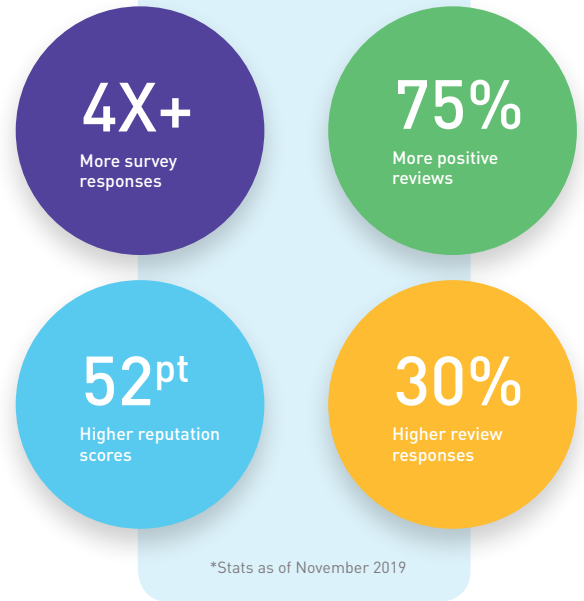


GM Dealers with Managed Services Reap Benefits!

Our GM managed service plans are designed to improve your online reputation through increased review volume, greater customer engagement, an enhanced social media presence, optimized advertising, and more!

A great online reputation drives prospects and customers to your dealership and increases business.

All three GM plans include white glove services like a dedicated Customer Success Manager, monthly support calls, and webinar training.



	GM Managed Premium	GM Managed Social	GM Managed Response
	Search Boost+ \$799/mo	Social Boost+ \$499/mo	Feedback Boost+ \$199/mo
Core Features			
Dedicated Customer Success Manager (CSM) - You will be assigned a dedicated representative who will make sure we're helping you meet your goals and will be your personal point of contact for questions and issues.	✓	✓	✓
Monthly Check-Ins and Webinar Training - Once you are up and running, your CSM will check in with you each month to provide updates and guidance. We will also provide monthly webinar training.	✓	✓	✓
Managed Survey Responses - Our team of experts will monitor and respond to survey feedback within five days.	All	All	All
Managed Review Responses - Our team of experts will monitor and respond to reviews on the top five review sites within three days.	All	All	All
Social Media Advertising Add-On - Increase your reach and enhance your results with a package that best matches your goals and budget. See page 4 for details.	✓	✓	✓
Managed Social Publishing - We will create and publish attractive and engaging posts on sites like Facebook and Instagram.	7/wk	7/wk	2/wk
Social Media Profile Enhancements - We will optimize your profiles by conducting an audit, providing best practices guidance, and helping you implement changes.	✓	✓	
Review Sharing - We will identify and distribute meaningful positive reviews to sites like Facebook and Twitter on your behalf.	✓	✓	
Goal Setting and Evaluation - Your CSM will set goals with you at the beginning of the year and reevaluate them with you after six months.	✓	✓	
Conversation Management - We will respond to people who engage with you on sites like Facebook, Instagram and Twitter within 48 hours.	✓		

Boost Performance with More Features and Services

	GM Managed Premium	GM Managed Social	GM Managed Response
	Search Boost+ \$799/mo	Social Boost+ \$499/mo	Feedback Boost+ \$199/mo
Reputation Optimization			
NEW Voice of the Employee - We will pull in reviews from sites like GlassDoor to enable you to monitor feedback from current and former employees.	✓	✓	✓
Reputation Manager Mobile App - Get third-party review alerts, access the dashboard and manage your dealership's reputation on the go.	✓	✓	✓
Reputation Score Optimization - Work with your dedicated CSM to identify actions you can take to improve your Reputation Score.	✓	✓	✓
Customized Management Reporting - Work with your CSM to create, generate and distribute meaningful reports for key decision makers.	✓	✓	✓
Dispute Resolution Assistance - We will work with Google and Facebook on your behalf to remove reviews that violate their terms of service.	✓	✓	
Survey and Review Response in Spanish - If a customer submits a survey or posts a review in Spanish, we'll respond in Spanish.	✓	✓	
Analyze the Local Competition - See how your dealership's online reputation stacks up against other local dealers like Lincoln, BMW, Audi, etc.	✓	✓	
Quarterly Performance Review - Your CSM will take a deep dive into your dealership's reputation activity and results and provide related recommendations.	✓	✓	
Google Optimization			
Google Posts - We will create and publish posts to drive traffic to your website, promote sales events, and more.	1/wk	1/wk	
NEW Google Photos - We will add photos to your Google My Business profile to ensure that high-quality photos appear among ones being added by consumers.	✓		
NEW Google Profile Updates - We will ensure that suggestions to change your Google profile are reviewed within 24 hours and either accepted or rejected to keep your data as accurate as possible.	✓		
NEW Google Q & A - We will help you populate the questions and answers section of your Google My Business profile for frequently asked questions. We will also ensure that future questions are answered within 24 hours.	✓		
NEW Google Dashboard - We will add a custom Google-centric dashboard to our platform that will help you see how your dealership is performing on Google.	✓		

