

Rev Up Your Digital Dealership

Drive traffic and business online and in person by:

- ✓ Strengthening your Google presence
- ✓ Increasing leads resulting from online searches
- ✓ Getting more and better reviews
- ✓ Expanding outreach and engagement
- ✓ Improving the customer experience

Now more than ever, consumers are going online to find and choose a dealership.

The new front door to your dealership is now digital. This means that attracting customers depends on how strong your presence is in search, the quality of your online listings, your social media engagement, and more.

Our leading technology, managed services and expertise help you win online and gain more sales and service business. We offer three plans to move your digital dealership into the fast lane and power past the competition!

66 More Vehicle Sales in 2019

4X+ Leads from Listings Data

3X+ Google Impressions

84^{PT} Higher Reputation Scores



Performance metrics compare dealers with managed services to those without.

Feedback Optimization

\$499/mo

For the dealer who wants designated customer support, automated review requesting, review responding and review streaming. You also get dispute resolution assistance, voice of the employee reviews, enhanced analytics and reporting, competitive insights, and more!

Google Optimization

\$749/mo

For the dealer who wants everything in Feedback Optimization plus business listings management and services to enhance and manage your Google My Business profile. You also get traffic insights and our exclusive Paid Search Accelerator.

Social Media Optimization

\$999/mo

For the dealer who wants everything in Google Optimization, plus social media profile enhancements, managed social publishing - including custom and boosted Facebook posts - and social community management. You can also feed your inventory into Facebook Marketplace.

Want to manage your digital presence yourself? Check out our Reputation Essentials Toolkit at reputation.com/essentials-toolkit/

We also offer social media advertising packages. Leverage our experts to optimize your advertising dollars!

Reputation.com: The Trusted Solution for Automotive

10K+

Dealerships

300K+

Locations

100M+

Reviews and Organic Social Posts

Solutions for Your Digital Dealership

	Feedback Optimization \$499/mo	Google Optimization \$749/mo	Social Media Optimization \$999/mo
Feedback Optimization			
Customer Success Manager (CSM) - A customer success manager will be assigned to manage every aspect of your account, including regular status calls and updates.	✓	✓	✓
Automated Survey and Review Requesting - After a customer buys a car or receives service, we will send out a series of automated emails (or texts) asking them to provide feedback on their experience. <i>DMS integration required and included in monthly price.</i>	✓	✓	✓
Organic Search Accelerator - Take advantage of our Private Google API to have pulse surveys pushed to Google. Reputation.com Exclusive	✓	✓	✓
Managed Survey and Review Responses - Our staff will respond to surveys and reviews and monitor comments and responses on your behalf, according to your specifications.	✓	✓	✓
Survey and Review Response in Spanish - If a customer submits a survey or posts a review in Spanish, we'll respond in Spanish.	✓	✓	✓
Review Streaming - We will add customer reviews (and responses) from multiple sources to your website so customers can read them all in one spot. This will also enhance your website's SEO (search engine optimization).	✓	✓	✓
Dispute Resolution Assistance - We will work with Google and Facebook on your behalf to remove reviews that violate their terms of service.	✓	✓	✓
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 Score Optimization - Work with your CSM to identify actions you can take to improve your Reputation Score.	✓	✓	✓
Analyze the Local Competition - See how your dealership's online reputation stacks up against other dealers.	✓	✓	✓
Customized Management Reporting - Work with your CSM to create, generate and distribute meaningful reports for key decision makers.	✓	✓	✓
Google Optimization			
Business Listings Management - 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, including making requested updates to your Google My Business profile.		✓	✓
Traffic Insights - Understand how customers find and act on business listings, then use that information to drive traffic and engage customers.		✓	✓
Paid Search Accelerator with Google Seller Ratings - As a Certified Google Partner, we will integrate pulse surveys with your Google Ad campaigns to enhance your ads and optimize results. Reputation.com Exclusive		✓	✓

Check Out Our Social Media Advertising Packages!

Leverage our experts to optimize your advertising dollars

Solutions for Your Digital Dealership

(continued)

	Feedback Optimization \$499/mo	Google Optimization \$749/mo	Social Media Optimization \$999/mo
Google Optimization (continued)			
Google Posts - We will create and publish posts to drive traffic to your website, promote sales events, and more.		1/wk	1/wk
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.		✓	✓
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.		✓	✓
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.		✓	✓
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.		✓	✓
Social Media Optimization			
Social Media Profile Enhancements - We will optimize your profiles by conducting an audit, providing best practices guidance, and helping you implement changes.			✓
Managed Social Publishing - We will create and publish attractive and engaging posts on sites like Facebook.			3/wk
Facebook Posts in Spanish - We will create and publish up to two Spanish language posts each week.			✓
Custom Posts - We will work with you to create up to two custom posts each month for Facebook and Instagram.			✓
Facebook Boosted Posts - We will identify and boost your top performing organic content to increase visibility and drive more traffic to your store.			\$50/mo (included)
Facebook Marketplace - We will integrate used-vehicle inventory feeds with Facebook Marketplace, provide monthly results reporting, and work with you to optimize listings on the world's largest social marketplace. <i>Inventory management system integration required and included in monthly price.</i>			✓
Social Activity Management - We will monitor sites like Facebook and Twitter, delete spam, and alert you to items that need your attention.			✓
Conversation Management - We will respond to people who engage with your posts on sites like Facebook, Instagram and Twitter.			✓
Snap and Engage - Use our mobile app to take and share pictures of happy customers, special events and more!			✓

Check Out Our Social Media Advertising Packages!

Leverage our experts to optimize your advertising dollars

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!

- 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				
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.

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.