

Business Social Media in 2020: What's Changing How You Can Use It To Grow Your Dealership

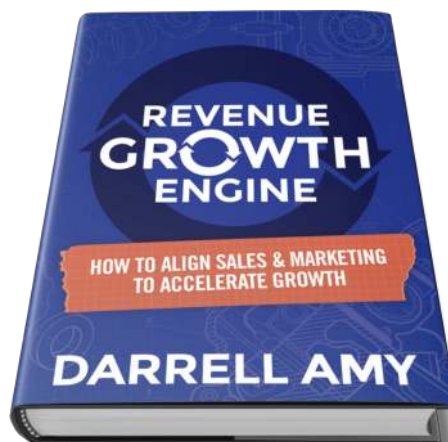
Darrell Amy, Revenue Growth Strategist



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What I've Been Working On

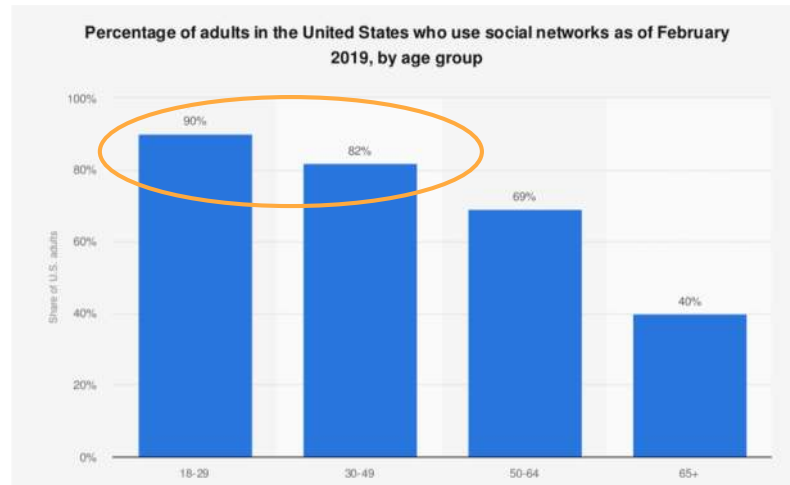


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Social Media Usage



From Statista, Pew Research Center, Feb 2019

Average age of
an IT Manager:

45.3

Data.io



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The Trend Can Be Your Friend

52

C-level execs who ignore cold calls

90%

C-level and VP-level buyers who
use social media in decision making

84%



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WHAT IS THE GOAL?

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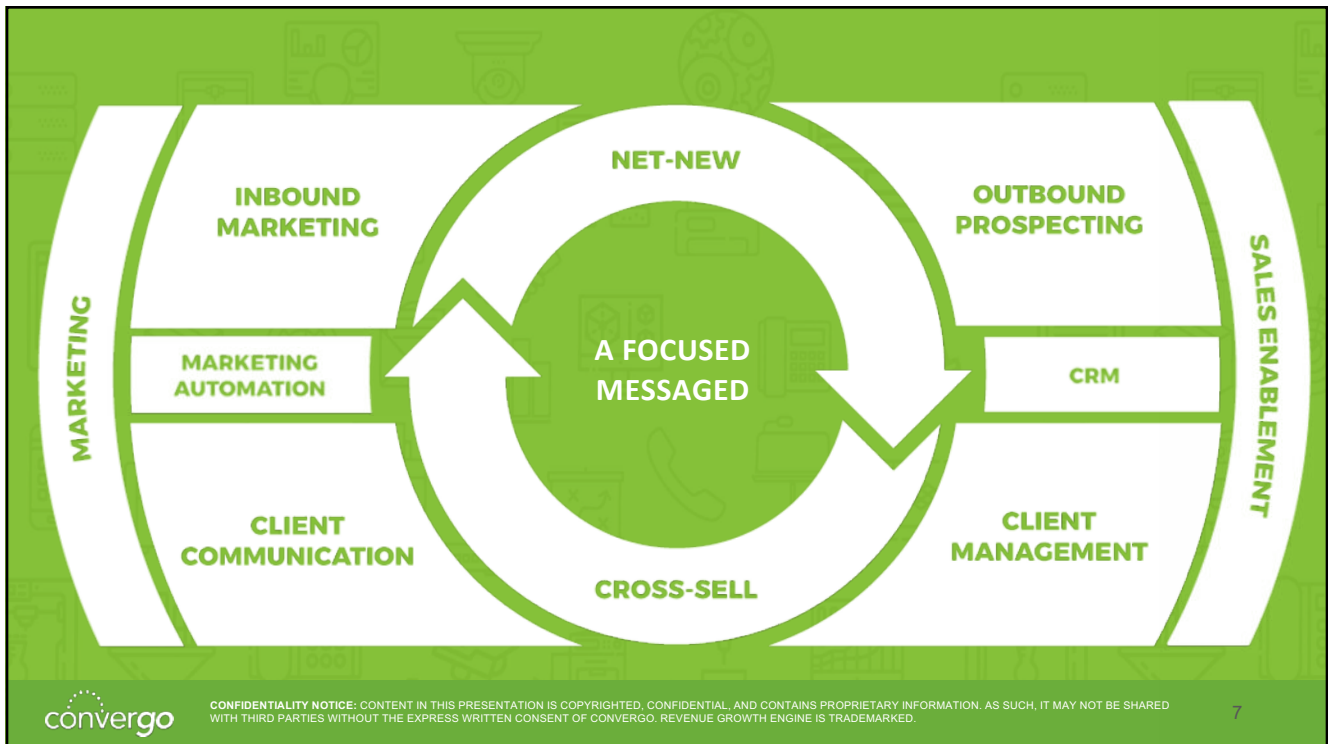


