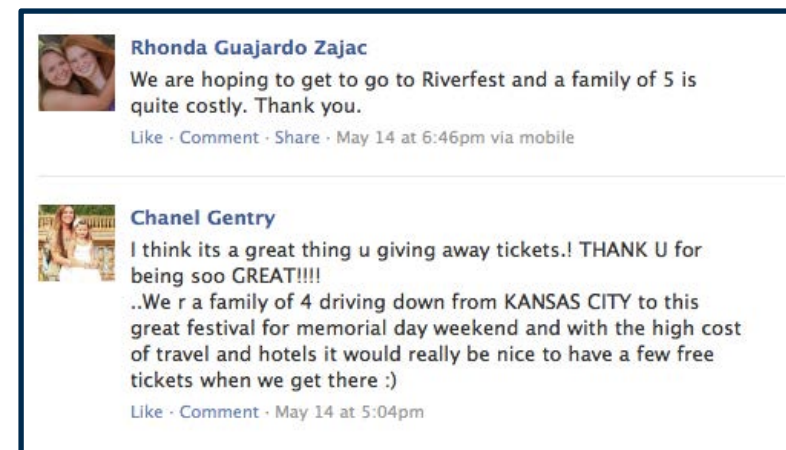


First Impressions



- People like this company

First Impressions




- They support the community




First Impressions



 **Datamax Arkansas** shared a link via HootSuite.
7 minutes ago


Discover the latest products from Kyocera to enhance your document production capabilities! <http://ow.ly/dDbnl>

 Universal Design Thinking about people in product development	Kyocera Document Solutions Products ow.ly
	Optimize your business with Kyocera enterprise network workgroup printer copier multifunction (MFP) &


- They are on top of their game
- They have ideas

 **Datamax Arkansas**
Tuesday via Social RSS

Improve Security With Laserfiche Document Management Systems

 **Datamax Arkansas** shared a link via HootSuite.
Yesterday

Learn more about how you can optimize your Network with Managed IT Services from Datamax! <http://ow.ly/dDbiv>

 Innovative Marketing for Office Technology Resellers

Sales Leads



Learn more about Document Management for Medical Practices from @DatamaxArkansas! – <http://ow.ly/dgvN5>

 **datamax** The Technology People **Document Management for Medical Practices | Datamax**
ow.ly

In medical offices all over the country, there are many documents to properly manage. From patient files to countless forms, it can be very...

Like · Comment · Share

 Ken Allison likes this.

- They are on top of their game
- They have ideas

Campaign Reach



- When you “Like” or “Retweet” something your network friends and business colleagues may see it

Get Found on Google



managed print services little rock



[Datamax | The Technology People](#)

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Datamax Micro <http://www.datamaxarkansas.com/> has been serving **Little Rock, Arkansas** since 1983. We provide IT services, **Managed Print Services**, ...

eting Systems



Innovative Marketing for Office Technology Resellers

Get Found on Google



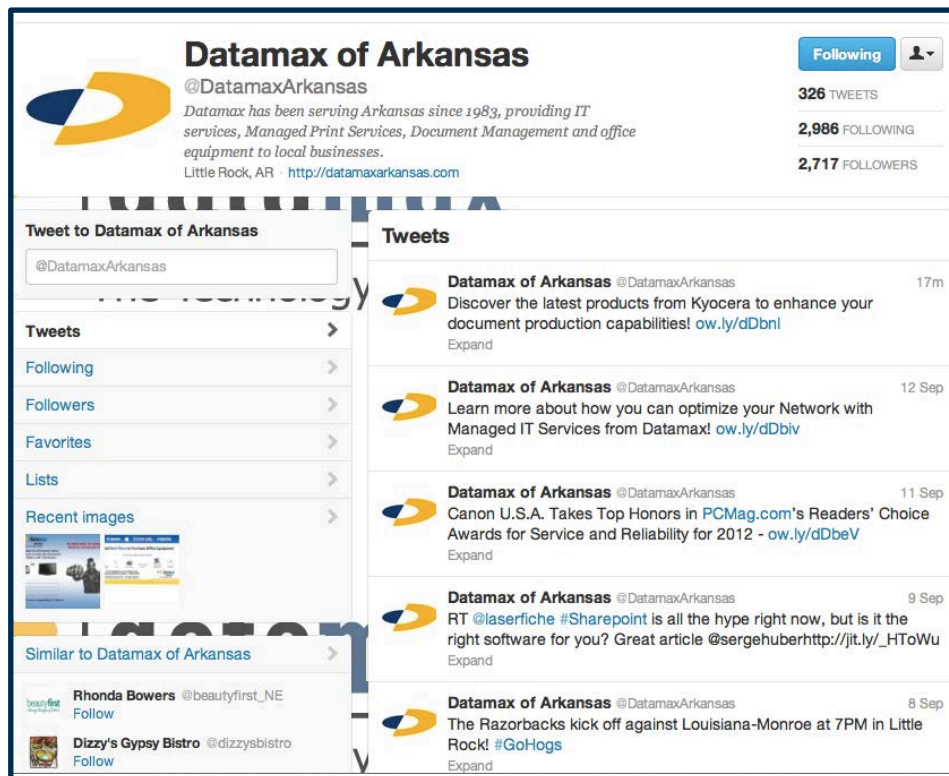
[Datamax of Arkansas \(DatamaxArkansas\) on Twitter](#)

twitter.com/DatamaxArkansas

Datamax has been serving Arkansas since 1983, providing IT services, **Managed Print Services**, Document ... **Little Rock**, AR · <http://datamaxarkansas.com> ...

