

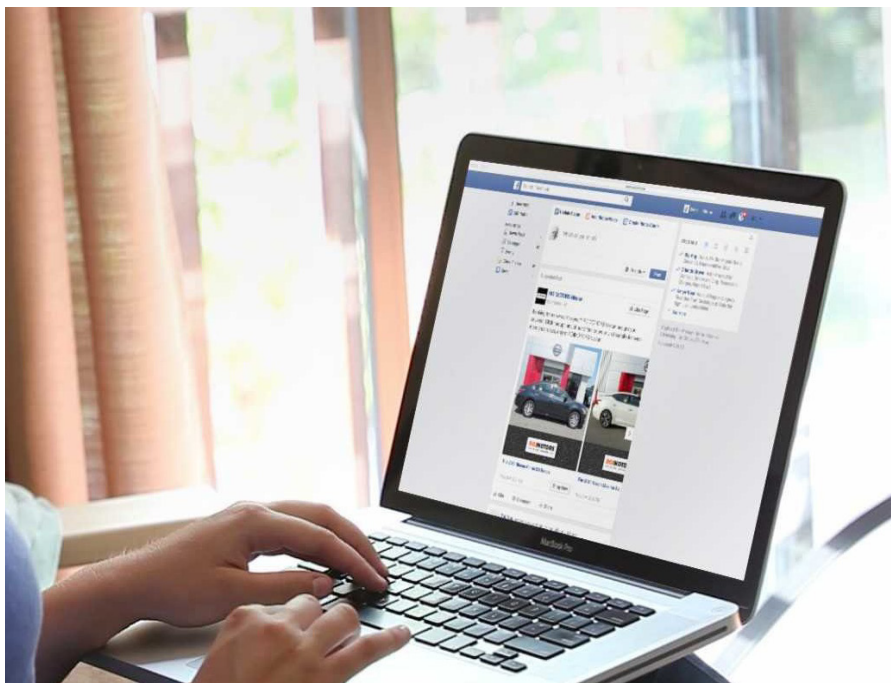


DEALER.COM®

STELLANTIS DIGITAL CERTIFIED PARTNER

MANAGED
SOCIAL

Dealer.com's dedicated Social Media Specialists 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.



Proactive and Reactive Social Media Reputation Management

KEY FEATURES

Partnerships

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

Social Posting

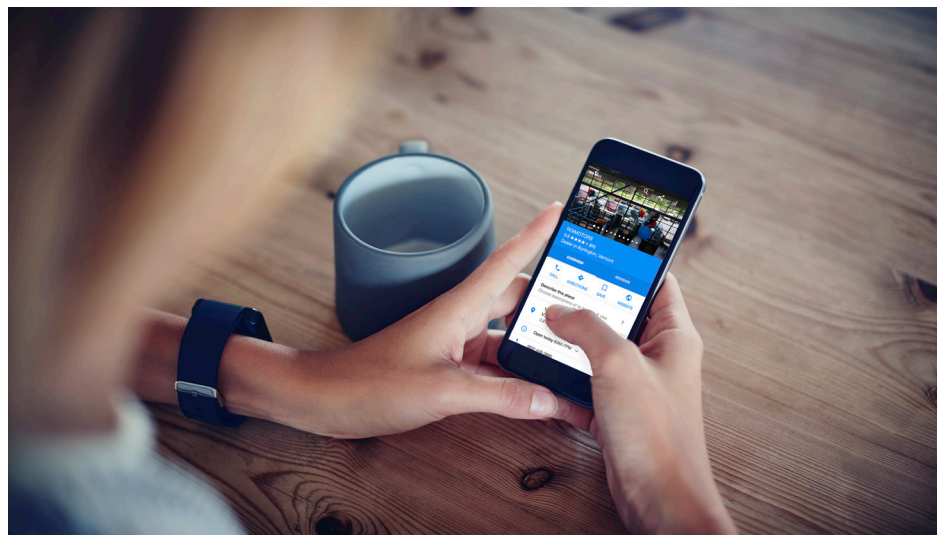
- Automotive retail's leading social experts and applications actively engage your clients with organic, unique, and targeted posts across relevant social media channels, includes Google My Business Page.

Reputation Management

- Review alerts to inform you of customer sentiment.
- Powerful listening tools to uncover a true online sentiment towards your dealership. Social strategy is created and adapted based on this rich knowledge.

Communication and Reporting

- Monthly reports for visibility into your social performance.





- Strategic Monthly Posting
- Facebook Event Management
- Contest Management
- Custom Social Creative Assets
- Monthly Social Creative Assets
- Social Activity Across Multiple Social Channels
- Assigned Social Specialist
- Monthly Strategy and Performance Call
- Monthly Reporting
- Strategic Monthly Posting
- Real-time Reputation and Monitoring to comments and Reviews

STRATEGIC SOCIAL CAMPAIGN MANAGEMENT

Social Campaigns Include:

- Planned social posts that integrate overall digital strategy, including SEO and website campaigns
- Social audits and account optimization for each channel
- Online reputation and review monitoring to prevent the escalation of negative sentiment
- Managed Social teams that coordinate special requests and unplanned action items, remaining agile and adaptable to quickly suit evolving social strategies

Social & Reputation Management Detailed Features

Questions about our Digital Solutions? Contact us at **1-888-895-8701** or visit **Dealer.com**