2 WAYS TO GROW REVENUE

- More Customers**
- More Revenue (Profit) per Customer**

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12 Ways Social Can Help Fuel Your Revenue Growth Engine

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INBOUND MARKETING

1. Get Found Online
2. Convert Visitors to Leads
3. Respond and Qualify



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INBOUND MARKETING

Put Calls-to-Action on Your Social Pages and Posts



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INBOUND MARKETING

Use Messenger To Convert Visitors To Leads



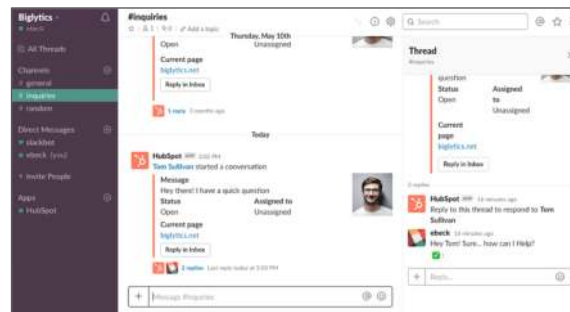
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Lead Manager

- Monitor dealership social media inboxes
 - Facebook
 - Twitter
 - LinkedIn
- Respond to online chats
- Qualify internet sales leads
- Mine website data for leads



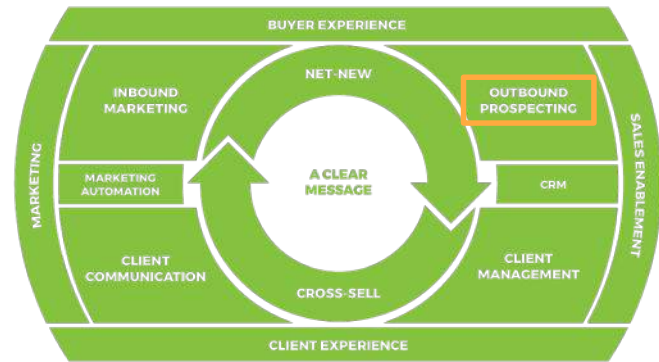
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OUTBOUND PROSPECTING

1. Target Account Program
2. Prospecting Process
3. Influence Buying Teams



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What is the goal of prospecting?

