

# Mastering Social Media in Your Dealership

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# Dealer Pain Points



How do I know which platform my customers are using?



How do I find the time to create engaging content?



How do you create high quality visuals?



Who should manage my dealership's platforms?



I already have a social platform and I get little engagement.

Building awareness is key when it comes to promoting any brand. So it's no surprise that **half of local businesses said they depend on social media to generate brand awareness**. Since your dealership IS your brand, having a strong social presence should be a top priority for you. You could be one shared post away from your next customer. And not only do you keep current customers coming back, your presence on social helps you to capture new market share through word of mouth. **71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their family and friends**. If you are not already on social and taking advantage of this platform now is the time to do so!

In each section of this guidebook we will walk through specific pain points dealers face in the day to day management of their social platforms. We will break them down so you can easily master the topic and immediately implement them into your dealership's social strategy.

Use our table of content here to jump to specific pain points you are experiencing in your social media strategy at your dealership.

# The Significance of Social Media in 2020

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Today **there are 3.5 billion social media users** worldwide and **Consumers spend an average of 3 hours a day on social media.** Social Media is playing a significant role in all of our lives with different people valuing different parts of the platforms. But consumers are not just on this platform mindlessly browsing through memes and pictures, **54% of social browsers use social media to research products and services.** That's more than half of users that are coming to social just to research and interact with brands.

Companies role and significance on social media has grown, and it is one of the most cost effective ways you can market to your customers. As your competition develops their own social media strategy it is important that you have an active, engaging presence.

But sometimes setting up successful social pages is easier said than done. There are **pain points** many dealers and small business owners experience as they begin to set these pages up. Sure consumers are spending time on social all day long, but how do you know what platform they are using? Where do you find the time to create content? And how can you accurately track these efforts to ensure you are not wasting your time, or your staffs? We are going to get into all of this in this guide to help you **master social media in your dealership.**

There are **3.5 billion** social media users

Consumers spend **3 hours a day** on social media

**54%** use social media to research products and services

**71%** of consumers with a positive experience on SM are likely to recommend

The recent COVID-19 pandemic has accelerated peoples use of social media. Recent research shows that 51% of adults within the United States are using social media at higher rates during the pandemic. With consumers more hesitant to run out to a store or visit a dealership, presenting you and your brand through social media allows you into your consumers research process when looking for their next powersports unit. Consumers are able to interact with you before even reaching out or stopping by the store and this is across all generations of adults!

So, how do you know which are most worth your time? And which are going to make your life the easiest. It shouldn't take you 6 months just to learn how to use a platform, just so you can then begin to post and start engaging with customers. Luckily there are only a few you should focus on depending on who your target market is and what your goals are. We're going to take you through the top used platforms by consumers.

**82% of Boomers have at least one social media account**







## Baby Boomers<sup>1</sup>

Born 1946 - 1964<sup>4</sup>

69.56 Million<sup>4</sup>



## Gen X<sup>2</sup>

Born 1965 - 1980<sup>4</sup>

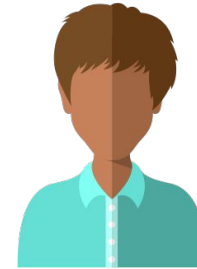
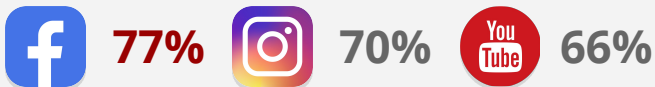
65.17 Million<sup>4</sup>



## Millennials<sup>2</sup>

Born 1981 - 1996<sup>4</sup>

72.12 Million<sup>4</sup>



## Gen. Z<sup>3</sup>

Born 1997 - 2012<sup>4</sup>

67.17 Million<sup>4</sup>



This breakdown shows that Baby Boomers and Gen X are using Facebook and YouTube the most. Gen X differs from their older generation, where Instagram rounds out their top app they use. This shows they are more inclined to be on some of the newer platforms that come out, many times to keep up with their kids! Millennials of course, spend more time on Facebook, Instagram, and YouTube as they are the first generation that grew up as these platforms were becoming relevant. Gen Z is known to have grown up with all social platforms available to them, they tend to favor Instagram, YouTube, and very few use or have a Facebook. Depending on what demographic you are targeting you can choose the marketing mix that makes the most sense to meet those goals. Maybe you are trying to retain the Baby Boomer, Gen X and Millennial audiences so you have a strong Facebook page and upload video content onto YouTube. OR are you trying to expand your graying market and target a younger demographic? Then you might want to prioritize Instagram, and Facebook as your main platforms. Knowing your goals, can help you better understand who your message will reach on these platforms and how you will best be able to engage.

# Facebook

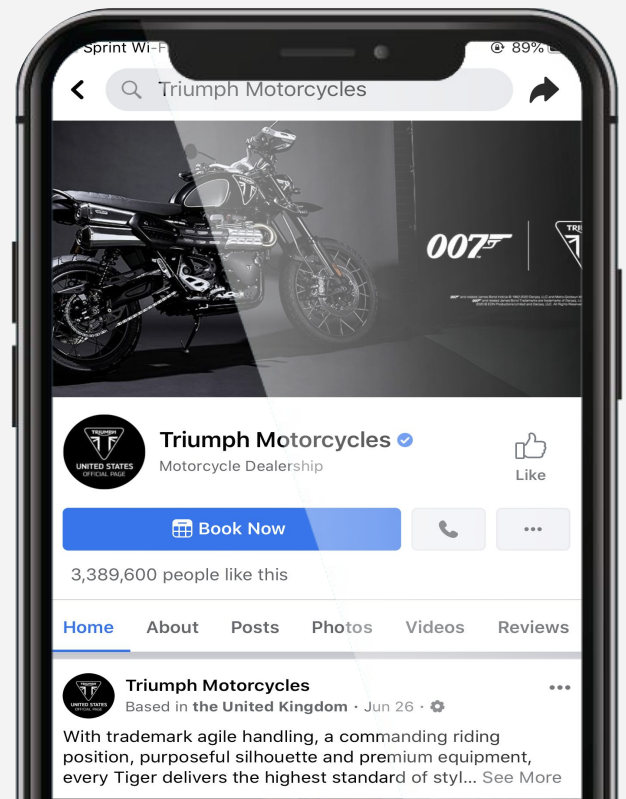
As you saw in the previous slide, facebook is widely used from baby boomers to millenials. So if you decide to go with this platform, you have a good chance of engaging with all demographics here. You probably already have a personal facebook account which will also make it easy for you to know how to post and work the interface! It's a great platform to show off features of a new model, behind the scenes looks at your dealership, and new incentives you might be running. You can also share customer testimonials so other people browsing your page can get to know the experiences other customers have had with you. And be sure to use the algorithm to your advantage: the news feed is built to favor video content over link shares and images, so posting walkthroughs of your units, and clips of bikes will perform well. The increase in users reached will be noticeable from the start!

## Best Practices

When it comes to facebook, make sure you **take advantage of video**, and the algorithm that favors these files. Show off features of a new model, behind the scenes videos that show what customers can expect in the service department or finance office, or even a fun team building activity or potluck with the staff. It doesn't have to be complicated, **keep your videos short and specific**. Social users want quick bite size nuggets they can consume quickly. Skip to the **high quality images** section if you want to get more into that now!

**Know your target audience** on this platform and **set a cadence** to how often you will interact with them. Set aside time each day to respond to come comments, and interact with your consumers here. **Highlight and engage with followers** to provide them with a fun experience on your social pages. You are beginning the process of selling to them! And when those customers do come into your dealership, use them to create even more content! For example - You could have a "New Faces Friday" and highlight someone who came in that week to purchase their first motorcycle!

And as with any platform, we want to make sure you **understand and monitor your analytics**. The last thing we want is for you to come up with this great strategy and put this work in for it to yield no results. Facebook has analytics built in to the platform to help you understand the reach and engagement on each of your posts as well as the demographics of the people following your page. Figure out what is working and what isn't and constantly be adjusting!