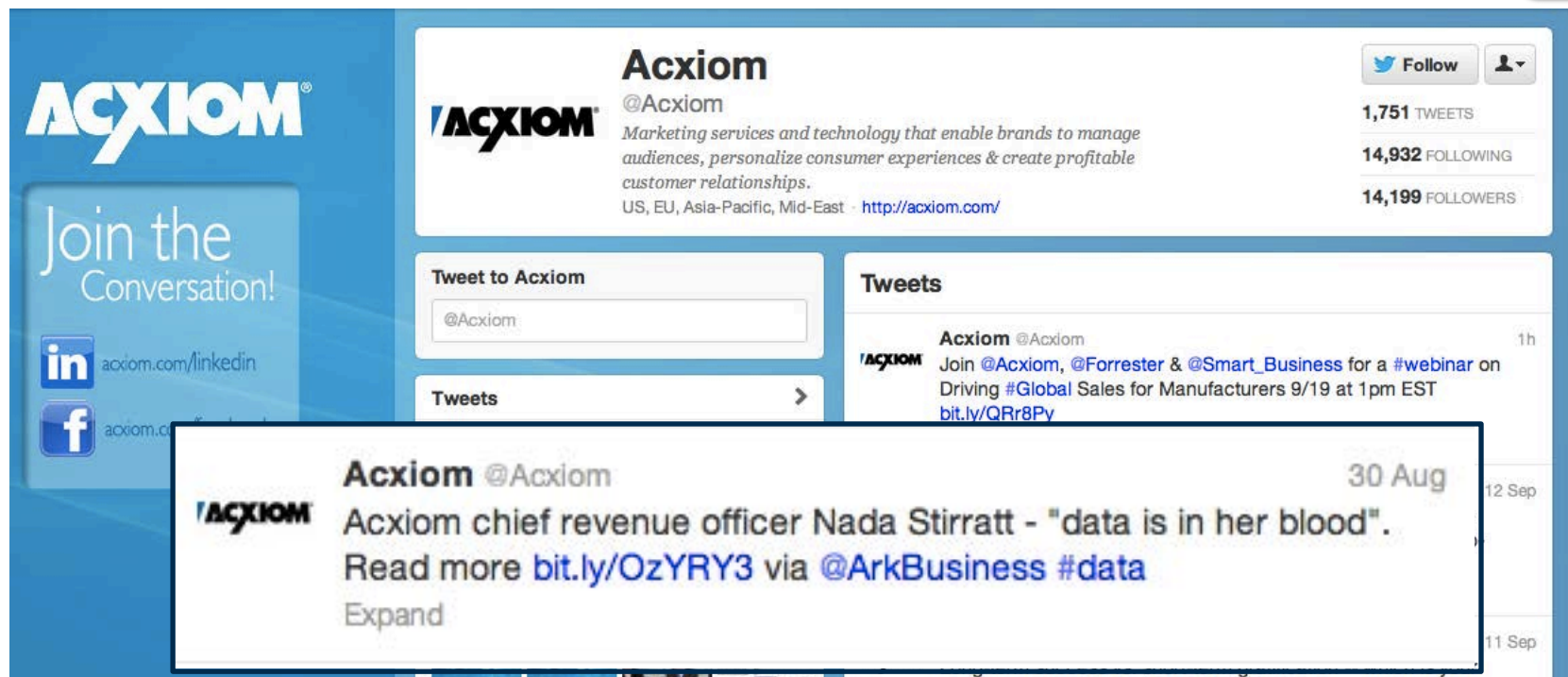


Get Found on Google



- Every tweet is public and indexed by Google
- Associates your dealership with a large variety of search terms

Market Intelligence



The screenshot shows the Twitter profile of Acxiom (@Acxiom). The profile header includes the Acxiom logo, the name 'Acxiom', the handle '@Acxiom', and a bio: 'Marketing services and technology that enable brands to manage audiences, personalize consumer experiences & create profitable customer relationships.' It also lists regions 'US, EU, Asia-Pacific, Mid-East' and a website 'http://acxiom.com/'. Statistics show 1,751 tweets, 14,932 following, and 14,199 followers. A 'Follow' button is present. On the left sidebar, there is a 'Join the Conversation!' section with links to LinkedIn and Facebook. The main content area shows a 'Tweet to Acxiom' input field and a list of tweets. One tweet is highlighted with a black border: 'Acxiom @Acxiom 30 Aug Acxiom chief revenue officer Nada Stirratt - "data is in her blood". Read more bit.ly/OzYRY3 via @ArkBusiness #data'. Below this tweet is an 'Expand' link.