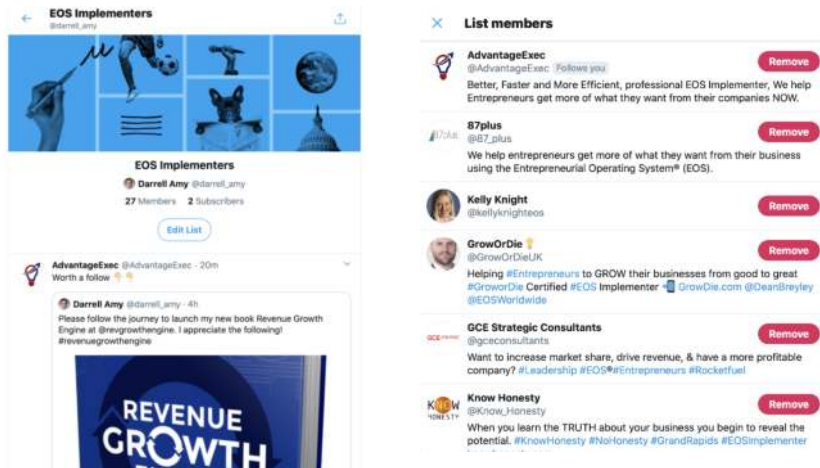


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OUTBOUND PROSPECTING

Follow Target Accounts & Decision Makers



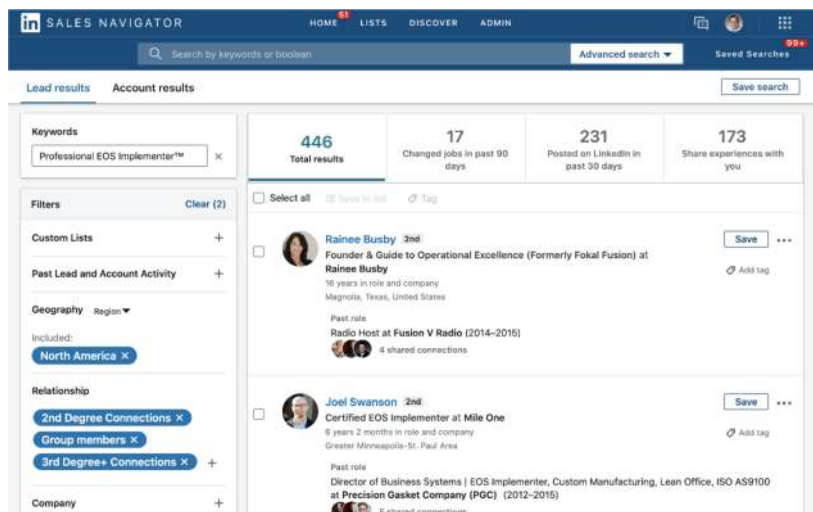
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OUTBOUND PROSPECTING

Find Contacts at Target Accounts in Sales Navigator



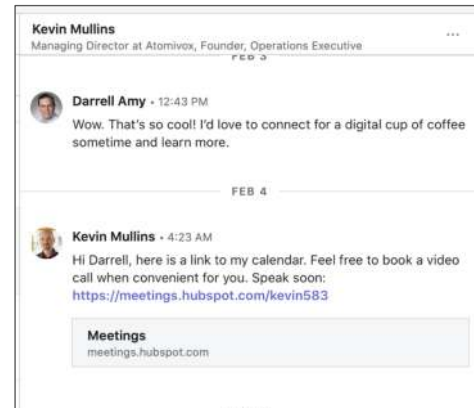
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OUTBOUND PROSPECTING

Drive Conversations With Prospect and Influencers



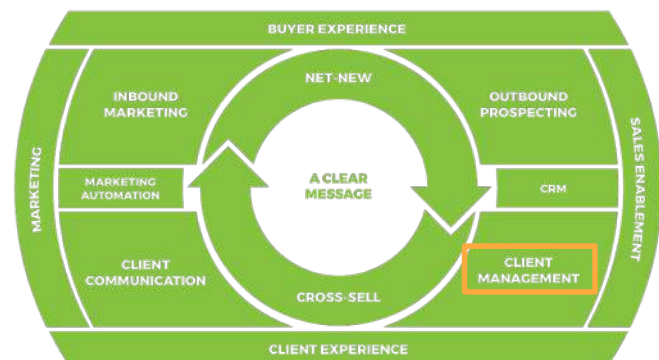
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CLIENT MANAGEMENT

1. Onboarding Process
2. Periodic Business Reviews
3. Renewal Process



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CLIENT MANAGEMENT

Welcome New Customers On Your Social Feeds



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CLIENT MANAGEMENT

Periodic Business Review Research

Check out a company's social feeds before you do your quarterly business review.



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CLIENT MANAGEMENT

Share Benefits of New Tech With Case Studies



CENTURY BUSINESS TECHNOLOGIES HELPS SKYLAND GRAIN GO PAPERLESS TO STREAMLINE PROCESSES & REDUCE COSTS

Operating grain elevators throughout western Kansas and Colorado, Skyland Grain (www.skylandgrain.com) provides service to hundreds of Kansas farmers. They have a total licensed grain storage capacity of approximately 48 million BU. Skyland's mission is "Connecting our producers to the world."