# YouTube

YouTube is a great platform in that it is used across generations. Whether you are researching how to fix something, Fortnite hacks, or the latest makeup tutorial all generations have found the benefit a platform like youtube provides.

The upper hand that YouTube has over every other platform is that it's owned by Google. This enables youtube videos to appear on the google page when people are doing initial research for their next unit. If a consumer were to google "Thor Motor coach Compass 245X vs. Thor Motor coach compass 23TW " videos from YouTube that match the results show up on the google results page. This automatically helps you appear, even if a person has not thought about WHERE they are going to buy their next unit from. So it's important to post videos like walk-a-rounds, product reviews, new feature highlights, and comparison videos between makes and models here. These videos that only take an hour to make from start to finish can be the first thing a person searches for when doing their initial research.



## Best Practices

As with other platforms, youtube is no different and you want to **develop a cadence and post consistently**. When you post videos, you need to be **very specific with the keywords and tags you use in your uploads** - optimizing your YouTube uploads for search rankings is almost as important as optimizing your website! A consistent theme you will see on all social platforms is to **post during "peaks" in traffic** to youtube, if you post at midnight you are automatically going to receive less views. And, these videos do not need to be long drawn out feature length films. A few minutes, or seconds, are sometimes all you need to garner a lot of views. **Videos under 2 minutes generate the most views on Youtube!** And the last best practice would be to **ensure your videos are optimized for mobile**. Don't include a lot of small text, or film from too far away. Many people might be viewing on their phone so you want them to be able to see all that you are trying to convey to them!



# Instagram

Instagram is solely media-focused: beautiful and picturesque images and videos of your units, walkarounds of your inventory, and photos of your customers, or taken by your customers, are going to be the bread and butter of these platforms. Especially as we see younger demographics looking to escape the cabin fever its important to take advantage of the escapism this platform offers! Don't let the beautiful images intimidate you, this is a great platform to leverage your consumers! Ask them to share their content with you, or tag you in their posts, and you can feature it on your page. Maybe it's a once a week post of "Our Bikes in Action" where you can show a great image of a group of friends 6 feet apart on their bikes, or UTVs going through the forest away from other people. Don't be limited by what you traditionally thought of social media on these platforms!

## Best Practices

When it comes to instagram, remember **high quality images are key**. Use your staff, customers old and new and **tell a visual story of the powersports lifestyle** and what an incredible experience it can be. Take note of what gets the most engagement, if some images get a lot of likes, focus on those, no views on your story don't focus on that as much! **Your followers will tell you what they want and you can adjust**. Social media, like many marketing tactics, cannot be perfected over night and does take some time to get your flow right. **Use hashtags on your post** to appear in more searches and get discovered! There are plenty of great free resources to use in your hashtag research - the top three recommended are Hashtagify, Keyhole, & RiteTag. This will help you to reach an even broader audience. Think of someone looking to break out of their day to day routine and seeking some adventure. A dirt bike could be the perfect solution. Help paint that picture for them! Make **data driven decisions** to ensure you are using this this platform to its full potential.







# What is Engaging Content?

Social media is a very visual form of entertainment, people log on to look at images and videos for the escapism. It should remain your top priority across all platforms to share, and produce engaging content with your audience. I know there is a stigma that creating content is a time consuming task added on top of every other task you already have to do! In a dealership you can be expected to sell units, maintain units, make sure staff is productive, monitor overhead costs, put out the 100 hundred fires that come about everyday and then just squeeze in a few extra minutes to write a 1000 word essay on why someone should buy a dirt bike vs a street bike. But that could not be further from what we mean when we say “engaging content”

Content covers a wide range of media types, this is not a term for one kind, but instead it is an umbrella term for a wide array of other types of media! Articles are only a small portion of what we are talking about when referring to content. And as we mentioned almost all social platform’s algorithms cater to and favor video content. So yes, we want you to share articles on best practices, but we also want you to share videos, contests, promotions, post your inventory, offer a giveaway and pose fun polls and questions to your audience. You should have a diverse array of content to post to your audience to continue to keep them engaged!

Contests

How To Articles

Videos

Promotions

Polls & Questions

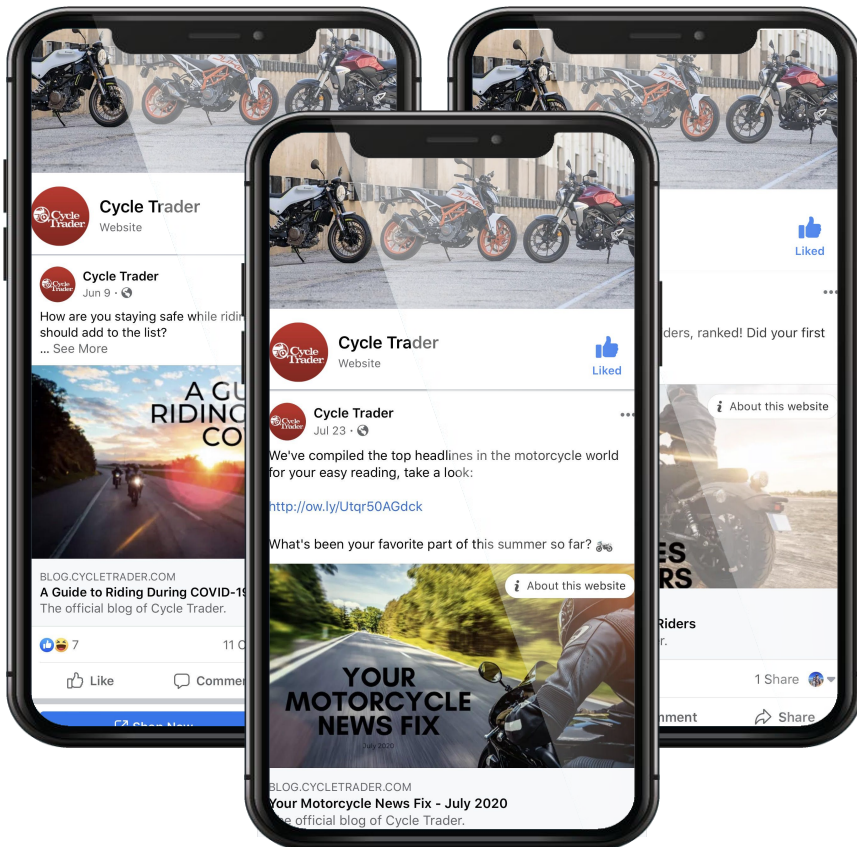
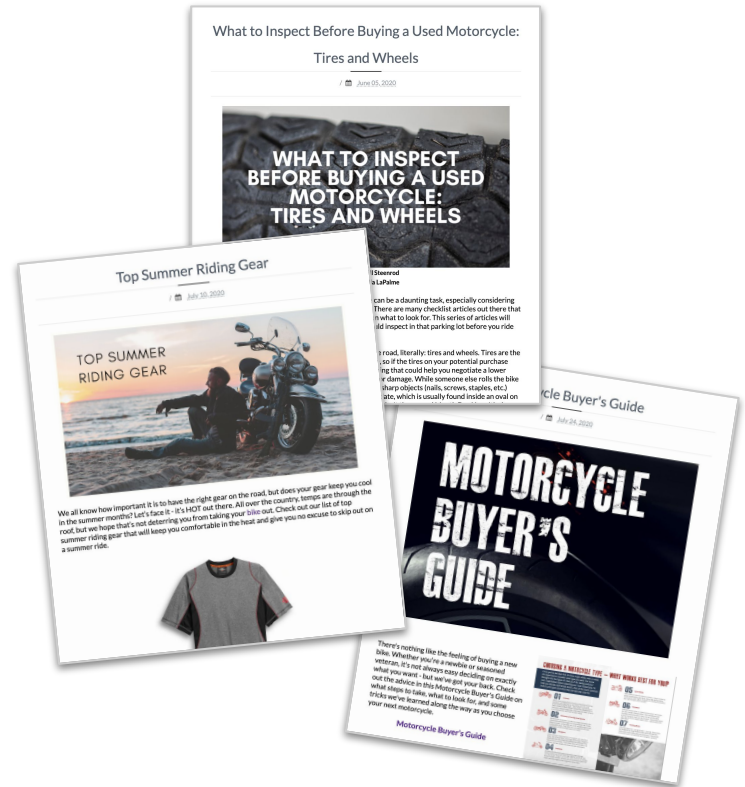
Inventory

