

Rev Up Your Reputation!

Reputation.com, in partnership with Subaru of America, Inc., offers two plans that move your reputation and social media management into the fast lane. Power past your competition and leave them in the dust!

SAF Eligible Retailers can apply AdFund dollars to these plans and reduce the cost by up to 70%!

Take advantage of one of these **streamlined, turn-key solutions** today! Once you enroll, we will take care of making sure everything is set up and functioning smoothly, including **automatic SAF reimbursement**.



Silver Plan \$199/Month

(before SAF reimbursement)

Basic services plus:

- ✓ Dedicated Customer Success Manager
- ✓ Automated sales and service review requests via email
- ✓ Reputation Management mobile app
- ✓ Managed review response
- ✓ Business listings management



Gold Plan \$299/Month

(before SAF reimbursement)

Everything in Silver plus:

- ✓ Managed social publishing: 3 brand-related posts and 1 lifestyle post each week
- ✓ Social community management: monitoring, spam deletion, engagement and alerts

Managed Services Retailers are Reaping Benefits!

+72^{PT}

72 Point Higher Reputation Scores

+5X

5-6X More Views and Clicks on Listings

+41%

41% Higher Review Response Rates

* Stats as of March 2019

Reputation.com: The Trusted Solution for Automotive

10K+

Dealerships

300K+

Locations

100M+

Reviews And Organic Social Posts

Plan Features

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

	Silver \$199/mo*	Gold \$299/mo*
REQUEST and MANAGE THIRD-PARTY REVIEWS		
Review Monitoring: Use our dashboard to see your reviews from multiple sites in one place, your average review rating across all sites, sentiment trends and more.	●	●
Request Reviews via Text Message: Use our Reputation Live mobile app to request reviews on the spot. Track results via our online dashboard and use contests to motivate employees to request reviews.	●	●
Request Reviews via Email: 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.	●	●
Review Notifications: Get alerts via email or the Reputation Management app to let you know when new reviews have been posted.	●	●
Managed Review Response: Our staff will respond to reviews and monitor comments and responses on your behalf, according to your specifications.	●	●
Review Streaming: We will add recent reviews from multiple sites to your website so customers can read them all in one spot. This will also enhance your website's SEO (search engine optimization).	●	●
GET DEALER FOCUSED SERVICE and SUPPORT		
Email and Phone: A dedicated email account and toll-free customer care line enable you to ask quick questions and address urgent needs at your convenience.	●	●
Dedicated Account Manager: A customer success manager will be assigned to manage every aspect of your account, including regular status calls and updates.	●	●
MANAGE YOUR REPUTATION with MONITORING, REPORTING and ANALYTICS		
Reputation Score: 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.	●	●
Reporting and Analytics: From our online dashboard you can view trends in customer response and feedback. You can also produce and distribute a variety of reports that track your reputation progress over time and enable you to spot patterns and issues.	●	●
Analyze the Local Competition: See how your dealership's online reputation stacks up against other dealers like Honda, Toyota, Mazda, etc.	●	●
BENEFIT FROM MANAGED BUSINESS LISTINGS		
Listings Management: We will reconcile duplicate listings and 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.	●	●
Traffic Insights: Understand how customers find and act on business listings, then use that information to drive traffic and engage customers.	●	●
ENHANCE YOUR SOCIAL MEDIA PRESENCE		
Social Publishing: Use our platform to create and schedule your own posts, using your own content.	●	●
Managed Social Publishing: We will create and publish attractive and engaging posts on sites like Facebook each week (3 brand-related posts and 1 lifestyle post).	●	●
Social Community Management: Our social media team will monitor activity, delete spam, alert you to items that need your attention, and engage with people who comment on our social media posts.	●	●

*Before SAF reimbursement

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