Each day, hundreds of documents need to be processed across 20 locations spanning over 300 miles. As the Office and HR Manager, Teresa Hammond felt the pain of gathering and processing invoices for accounts payable. The team at Century Business Technologies helped Skyland implement a paperless process with workflow automation to streamline the accounts payable process and reduce lost documents, ultimately leading to greater customer satisfaction.



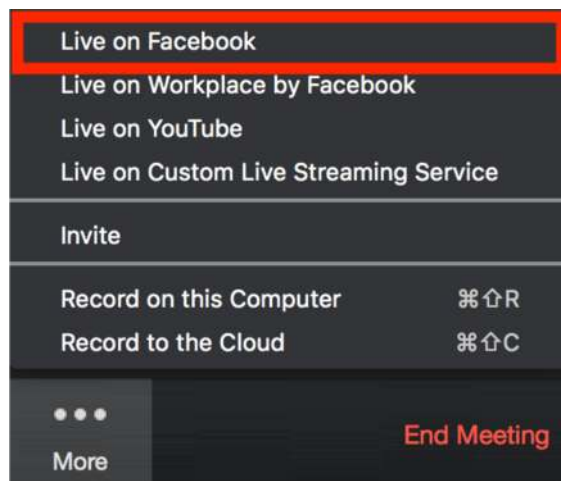
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CLIENT MANAGEMENT

Stream Your Webinars to Facebook Live




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CLIENT COMMUNICATION

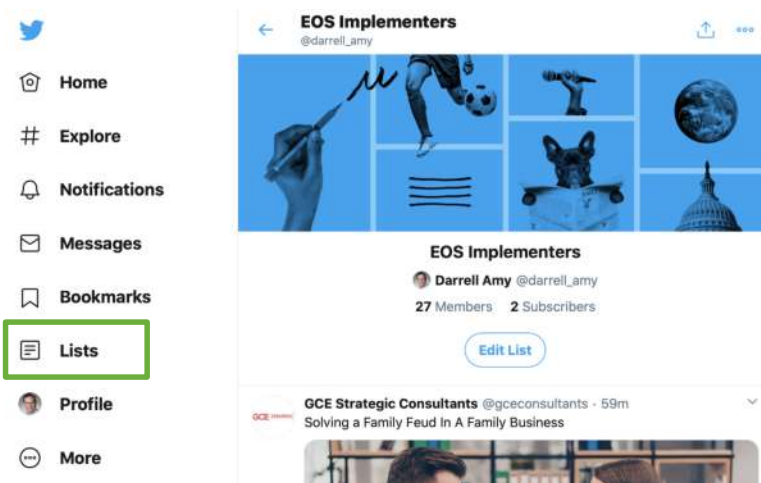
1. Segment Clients
2. Client Loyalty Program
3. Consistent Communication



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CLIENT COMMUNICATION

Follow Your Ideal Clients on Social



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CLIENT COMMUNICATION

Create or Join Groups for Your Clients

START A GROUP

- Facebook Group for Office Managers
- #slack Group for IT Managers

JOIN A GROUP

- Facebook Group for Marketing Managers
- LinkedIn Group for



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CLIENT COMMUNICATION

Consistently Share Helpful Ideas



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Keys To Success

- Understand your Ideal Client
- Focus on them, not you:
 - Outcomes they want
 - Problems they have



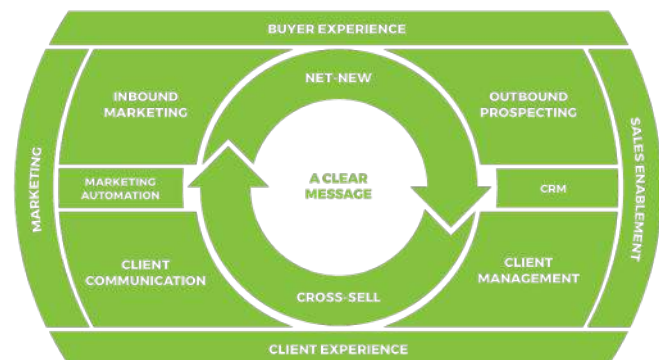
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Next Steps

- Which areas of your Revenue Growth Engine need help?
- How could you use social to jumpstart your engine?



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