



# SOCIAL MEDIA MANAGEMENT

*At Dealer Inspire we listen and learn about your dealership to best execute a social media strategy.*

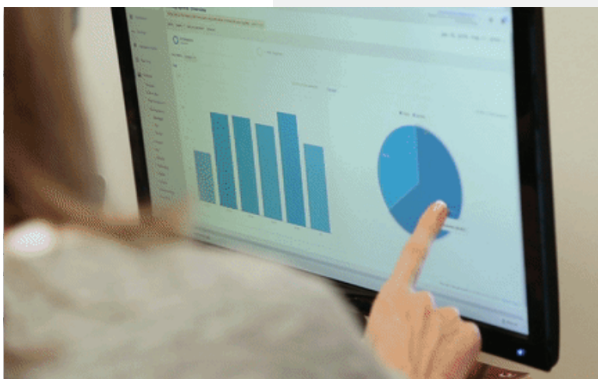


## SOCIAL POSTING

You'll have a dedicated Social Media Specialist managing your business page's content and helping you post for Facebook, Twitter, Instagram, Google Posts, and more. By curating a mix of organic content to best tell the story of the dealer, we share OEM content, dealership content, and lifestyle posts such as holidays and local events 3–5 times a week.

## PLATFORM OPTIMIZATION

Once we have access to your page, we will make sure your business page's profile photo and cover photo are up to date and clean. We will also audit your hours, website links, and "About" section to optimize for SEO best practices.



## CUSTOM REPORTING

Our team will create a custom spreadsheet with month over month reporting, focused on metrics that matter to you — whether it be Link Clicks, Reach, or Follower Count, so your social KPIs are always in sight.

