

Managed Social

Turn our experience into increased social reach and engaged community management.

Dealer.com's dedicated Social Media Coordinators 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.

Key Features & Benefits

Partnership

- Ongoing planning and execution of your dealership's optimal media strategy.

Social Content

- Automotive retail's leading social experts and applications actively engage your customers with organic, unique, targeted posts.
- Deliver your campaigns to a large, but targeted audience.
- Proactively and reactively manage your presence across Facebook, Instagram, Google Business, TikTok, LinkedIn, X (Twitter), YouTube, and Pinterest, including vehicle inventory highlights, OEM promotions and incentives, fixed ops specials, dealership accolades, events, and community involvement.

Reputation Management (available with Advanced and Premium Social)

- Negative and positive review response on all relevant review sites including Facebook, Google, Cars.com, Yelp, DealerRater, and CarGurus.
- Daily Review Alerts and monthly Review Summaries.
- Review segmentation to your Dealer.com website.
- Profit-center review segmentation.
- Fraudulent review verification and removal support.

Communication and Reporting

- Monthly reports for visibility into your social performance.



Service Components

Assigned Social Media Coordinator

Managed Social comes with an assigned Coordinator that manages your accounts, and is available to answer questions regarding social strategy.

Monthly Strategy and Performance Call

You will have a monthly call with your Social Media Coordinator to discuss key performance indicators and future strategy. Strategy can be aligned with other Managed Services such as SEO and Content and Creative.

Strategically Planned Content Delivery

Coordinators implement a plan to publish media at predetermined times for optimal reach and engagement.

Weekly Social Activity Across Multiple Social Channels

Proactive creation and execution of content to ensure a consistent presence on relevant social media networks.

Targeted Posts

In addition to general news feed posts, content is served to targeted audiences that align with overall digital strategy.



Contest Management

Upon your request, Social Media Coordinators will manage contests—from strategizing to content and creative asset generation to implementation.

Event Management

Upon your request, Social Media Coordinators create events on your social pages to promote dealership activities and community sponsorships (BBQs, unique test drive events, etc.) —from strategy-building, content writing, and asset design.

Custom Social Creative Assets¹

We will create profile and cover photos as well as custom post creative upon your request.

Competitive Analysis and Industry Benchmarking

Our robust social reporting provides a detailed examination of social media data across the industry and compares it to your performance benchmarks to inform a data-driven strategy.

Included Monthly Boosting Funds

Enrolled dealers receive ad spend for boosting on Meta platforms Facebook and Instagram to increase engagement of existing organic contests and grow their social fanbase.

Additional Social Boosting Budget (Additional Charge)

Take advantage of our dedicated social professionals to align your digital strategy and brand guidelines to drive successful campaigns. This is a recurring monthly, a la carte offering for dealerships that want to invest more than their current post boosting allocations of our current Managed Social packages. Our team will use boosting to enhance your campaigns in order to optimize your social identity and reach.

Negative and Positive Review Response¹

Respond to every review, every time, showcasing your dealership's unwavering commitment to customer service. Manage all negative reviews from one place with one established process, and receive SMS Alerts when a negative review is posted.

Review Syndication to your Dealer.com Website¹

We'll route your best Google, Facebook, and Dealerrater reviews right to your Dealer.com website.

Profit-Center Review Segmentation¹

Promote reviews across different departments, and identify where operational improvements might be necessary across your dealership.

Receive Daily Review Alerts and Monthly Review Summaries¹

Receive a complete picture of your dealerships online reputation regularly to ensure awareness of all review activity.

Fraudulent Review Verification¹

Your Reputation Specialist will help mitigate fake reviews by bringing them to the attention of the website where they are posted. Supporting documentation will be provided to help resolve any fraudulent review through the website's established removal process.

¹ Dependent on package chosen.



Managed Social Packages	PREMIUM	ADVANCED	STANDARD
SOCIAL & COMMUNITY MANAGEMENT			
Assigned Social Media Coordinator	•	•	•
Monthly Strategy and Performance Call	•	•	•
Weekly Social Activity Across Multiple Social Channels	Up to 20 Per Week	Up to 12 Per Week	Up to 8 Per Week
Targeted Posts	•	•	•
Contest Management	Monthly	Up to 4 Per Year	
Event Management	Monthly	Up to 4 Per Year	
Competitive Analysis and Industry Benchmarking	•		
Custom Social Creative Assets (Profile, Cover Photo, Facebook Ad)	Monthly	Up to 4 Per Year	
Included Monthly Boosting Funds	•	•	
Additional Social Boosting Budget	Additional Charge	Additional Charge	Additional Charge
REPUTATION MANAGEMENT			
Real-time Reputation Monitoring of relevant review sites	•	•	
Strategic Responses to Reviews	•	•	
Consistent negative response management	•	•	
Positive review syndication to your Dealer.com Website	•	•	
Profit-Center Review Segmentation	•	•	
Daily Review Alerts and Monthly Review Summaries	•	•	
Fraudulent Review Verification and Removal Support	•	•	