Giveaways

# Types of Content to Post



**1. Listicles** - When approaching written content make sure your articles are approachable! if you're bored thinking about it, your audience probably will be, too. So be creative and share things that you're passionate about so your consumers can develop their interest in the topic with you. Remember you are the powetsports expert! Share your expertise with the world ! Your consumers will benefit by you simply sharing your industry insight. A short blurb you come up with about pictures, caring for your unit or tips for long roadtrips on a bike. Create digestible content that gets straight to the point, and don't be afraid to showcase your units! You can even write about the new models you receive and give an overview of what each one has to offer! If you can't find the time to put together articles, there are a lot of freelance writers out there able to put together content on any topics you might want for your business, this is low cost and the content they create can be shared over and over again.



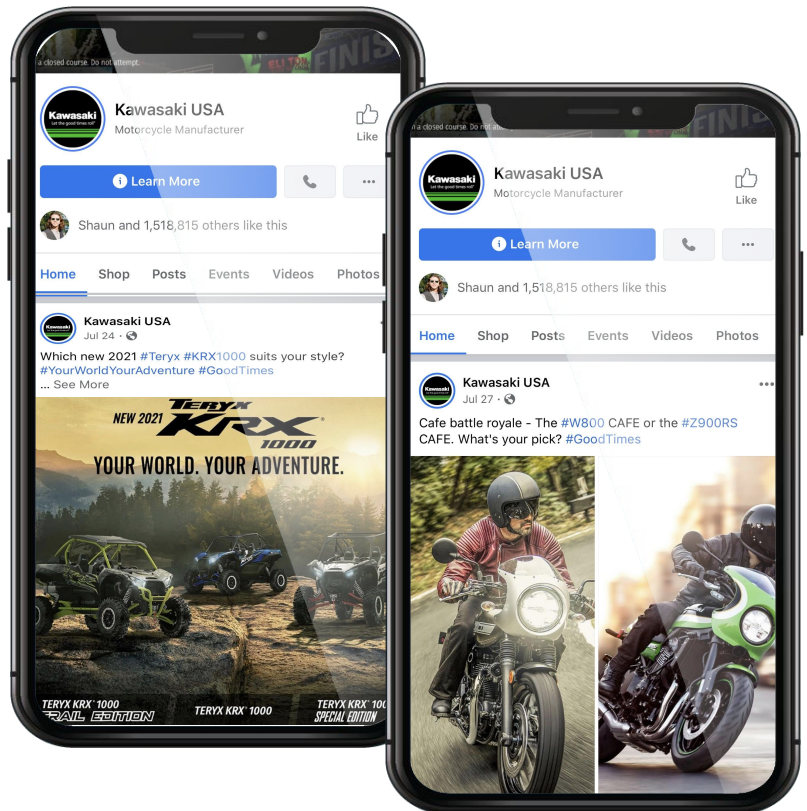
**2. How To Articles** - When thinking of written content, how to articles are sometimes one of the easiest and best options to start with. Write out the top reasons, steps or process and just expand on each one. Write as if you were explaining to someone in person about how to do something. You help people all day long learn how to live the powetsports lifestyle, just put those thoughts on paper and use it to drive traffic to your site. Let your consumers know when they come to buy a unit from you, they will be dealing with a knowledgeable staff! If you've gone through every how to you can think of when it comes to powersports's, you can expand into tips, tricks and lists ! Best 1 hour long road trips in your area, 7 tips to plan you next long weekend road trip. These are all topics I know you are the experts in. And always remember to check out your leading OEM's or other industry experts' social media pages and blogs. For example we always have great content that you can easily share to your pages to help engage the consumers with. Even if you didn't write the original article, your customers will appreciate knowing you have your finger on the pulse of the industry.



# Types of Content to Post



**3. Polls** - Polls are a great example of fun content you can share with your followers that are not written articles. This could be something you come up with weekly to keep your customers engaged and looking forward to every week. It is fun and doesn't have to always be powersports related. Pose the question of "sandwiches should be cut horizontal or diagonal" or "if a meal doesn't have meat, it's not a meal". Facebook and Instagram both have options where you can customize these a bit more and add images and an actual poll to your post. Polls are also a great way to do customer research! Asking your followers if they prefer to ride in the spring or summer, to get an idea of when people might be itching for their first bike or an upgrade!



## 4. Contests and Giveaways

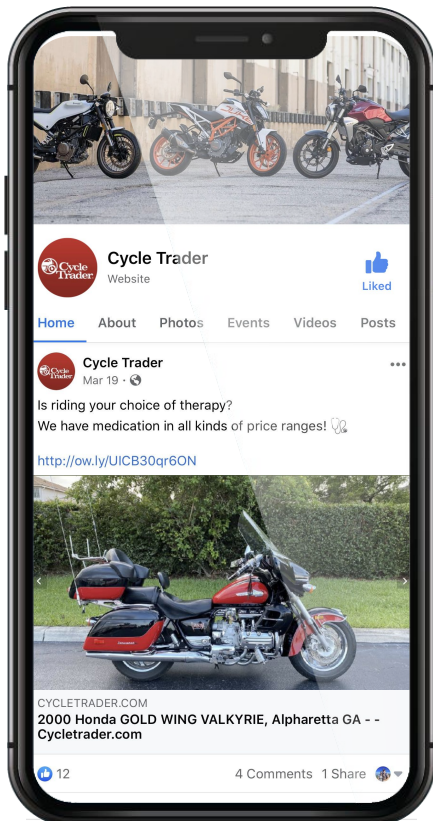
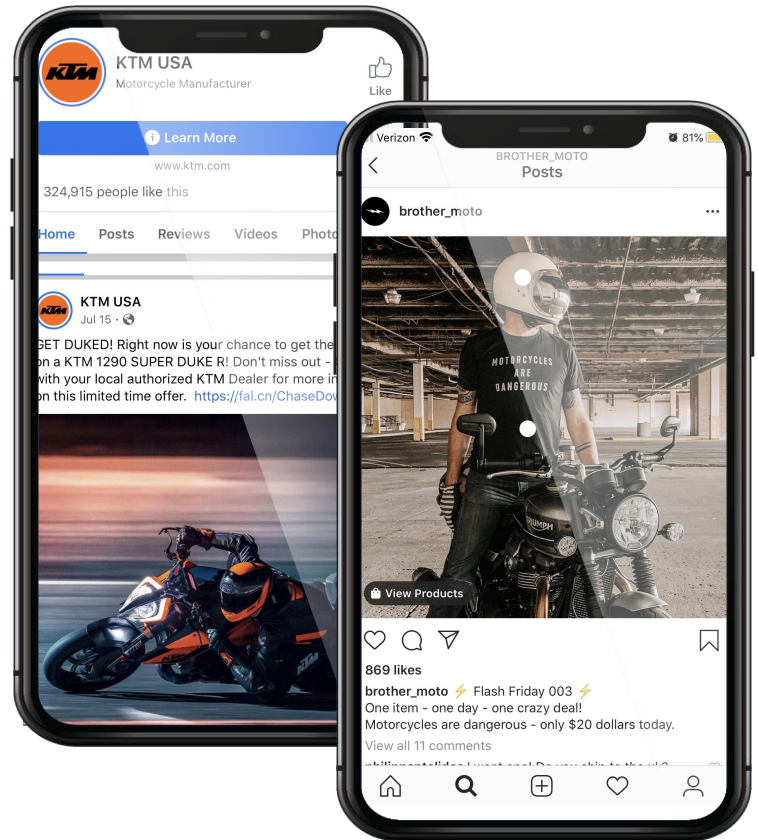


Content can also be considered a contest or a giveaway. Now we're not suggesting you giveaway an actual bike...or are we? What we're saying is it's really up to you! Go as small as doing a contest for a free T-Shirt, or as big as a new helmet and riding gear. Host a contest for former customers only where they have to post a picture and other followers get to vote for the winner. The possibilities are endless, and all of them create a ton of content! Just with one small contest. And again, the prize doesn't have to be big! You can even ask to partner with local business to help put together the prize package. This gives everyone in your community a chance to engage with consumers. Run them as frequently or infrequently as you see fit!