Boost Performance with More Features and Services

(continued)

	GM Managed Premium	GM Managed Social	GM Managed Response
	Search Boost+ \$799/mo	Social Boost+ \$499/mo	Feedback Boost+ \$199/mo
Social Media Optimization			
Snap and Engage - Use our mobile app to take and share pictures of happy customers, special events and more!	✓	✓	✓
Facebook Boosted Posts - We will identify and boost your top performing organic content to increase visibility and drive more traffic to your store.	\$100/mo	\$25/mo	
Facebook Posts in Spanish - We will create and publish up to two Spanish language posts each week.	✓	✓	
Social Activity Management - We will monitor sites like Facebook and Twitter, delete spam, and alert you to items that need your attention.	✓	✓	
Digital Advertising Advisor - An experienced advertiser will help you optimize social media advertising by analyzing your marketing budget, making recommendations and identifying cost-savings and enhancement opportunities.	✓	✓	
NEW Custom Posts - We will work with you to create up to one custom post each month for Facebook and Instagram.	✓		
Posting Jobs on Facebook - We will help you tap into the biggest social community in the world to find talent and meet staffing needs.	up to 4/mo		

Check Out Our Social Media Advertising Add-On Packages!

Social Media Advertising Add-On!

Effective advertising not only promotes your dealership, increases traffic, and drives business - it can also improve your online reputation.

Our Social Media Advertising packages are designed to do all of the above!

- Available to all GM dealers.
- No set-up fees!
- Led by a Facebook-certified Campaign Manager.
- Service fee capped at 20%.

Jump Start. Introduce more in-market shoppers to your dealership and get their eyes on your vehicle detail pages.

Accelerate. Give your sales team more contacts and hot leads to close more deals in a shorter timeframe.

Top Speed. Earn a better return on investment by utilizing additional optimization tactics and unique creative ad placements, in combination with additional conversion tracking.

Overdrive. Make your social ad dollars unbeatable with an all-encompassing social ad strategy that keeps your competitors out of sight from in-market shoppers in your area and your sales pipeline full.

	Jump Start \$799/mo	Accelerate \$999/mo	Top Speed \$2,099/mo	Overdrive \$4,999/mo
Packages include...				
A dedicated Facebook certified ad specialist/campaign manager	✓	✓	✓	✓
24/7 Dashboard	✓	✓	✓	✓
Bi-weekly email reports	✓	✓	✓	✓
2 strategy calls per month	✓	✓	✓	✓
Offline conversion matching to prove ROI ¹	✓	✓	✓	✓
Automated lead delivery ²			✓	✓
Promote Your Dealership, Vehicles, and Services via...				
Facebook Marketplace				
Used vehicle inventory promotion ³	Ongoing	Ongoing	Ongoing	Ongoing
Facebook				
Number of ads each month	4	6	8	10
Number of ad objectives ³	2	3	4	5
Instagram				
Number of ads each month	2	4	6	8
Number of ad objectives ⁴	1	2	2	3
Pinterest				
Promoted pins		✓	✓	✓
Waze				
Pins and flags (to help prospects and customers get to your location)			✓	✓
Snapchat				
Local Custom Filter				✓

1. Requires provision of customer sales data

2. Requires integration with customer relationship management system

3. Facebook ad objectives include raising awareness, driving traffic, click-to-Messenger, retargeting, increasing leads and/or promoting inventory with dynamic inventory ads. Lead generation ads not available for Jump Start. Inventory ads only available for Top Speed and Overdrive; requires integration with inventory management system. (new vehicles coming soon).

4. Instagram ad objectives include raising awareness, driving traffic, retargeting, increasing leads, and/or promoting inventory with dynamic inventory ads. Lead generation ads not available for Jump Start. Inventory ads only available for Top Speed and Overdrive; requires integration with inventory management system.