

SOCIAL MEDIA TIPS:

CONTENT IDEAS FOR CAR DEALERSHIPS

Pro Tip: Always post content that is true to your brand and value system. Think of Facebook as an opportunity to give customers an inside look at your dealership. A way to introduce them to staff and showcase your unique ways of doing business.

What do you want customers to know about your dealership?

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.
- 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.

Let customers know when you're having a sale

- 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

- 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

- 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

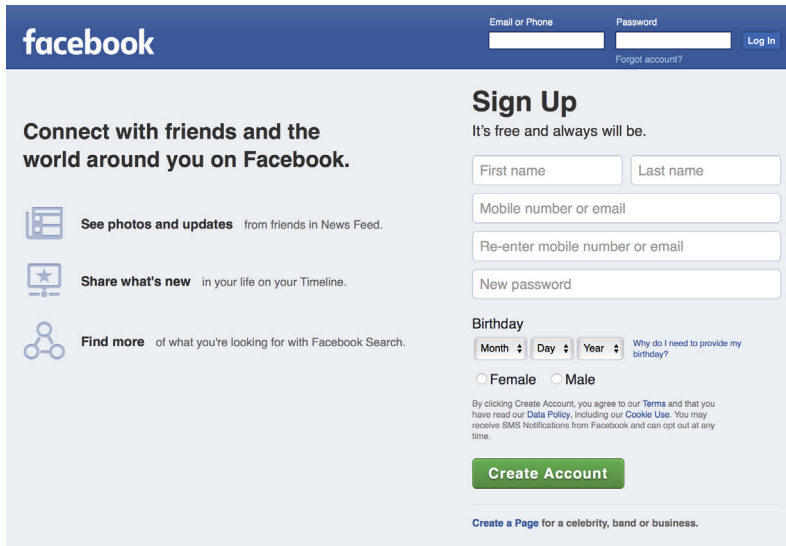
- After new vehicle deliveries, reach out to customers via email, text message or phone call to ensure they're happy with their purchase and request a review on Facebook. If they provide negative feedback, take the steps necessary to correct it instead of asking them for a favor.
- Post signage around 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

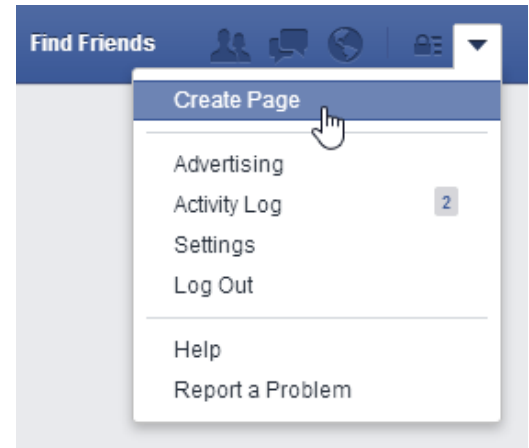
- Although a negative review is never ideal, it provides an opportunity for you to make things right by correcting the problem. Follow these steps:
- First, respond immediately to the customer (via phone) to ask more about the problem, seek as much information as they are willing to give. Brainstorm a solution and ensure the customer that you will make changes to prevent the same mistake from happening again.
- 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.

HOW TO:

CREATE A DEALERSHIP FACEBOOK PAGE



The screenshot shows the Facebook 'Sign Up' page. At the top, there's a navigation bar with the Facebook logo, login fields (Email or Phone, Password), and a 'Log In' button. Below the navigation bar, the main heading is 'Sign Up' with the subtext 'It's free and always will be.' The form includes fields for 'First name', 'Last name', 'Mobile number or email', 'Re-enter mobile number or email', and 'New password'. There's also a 'Birthday' section with dropdowns for 'Month', 'Day', and 'Year', and radio buttons for 'Female' and 'Male'. At the bottom, there's a 'Create Account' button and a link to 'Create a Page for a celebrity, band or business.'



- ☐ **1. Setup Facebook Account**
 - o Go to [Facebook.com](https://www.facebook.com) and create an account by entering your e-mail address and choosing a password.
 - o Select the “Create Page” option from the pull-down menu behind the arrow at the top of the page or visit the [Facebook business page website](https://www.facebook.com/pages/create.php) (<https://www.facebook.com/pages/create.php>), then choose “Local Business or Place.”
- ☐ **2. Enter Information for your Dealership**
 - o Complete the form by selecting a business category (Automotive), then enter your dealership name, address, phone number and click “Get Started.”
 - o In the About section, include additional dealership categories that best fit your description (up to 3).
Categories: Automotive Dealership, Car Dealership, Commercial Truck Dealership, Motorcycle Dealership, Recreational Vehicle Dealership or browse the list for other options.

- Include a description to tell your audience what your page is about (155 characters or less).
Tip: This is a good place to inform potential customers of brands you sell, special offers and unique differentiators that make your dealership a great place to purchase and service, such as Complimentary Maintenance offerings.
- Add your website address
- Create a name for your page.
For best results, use your dealership name or a similar variation that customers can easily remember and quickly search. Example: if your business is Anytown Auto Group and your website is www.anytownautogroup then customers are already accustomed to searching for your dealership name, so the best option for your Facebook page name would be facebook.com/anytownautogroup
- Verify that your dealership is a real business and you are an authorized rep.



☐ 3. Upload Pictures

- You will need 2 main photos for your Facebook page, one photo for profile picture and one cover photo.
- Profile photo: a small square photo that will be your main photo. Size: 180 x 180 pixels at 72 ppi (pixels per inch).
- Cover photo: a large panoramic photo that displays across the top of your timeline when users are viewing your page. Size: 851 x 315 pixels at 72 ppi.

☐ 4. Define your Demographics

- Setup your preferred page audience by determining the follow options:
- Set your location using the dropdown box.
Tip: we recommend narrowing your target audience to only people who live in the area and exclude vacationers since the goal of customer retention is to target recurring customers and not 1-time opportunities.
- Use the map to drop a pin on your specific address. If your dealership has multiple locations, be sure to drop a pin for every rooftop so customers can visit their most convenient location.
- If there are specific ages, genders, interests or language preferences that are a good fit for your dealership, be sure to select them in the corresponding text fields.
- Click “Save” and Facebook will redirect you to your new dealership Facebook page that is now live to the public!

The screenshot shows the 'Edit your details' window for a Facebook page. The 'General' tab is selected, showing options for 'Parking' (Street, Valet, Parking Lot) and 'HOURS' (Open on selected hours, Always open, No hours available, Permanently closed). There is a 'Monday' checkbox and a 'Time' field. A map is visible at the bottom right with an 'Add a Cover' button.

☐ 5. Add Finishing Touches

- Click the “About” section of your Facebook page in the left navigation menu and then select “Edit Page Info” directly above the location map.
- In the pop-up box, enter any missing information such as email addresses, parking information, business hours, wifi availability, price range and more.