# Types of Content to Post



**5. Promotions** - Always share your current promotions on your social media pages. As your audience grows, it is important to use this platform to, for free, let people know about the great deals you are offering at the moment. Many People go to social to get to better know dealerships and businesses they are researching and planning to make purchases from. If they know the kind of promos you run, when you run promos and what these offerings look like they will get a better understanding of your dealership and if you are the right fit for them! Knowing the kinds of promotions you offer can also guide them down the path to purchase even quicker. Maybe they are on the fence but seeing your promo gets them started in buying their new unit!



**6. Inventory** - And just like you would share your promotions, make sure you are sharing the actual units you have available to sell! The more traffic you drive from social to your website the better! This is a free platform to use to promote new units, old units and some that maybe aren't getting enough attention. Post your best ones and drive people to your site to show all that you have available. A few great pictures of the unit can be all a person needs to reach out and ask for more information.

Paint a picture in your post with a description that entices people to look closer and find ask more questions about that particular unit or what other units you have available. "Take a look at this brand new motorhome that sleeps up to 6 comfortable, has a full kitchen, and plenty of room for your kids to run around!". Even if this is not the unit they are looking for, these enticing descriptions lead people to want to know even more.



# The Power of High Quality Visuals

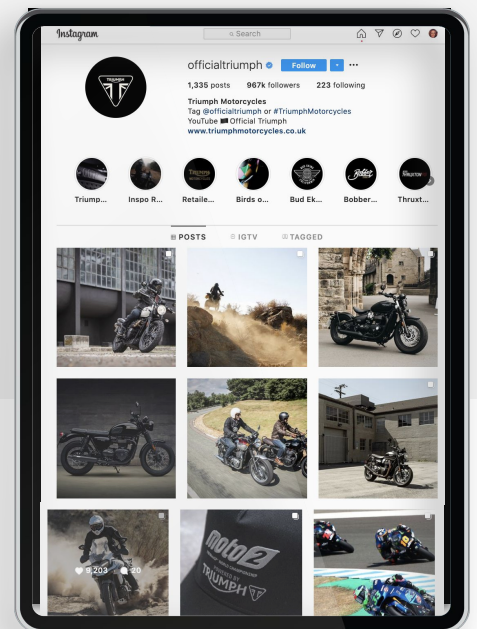
90% of information transmitted to the brain is visual, and **visuals are processed 60,000x faster** in the brain than text

Viewers **retain 95% of a message** when they watch it in a video compared to **10% when reading** it in text

85% of US internet users consume video content on social media

1/3 of online activity is spent watching videos - even more so during Covid-19

Users spend an average of **6 hours and 48 minutes** a week watching videos online



And of course, one of the most engaging forms of content on all of these platforms is videos! As we mentioned at the beginning these platforms are designed and favor videos so it is **IMPORTANT** to include them in your posting schedule. We're going to show you that creating video content should not be a pain point, but instead an easy and inexpensive way to engage your audience!

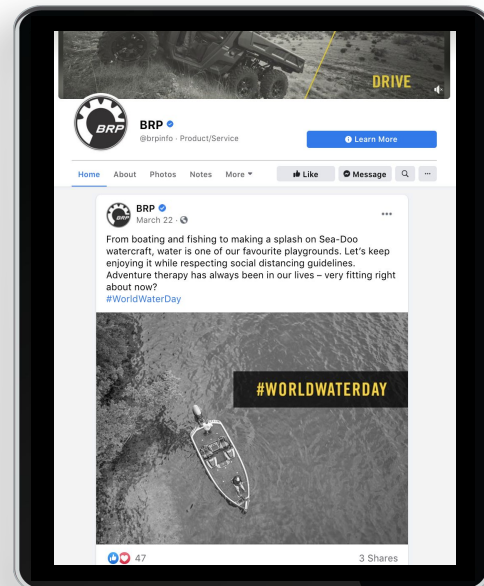
It may seem like an entire camera crew would be needed to produce video content but when it comes to social media, smartphones have come so far in the last few years that it's all you need to create some great original content! The new iPhone shoots in 4K - so with a little practice anyone can create professional looking content for their dealership. And these videos can be so quick and short, no script or directing needed. The more authentic the better!

Taking the time to learn a few tips and tricks to film on your own is worth it. Let's take a look at how consumers are interacting with video content online...Did you know that **1/3 of online activity is spent watching videos and users spend an average of 6 hours and 48 minutes a week watching videos online?** And now people are watching videos even more during COVID-19. And with **85% of internet users in the United States consuming video content on social** - now is the time to get in the video creating game. Video marketing is going to help you captivate your audience, engage your buyers, and increase your sales through social media.

Not only are people dedicating a large amount of time to watching these videos online, but they are **retaining the information better** than if you were to share a text article. **90% of information transmitted to the brain is visual and visuals are processed 60,000 times faster in the brain than text.** So **viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.** Now let us show you how easy it can be to create this video content!

# Capture Visuals Like a Pro...It's Easy!

Your goal should be to cultivate relationships with your audience. After you create these videos you can upload them to your social channels where they can live forever. Even a year from now, future customers will be able to scroll through your videos and get a sense of your dealerships personality. The way content can live on your profiles infinitely, is one of the best reasons to invest time in it now.



So how do you get started? Where do you shoot? What do you shoot with? And who should even be taking on the starring role? It can seem like a lot at first, especially when this is normally not second nature to anyone. But after the first and a few after that it will start to become more and more natural. Don't forget to connect with your staff. You might be surprised at some of the experience they can automatically bring to the table!



**Check Your Smart Phone.** No need for fancy cameras here but you do want to make sure you're using a newer phone that you know shoots in HD quality. The iPhone 10 has been a content creators best friend for a while now and it never lets down! If you don't have the newest phone, check with some of your sales staff. If they are into the latest tech, they might enjoy helping to film some content.



**Stay steady.** If you're going to be walking around the lot showing off inventory this may sound unorthodox but a **selfie stick** does wonders for walkaround videos. Or if you'd like to level up there are plenty of budget **smartphone stabilizers** that would be worth the purchase. It is a small expense that will add incredible value to your videos right away. In many cases this is your customer's first impression of you - make it count!



