



## Online Stars Sell More Cars!

### Your Digital Presence Matters

- Customers look for businesses online first, using search engines, maps, and social media
- Reputation stands between marketing and new customers
- 86% of people will hesitate to purchase from a business that has negative online reviews



### Attract More Customers and Increase Revenue

With our managed service plans, you can move your reputation and social media management into the fast lane. Take advantage of our state-of-the-art technology and expertise and focus on what you do best — selling and servicing vehicles!



#### Higher Search Rankings

Make sure your dealership shows up at the top of results for search, maps, and social media



#### Better Reviews

Create a steady stream of fresh, representative customer reviews — and respond to them



#### Active Engagement

Maintain a strong presence on social media sites like Facebook, Twitter and Instagram

Reputation.com is the Most Trusted Reputation Solution for Automotive

8K+  
Dealerships

248K+  
Locations

22M+  
Reviews

3M+  
Organic Social Posts

Contact us for a free demo: [auto-sales@reputation.com](mailto:auto-sales@reputation.com)

## Rev Up Your Online Presence

Our custom-designed, integrated platform and mobile apps — combined with dedicated customer service — enable you to manage your online reputation more efficiently and effectively.

Benefits to You	How We Do It	Silver	Gold
<b>Review Management</b>			
Generate more reviews efficiently and effectively	<b>Request Reviews via Email:</b> After a customer buys a car or receives service, we will send out emails asking them to provide a review on select third-party sites.	●	●
Get customers to share their experiences immediately	<b>Request Reviews via Text Message:</b> Use our mobile app to request reviews on the spot. Track results and use contests to motivate employees to request reviews.	●	●
Stay informed about what customers are saying	<b>Review Notifications:</b> Get alerts via email or the mobile app to let you know when new reviews have been posted.	●	●
Avoid logging in to multiple sites to see how you're doing	<b>Review Monitoring:</b> Use our dashboard to see your reviews from multiple sites in one place, your average review rating across all sites, and more.	●	●
Avoid overburdening existing staff or having to hire additional help	<b>Managed Review Response:</b> Our staff will respond to reviews and monitor comments and responses on your behalf.	All neg 50% pos	All neg All pos
Know exactly where your online reputation stands, the factors that drive it, and how to improve it	<b>Reputation Score, Reporting and Analytics:</b> Use our dashboard to get an at-a-glance evaluation of your online reputation with a score that includes your star average, review volume and recency, listings accuracy and more. You can also produce reports and view trends that help you spot patterns and issues.	●	●
Drive more traffic to your website and make it easier for customers to decide to do business with you	<b>Review Streaming:</b> We can add recent reviews from multiple sites to your website so customers can read them all in one spot. This will also enhance your SEO (search engine optimization).		●
<b>Social Media</b>			
Save time by scheduling posts in advance across multiple sites	<b>Social Publishing:</b> Use our online platform to create and schedule posts to sites like Facebook, Twitter and Instagram.	●	●
Stay active on social media without having to devote staff resources to creating and publishing posts	<b>Managed Social Publishing:</b> We will create and publish brand-related and other posts relevant to your dealership 5x per week on sites like Facebook and Instagram.		●
Increase awareness of your store and get customers to visit	<b>Facebook and Instagram Advertising:</b> We will create and run a \$100 brand-focused ad on Facebook (plus Instagram) each month that will drive traffic to your website.		●
<b>Dealership Listings</b>			
Identify issues with how your dealership is presented on the web	<b>Business Listings Snapshot:</b> Use our dashboard to see how accurate your business information is across multiple sites, so you know what needs to be updated.	●	●
Make sure customers find the most current and complete information about your dealership	<b>Business Listings Management:</b> We will fix data conflicts on online sites, as well as create and claim listings at key sites. We will also help you manage the listings over time.		●

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