Market Intelligence



Shari, David, and 444 others connect you to Acxiom.



1 First-Degree Connection

445 Second-Degree Connections

4,690 Employees on LinkedIn

- Get connected to people inside your potential accounts

Manage Your Reputation/ Respond to Service Issues



- Monitor keywords
 - Your Dealership Name
 - Copier, Managed Print Services
- Watch your inbox
 - Clients may be trying to contact you
 - Facebook, Twitter, LinkedIn

The Main Social Networks



A personal network of everyone I've ever met.



Searchable, public “text messages”



My network of business people.

What Should You Do?

Sales Reps

Dealership

Sales Reps and Social Media



- Relationships drive sales
- People buy from people
- Social media is social
 - Lets you “run into” people more often
 - Lets you build a network

Sales Reps and Social Media

- 15-30 minutes a day
 - Build Your Network
 - Share Useful Information
 - Follow Your Prospects
- Integrate into Prospecting Training
- Policy and Procedures

Dealerships and Social Media

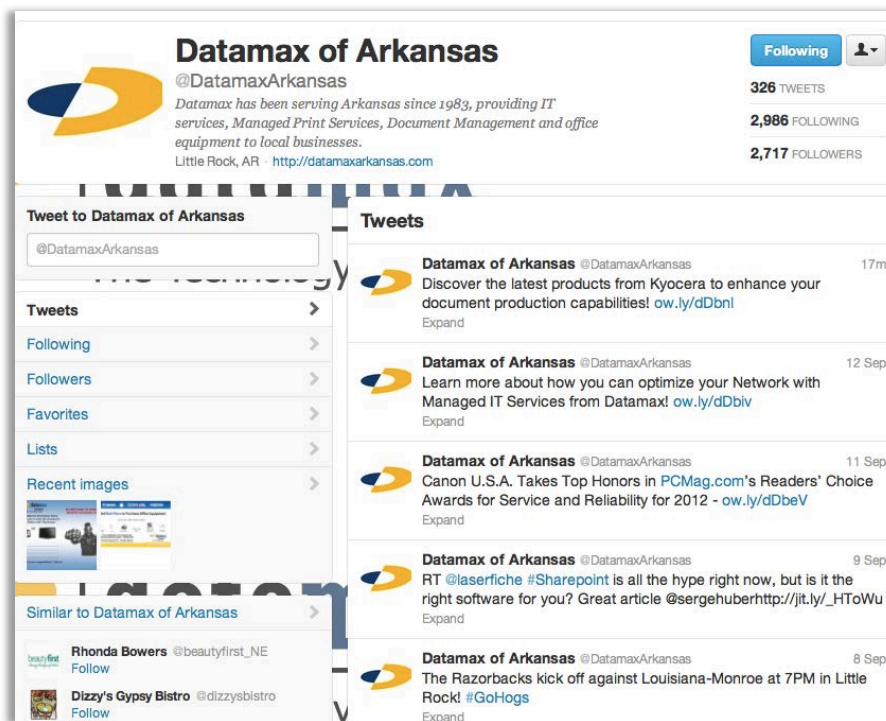
Company Facebook Page



- Brand your page
- Post daily
 - Keep it fun and “personal”
 - Avoid selling and promotions
- “Like” your customers’ and prospects’ pages
- Ask for references



Company Twitter



- Post at least once a day
 - Links to new blog posts/articles on your website
 - Product announcements
 - Helpful info
- Build a following
 - “Follow” companies and prospects

Company LinkedIn Page/Groups



- Update your company page regularly
 - Stream content from your company Twitter
- Make sure all of your sales reps are on LinkedIn
 - Have them join your company
- Create/join discussions with local business/IT people

Google

- Search engine optimize your company
 - Weekly-updated website content that Google can index
 - Daily-updated Facebook and Twitter pages
- Google Places
 - Make sure your company has a profile
 - Ask clients for references
- Google+
 - Wait and see...



How You Benefit

- Positive First Impression
- Networking
- Sales Leads
- Top-of-mind Awareness
- Market Intelligence
- Reputation Management
- Search Engine Optimization
- Extends Reach of Current Marketing
- Builds your Brand

Keys to Success

- Dealership
 - Consistency—Daily Updates
 - Branding
 - Monitor Reputation
- Sales
 - Daily Engagement
 - Training
 - Account Reviews



Managed Web Services

Sales
Training

Search

Secure &
Maintain Page 1
for Key Terms



Website

Weekly Custom Blog Content
Daily Industry News
Quarterly New Graphics
Product Catalog Updates

Free
Facebook/
Twitter
Branding

Social

Daily Updates
Audience
Building



A property management company for your web properties.