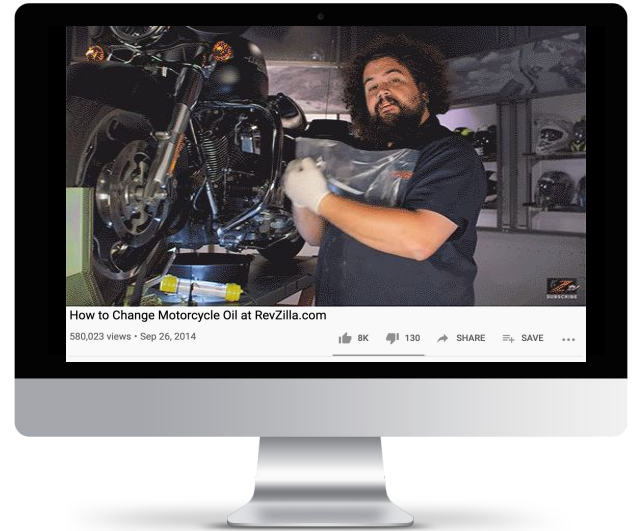
**Take a minute to listen to your surroundings before you hit record** - is it windy outside? Are you in a busy showroom? You want to have as little background noise as possible to keep your words clear and easy to hear! Think about shooting during off times to traffic on the road and in your showroom



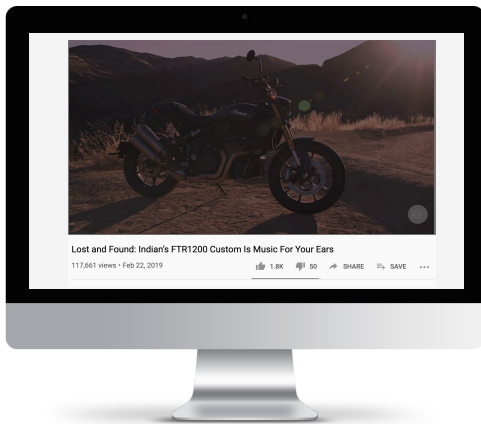
**And Practice does in fact make perfect** - it's okay to practice beforehand! Don't feel like you've only got one take to make it perfect. Try not to use filler words like "um" or "like" - If you are stumbling on your selling points start over and make your delivery more smooth. If you play these videos back and you would buy from you - that's the goal. With enough practice in front of the camera, the confidence will come naturally and you will be successful.

# Types of Videos

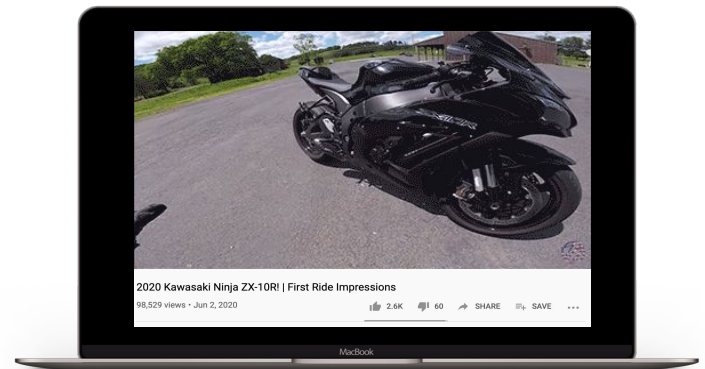
**How to videos:** Just like you would an article, how to videos are also as effective at gaining views on your social pages. Show off your expertise and know how! Add value to your consumers powersports experience by creating how to videos on all aspects of buying and owning your uts! You can use these when you are providing maintenance or fixing units you already have. If this is already on the to do list it could be a great idea to just film as you go and upload!



**Product Walkthroughs:** Showcase product walkthroughs for all different units you have available. Old, new, classic and refurbished. As your consumers start conducting their initial research on a product you will gain traffic just from those looking for more information on a unit, or how tos.



**Long Form Videos:** Don't be afraid if your video goes on for a few minutes. People who are interested in the new engine, the mechanics and details of how a unit works will appreciate the in depth look! We are still in a time of social distancing. Consumers might not be able to make it to your dealership to meet with you in person and get the same details. Sometimes what you are explaining needs a few extra minutes and that is ok!



**Show Off Your Personality:** And it doesn't always have to be powersports specific content! Remember, you want to show off your dealership's personality. So maybe it is your staff getting together on the latest dance trend and posting a video, let your followers know you are up to date on all the current trends! Is someone in your staff musically gifted? Show off their skills! Play into special talents, personalities all around your office. Customers will walk into your dealership that much more relaxed knowing they are in for a laid back sales experience.



# Who Will Manage Your Platforms?

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As you start to build your strategy you need to have a dedicated person on your team who can manage the social platforms. Posting with no set plan, and inconsistencies in your messaging can lead to mix messages on your social pages. To help keep a uniform branding message having one dedicated person to oversee this helps. Throwing this on someones desk to take care of sporadically is not going to work. Your dealership could end up with an identity crisis. I understand as a dealer you have a million other tasks to take care of on any given day, so dedicating time to a social media strategy can seem daunting when it can be as easy to click and post when you or staff remember to. But without any advanced planning it is a waste of your time and your employees.

To understand who is the best person to dedicate their time to this you're going to have to ask yourself a few questions.

Do you have **bandwidth** to take this on?

Do you want to hire someone to **manage**?

Do you want to give your **sales reps** the responsibility?





# Make a Plan



Plan for impromptu posts

Determine how often you will post

Share Sales Promotions

Pick What you can Handle

Because it is based on your dealerships own structure, we can't tell you who should manage your platforms but, what we can tell you is how to get it all started once you know who is going to manage your platforms. As long as you start out with a plan, you cannot fail! One of the easiest ways to plan for posts on social is to create a schedule or calendar. Utilize google calendar, excel sheets, or even an old fashioned paper notebook! Planning for social media is meant to make life easier. So, how often should you be posting? Pick what you can handle, but keep in mind that while people are at home, they are craving new content. Share sales and promotions you are currently running during COVID-19, videos and content you have created.

## ...but don't miss out on viral trends

While keeping a schedule will help ease the struggle of knowing what to post, be sure to remain flexible, especially as things are changing daily. Be ready to let your customers know every update. Don't be so stuck so tightly to a schedule that you miss out on authentic opportunities to engage with your audience, especially with viral challenges. Don't miss out on opportunities like "pick your ideal scenario", posting about social distancing or viral trends like the "Dolly Parton Challenge". By taking advantage of these opportunities you are creating relevant content that puts you at the top of searches as people are looking through their feeds.



# Determine a Cadence

As a general rule of thumb, don't inundate your followers with too many posts. For each social media channel, we recommend: **1-3 posts per week on Facebook**, **1- 2 posts per week on LinkedIn**, **1-2 posts per week on Instagram** and **1-2 videos per month on YouTube**. Actual posting volumes may be different for your audience, but if you start out with this cadence, then play with your posting schedule, you'll figure out what works best. Also think about time of day. Does your audience engage more at lunchtime, directly after work, or on the weekends? Monitor and adjust as you see engagement.



1-3x/week



1-2x/week



1-2x/week



1-2x/month\*

## ....And your Tone

There is a lot that goes into creating a social media persona. Just like you would with your video content, you want even your posts to convey your dealership's personality. So start to understand what your online voice will be and keep it consistent. Will you be sassy and funny when replying to comments? Or keep commenting back strictly to emojis? Will you get political, or stay as far away from politics as possible? Will you only post with positivity or get really honest with your followers? Find your voice and ensure all that are contributing to your social media presence are aware and know the parameters of what you want to showcase.

