

# MANAGED SOCIAL

Dealer.com's dedicated Social Media Coordinators provide a balanced approach to social media marketing and dealership community management. Campaigns and social activity consistently align with your overall digital strategy and encompass a complete range of services to optimize your social identity and reach.

## Key features and benefits include:

### Partnership

- Planning and execution of your dealership's optimal social strategy.

### Social Posting

- Automotive retail's leading social experts and applications actively engage your clients with organic, unique, targeted posts.
- Deliver your campaigns to a large, but targeted audience.
- Proactively and reactively manage your presence across Facebook, Twitter, Google+, Instagram, and LinkedIn, monitoring of cross-platform vehicle reviews, manufacturer news, promotions, and incentives.

### Reputation Management

- Negative and positive review response on relevant review sites including Facebook, Google, Cars.com, Yelp, Dealerrater, and CarGurus.
- Review alerts to inform you of customer sentiment.
- Powerful listening tools to uncover a true online sentiment that impacts your social strategy.

### Communication and Reporting

- Monthly reports for visibility into your social performance.

