

Social Media Tips for Auto Dealers:

7 CREATIVE CONTENT IDEAS



Bring a human element into your marketing

- Publish posts that feature photos of your mechanics or sales staff hard at work. Mention the staff members' name and include an interesting fact so that customers feel connected on a more personal-level.
- What do you want customers to know about your dealership? What makes you unique? Use Facebook and social media profiles as a way to introduce customers to staff and showcase how you do business.
- Post pictures of happy customers posing with their new vehicles. This will encourage customers to share their photos on their Facebook page, broadcasting your dealership to a larger audience of their family and friends.

Announce dealership events

- Plan one event each month to attract visitors to your dealership. Arrange activities that promote family fun (entertainment for kids and giveaways for adults).
- Use Facebook as an opportunity to get customers excited about upcoming events and sales. Share Facebook posts to build excitement and anticipation by promoting featured giveaways, music/DJ, complimentary food and refreshments, and rides or games that will be available to all visitors.

PRO TIP: Always post content that is true to your brand. Think of Facebook as an opportunity to give customers an inside look at WHO your dealership is.

Let customers know when you're having a sale

- o Promote sales (before and during the promotion) and tell customers to mention a promo code from Facebook for an additional percentage off or special offering.
Pro Tip: Use fun promo codes like "Just4U" instead of auto-generated technical codes that are difficult to remember.

Create a recurring weekly theme

- o Create a consistent weekly theme that customers grow to expect each week. For example: Fun Fact Friday or Throwback Thursday, Motivation Monday, Weekly Ad Wednesday or Super Sale Saturday... you get the idea. Make the theme unique to your dealership and keep it fresh and interesting to engage customers.

Encourage customer interaction

- o Ask customers to get involved with your brand and interact on your page with audience polls. For example, ask what their favorite, or most important, car feature is — what can't they live without?

Request and share reviews

- o After new vehicle deliveries, reach out to customers via email, text message or phone call to ensure they're happy with their purchase and request a review on Facebook. If they provide negative feedback, take the steps necessary to correct it instead of asking them for a favor.
- o Post signage around the dealership showroom and service facilities to remind customers to "like" your dealership and leave a review on Facebook. Print table signs for the reception desk and F&I office so customers see it multiple times during their visit.

Handle bad reviews immediately and with care

- o Although a negative review is never ideal, it provides an opportunity for you to make things right by correcting the problem. Follow these steps:
- o First, respond immediately to the customer (via phone) to ask more about the problem, seek as much information as they are willing to give. Brainstorm a solution and ensure the customer that you will make changes to prevent the same mistake from happening again.
- o Second, apologize (both via phone and on the original Facebook review) and seek to make things right by providing a special offer. For example, provide free oil changes or gift certificates for service.

BONUS: Get Creative with Event Marketing

Try to do some kind of event every month. For example, In the month of July, have a beach party at the dealership every weekend. Here are some ideas:

- **Bring in palm trees, beach chairs and truckloads of sand — yes, real sand.**
- **Incorporate dunk tanks, treasure hunts and sandcastle-building contests that build on the beach party theme.**
- **Have your staff members wear shorts and Hawaiian shirts and pass out flower leis for guests to wear.**
- **Have a barbecue and blast fun, tropical music through your surround sound — or hire a DJ.**

It may sound crazy, but customers will actually come just to hang out. Remember, attraction breeds attraction and that's the underlying goal. Plus, I'm sure you'll have no problem coming up with creative ways to promote this on social media to drive customers through your doors.