Sassy

Political

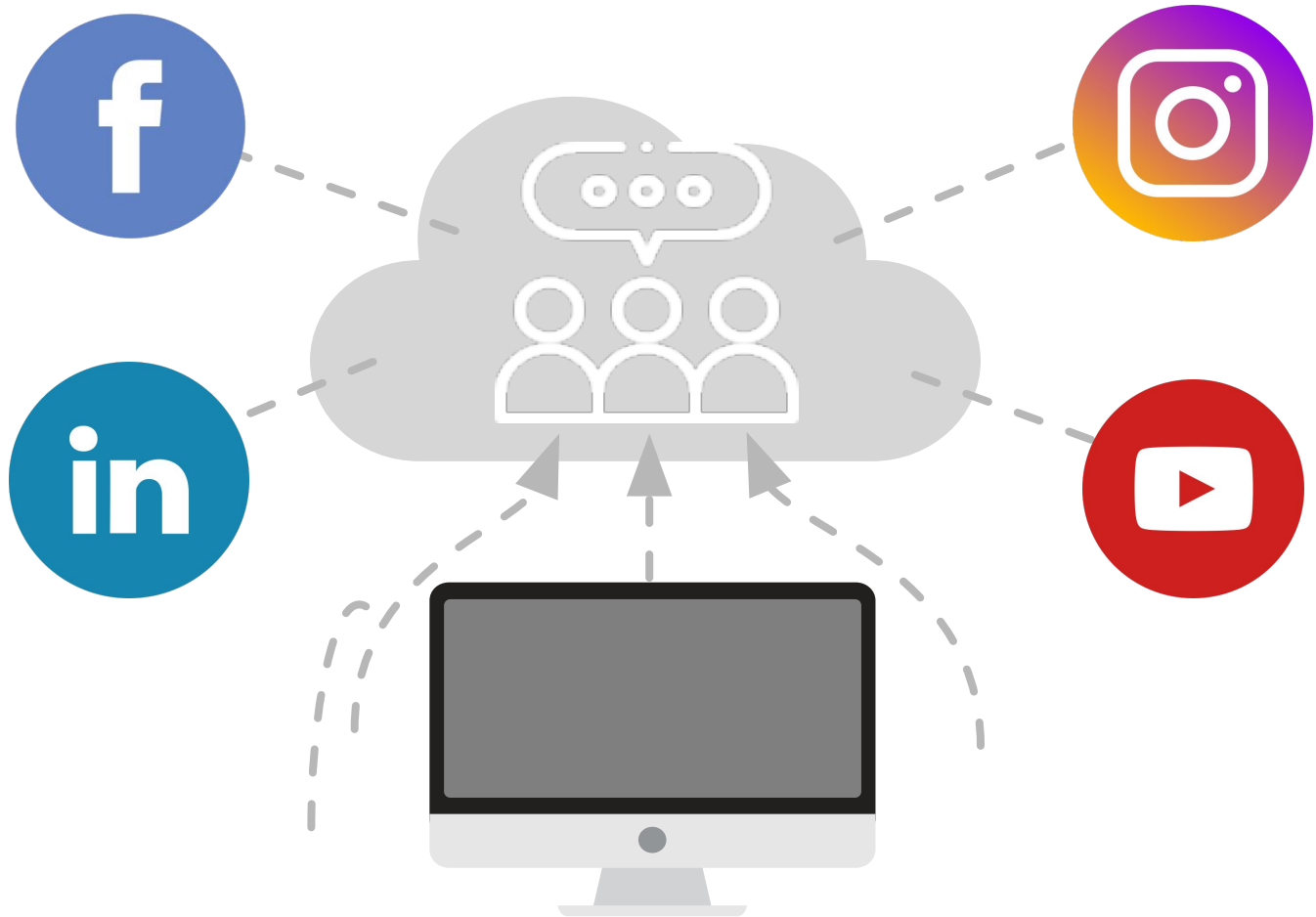
Funny

Emojis

Honesty

Positivity

# Build Community



As we continue to social distance and many people find in person events cancelled it is important to keep in mind that people are relying on social media for a sense of community. As you build your audience you are building an audience of like minded enthusiasts and professionals looking to connect with others on topics that interest them. Maybe they are business professionals looking to see how others are navigating their way through this virus, or professionals looking to take advantage of this new work remote opportunity! Maybe you are the page to connect someone looking into their first biker and a seasoned motorcyclist who knows the in and outs. Whoever is managing your account should spark these conversations and connection and grow not only your social media following but your customer base through their efforts!

# ...And your referrals



As you build this community, you build a reputation. **92% of consumers believe recommendations from friends and family over all forms of advertising.** The more referrals you can generate to your social pages, the more likely you are to gain trust of new consumers. Encouraging customers to leave these reviews, and share their posts tagging you is a great way to expand your reach! A post that mentions "bought our first bike at XYZ dealership and we love it!" is sometimes all the convincing a followers of theirs may need to also reach out and connect with you! Sharing your posts on how to care for your unit also helps spread awareness of your dealership and the expertise you provide your customers.

## People Value Others Opinions

As important as people's close circle is to spreading the awareness of a brand, customers - especially the younger millennial generations - are also quick to trust and value the opinion of complete strangers. **90% of consumers read online reviews before visiting a business and 88% of those consumers trust online reviews as much as personal recommendations.** So it is important you monitor and encourage positive reviews from your customers.



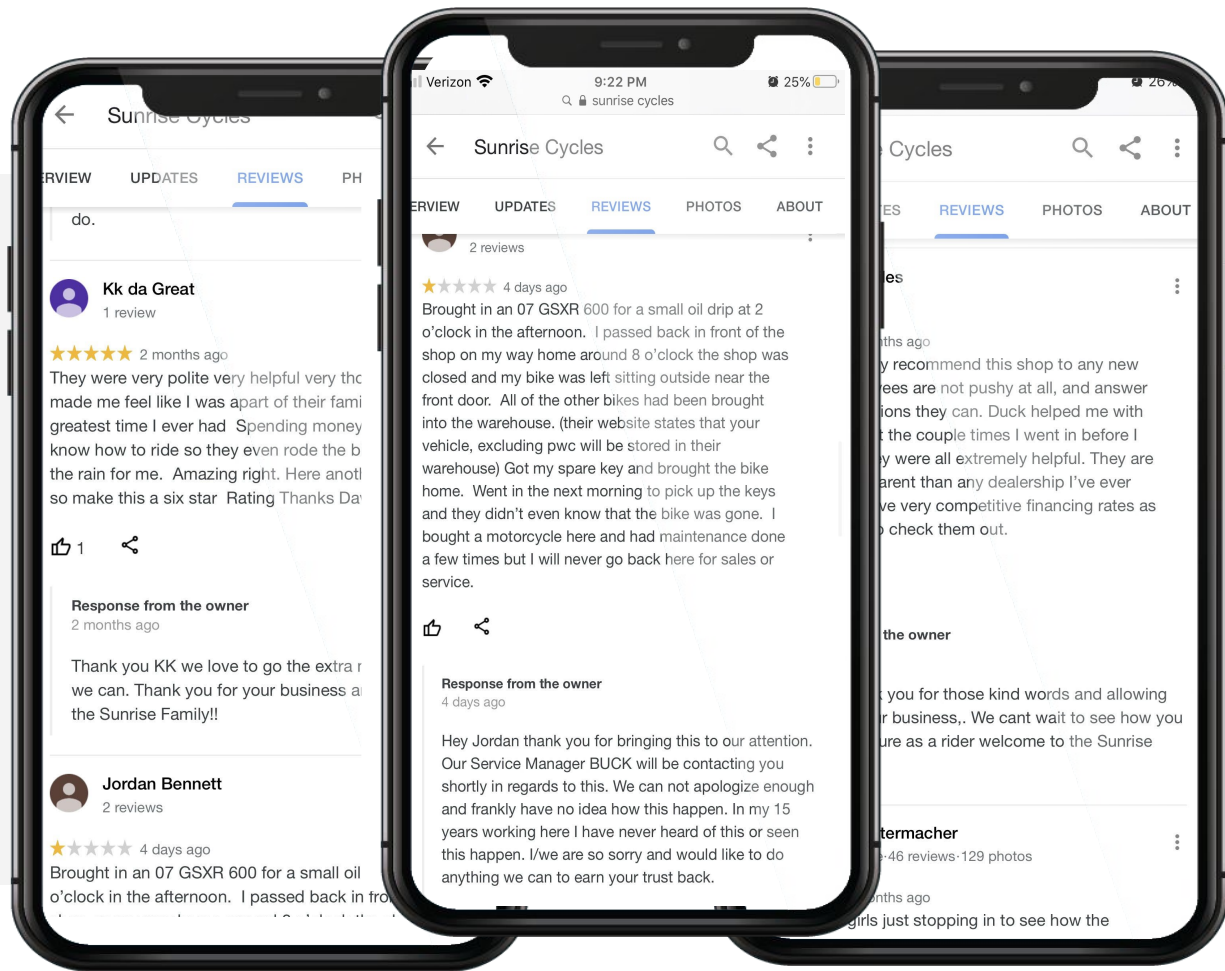
## Generate More Reviews!



Of course sometimes getting these reviews is easier said than done. In order to help jump start your reviews there are some great ways you can incentivise people. First start with your **sales staff** who work closely with customers. At the end of every month, offer a prize for the sales rep who gets the most reviews that mention their names in them! You can also **go directly to your customers!** Offer a free tank of gas for anyone that leaves a review for your business! Also, just trust your sales process. Create an experience so wonderfully easy and enjoyable that people just feel compelled to leave that great review for your business! Have you ever had an interaction with a business that left you feeling like you want to shout about it from the roof? A lot of people feel that and take right to reviews to broadcast that!



# Engage With Your Followers



## Address Good and Bad Comments

Check your notifications, comments and private messages regularly and make sure to respond as soon as you see a message. Keep in mind that Facebook shows how quickly you respond directly on your business page - and first impressions are everything on social media. If someone leaves a positive review, feel free to respond with a thank you or just a smiley face! And of course, for every 10 great reviews you get, there is going to be that one bad review that tarnishes your reputation. Sometimes these are out of your control. Plenty of people leave a business on good terms, only for that business owner to see later that they were left a one star review! At that point you might think it is too late, but it's not! Don't be afraid to answer that person right away! See if there is a way you can rectify what went wrong, many times you can save a bad review with your response. And if there is no saving it, you can bury that bad review with an influx of good reviews to push that one farther back.

# Determine Your Goals

As you build and create this social media strategy, keep in mind what your ultimate goal is. Determine what your upfront goals are going to be and know how to measure them. Social is meant to be fun and creative, but putting all that work in and not yielding successful results can be a waste of both your time as well as your staff. If your goal is **awareness** of your brand, focus on how far your message is spreading. Measure volume, reach and exposure when looking at your performance. If your goal is **engagement** with your audience, take note of how many people are participating and how often. Measure factors like shares, comments, replies and participants. If your ultimate goal is to **drive traffic** back to your website, ensure you are sharing links, inventory listings and use URL shares clicks and conversions to measure if you are reaching your goals.



If you are looking for a benchmark stat, that is hard to determine or give generalized numbers. We can say that a good conversion rate back to your website would be 1%. Again this varies on many different factors but a lot of times that traffic ultimately comes back

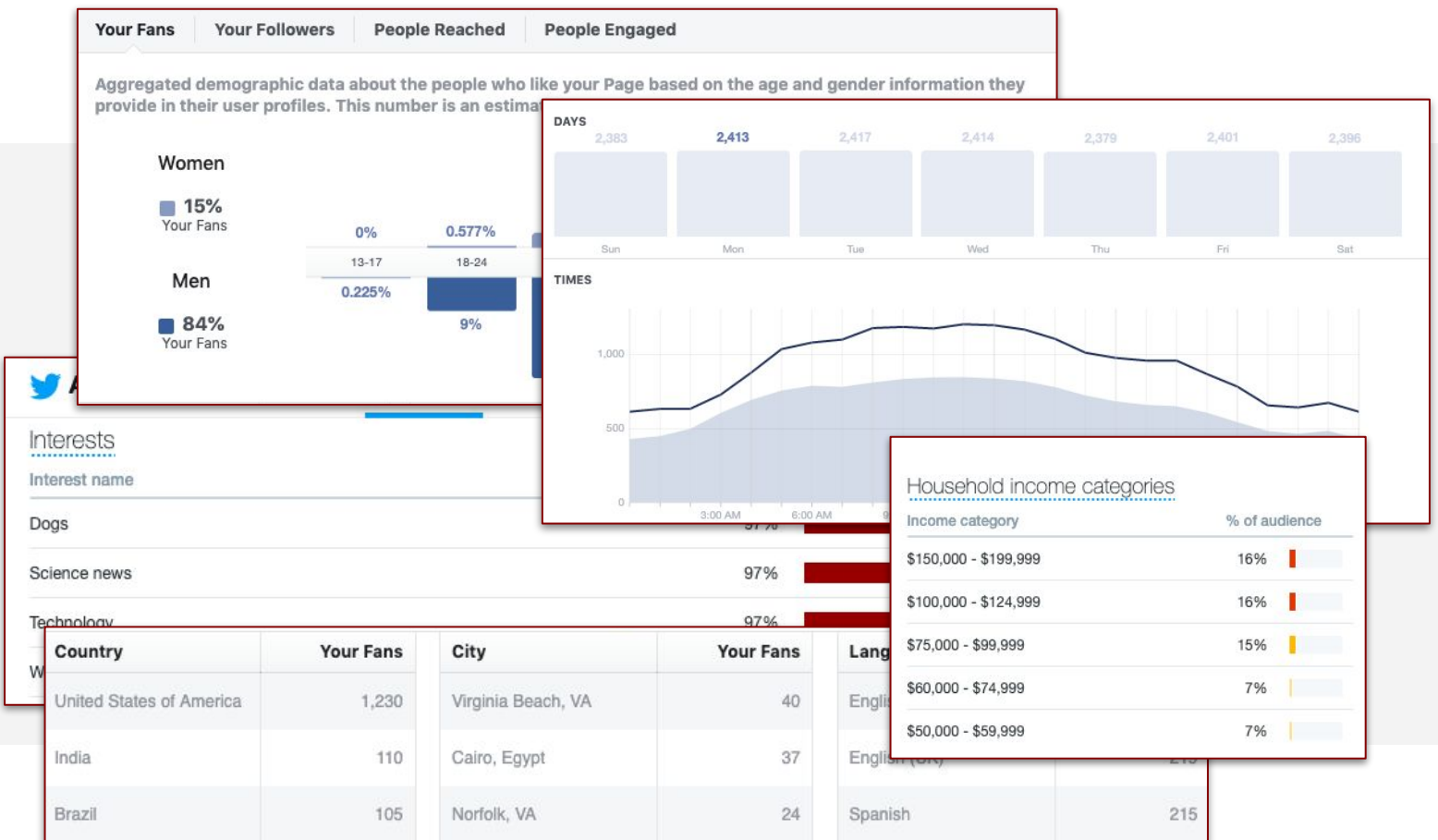
later via direct traffic or organic search when they are ready to buy - because already know your name from the branding you have created around your dealership. Create surveys and be sure to ask your customers how they heard about you. This can help you fill the gap in how effective your social media is at creating brand awareness.

Regardless, don't let all of this hard work go to waste. Watch your views, engagement, and the messages you receive to your pages. If you use Google Analytics to monitor your site traffic, the best way to see how these videos drive return is by tagging the URLs you share in your posts with tracking codes. Google offers a free URL campaign builder to help you structure and track these different efforts.

Also, make sure to routinely review your social media analytics, just like you would your dealership reporting, to see if your social strategy needs to be adjusted. If you've set specific goals for your social channel, like growing your follower count or increasing inquiries by a certain percentage, use reporting to see how the results are stacking up against them. Are you succeeding? Are your followers engaging? Figure out what might not be working, table that strategy and readjust. Social media will always be evolving. Whether it is your strategy or just current consumer trends. Things change often on these platforms and it can take a minute to adjust to the new trends.

# Better Understand Your Audience

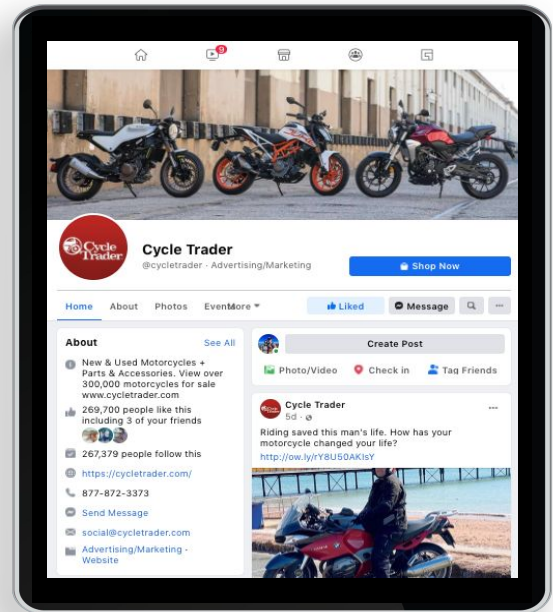
As you look at your shares numbers, engagement level, conversation rate and more, take the time to also get to know your audience better. Social media is a hugely undervalued resource for getting to know your customer, yet it's giving you a direct pathway to what they're truly interested in! Some key audience demographics you can see through social are your audience's **Gender & Age, Location, Interests, Household Income, Consumer Behavior, Specific Times of day they're on the platform, And more.** All this can help you to formulate a better overall business strategy if you know these general parameters around your audience.





# I already have a social platform and I get little engagement...what more can I do?

Social media is worth investing in, and worth dedicating the time to learn and understand to create a branding message with far reach. To help your branding go even further there are many products available to help you extend your reach. I hope a lot of the tips and tricks will be enlightening and maybe something you haven't thought to try yet on your social page. In this last section we will go over other products you can try, and add into your mix if you feel as though you have exhausted all your organic social options at this point.



## Boost Posts

One of the best parts about social media is how cost effective your efforts can be. Your monthly spend can be \$100 and you can ensure your messaging reaches beyond just your followers. If you want to reach outside of your followers, you can "boost" or "sponsor" posts and campaigns. Additionally, you can target very specific audiences when boosting or sponsoring. If your dealership is having a sale or promotion boost the post and increase your advertising reach. A little can go a long way, so if you have a promotion you're running, or incentive, boost it for \$5 or \$10 and it'll reach people who don't follow you but are similar to your audience base. This also just helps to ensure that your current followers see your post by helping to include it at the top of their feeds.



## Facebook Business Manager

Another helpful tool you can use to create a more dynamic social media strategy is Facebook Business Manager. This is a place you can host multiple business accounts, billing information, pixels and data sources. You can set up customer conversions and audience insights here that you wouldn't have access to through a regular Facebook account. Another great feature of this is that it lets you grant access and control over which employees can edit your accounts. This can be helpful if you decide to have multiple people contributing to the overall messaging or if you have multiple dealership accounts.

# What more can I do?



## Lookalike Audiences

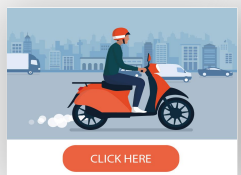
Another feature you gain access to through facebook business manager is creating custom audiences. By creating these custom audiences through facebook business manager, you can then take advantage of facebook lookalike audiences. "Facebook lookalike audiences are a great tool to target the people who may not already be following you. You would create a custom audience by looking at a group of people's email addresses, whether that is your customer email list or the profiles that already follow you. You then upload this into facebook, and facebook will find other profiles that are similar to the ones attached to the audience you enters. This feature you can only be used with facebook, linkedin and instagram. You can also create these lists in your business manager by separating those that interact with certain types of posts. For example, this would be a great tool if you were trying to grow your service department. You can start to collect the emails of those that interact with your service posts, and then from there create lookalike audiences and expand your reach out to others who might be in need of servicing on their unit.

The caveat is that these emails you upload will need to be linked to facebook accounts. If it is someones work email, and their facebook is registered to a personal email, those emails will not yield any results. Regardless it is a great tool to utilize in expanding your reach!



## Social Retargeting

Although social retargeting is a tool that requires more spend, social retargeting is another great tool you can utilize to reach consumers who may be interested in your inventory. Retargeting is a form of online advertising that is based on a consumer's previous Internet actions or online behavior. Retargeting is valuable because unlike traditional advertising that displays to a broad audience, retargeting allows you to focus your ad spend on consumers you know already have some degree of interest in your product or service. For example, this happens when you are on a site like the Home Depot, then you go to another site but still see ads for the tool you were just looking at. There are different types of these retargeting ads depending what your goal is. Third parties can help you set these up based on what your goal is with these ads.



Display Ads



Dynamic Ads

# How will you manage your social platform?



## Hire a Third Party Platform

And of course, if all of this is still seeming too overwhelming for you to take on in your own dealership, you might want to factor in the benefits of hiring a third party site to manage your platforms. Of course there are major advantages to going at it alone. There's no cost to posts, you can develop your own flow slowly and organically. But sometimes the burden is too great, and you just don't have the staff available to dedicate the time need. Third parties ensure you develop a consistent posting schedule, help you to not feel overwhelmed and saves your staff time. Many third parties will also include data and analytics in their packaging so even that is taken care of. Of course these services can be expensive, and will often still require you to create a lot of the content they need to post if they are not a local freelancer who can help you on site.



## Go it Alone

### ADVANTAGES

- No cost to post
- Develop your own rhythm and flow at your own pace

### CONSIDERATIONS

- Can be time consuming sometimes when planning the months strategy or procuring content.
- Will your staff be able to help ?



## Third Party Platform

### ADVANTAGES





- Will develop a posting schedule
- Ensures your staff and you are not overwhelmed
- Saves time for your staff
- Some packages will include monitoring analytics

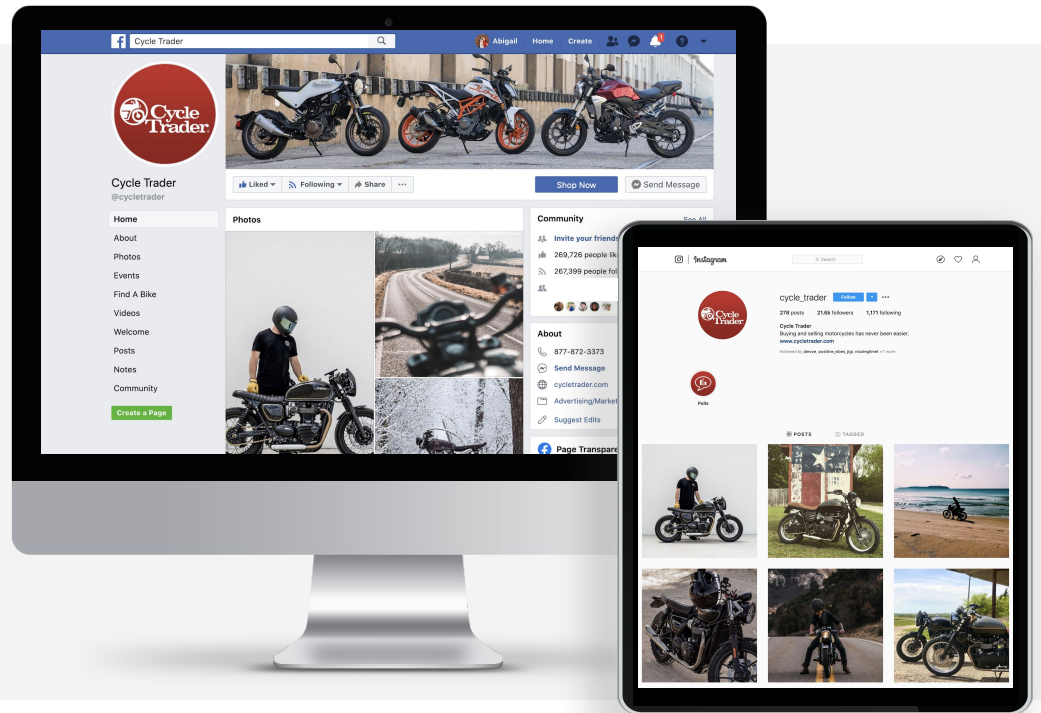
### CONSIDERATIONS

- You might still need to provide them with content at your dealership
- Cost involved, possibly have to pay for a higher package to get more advantages

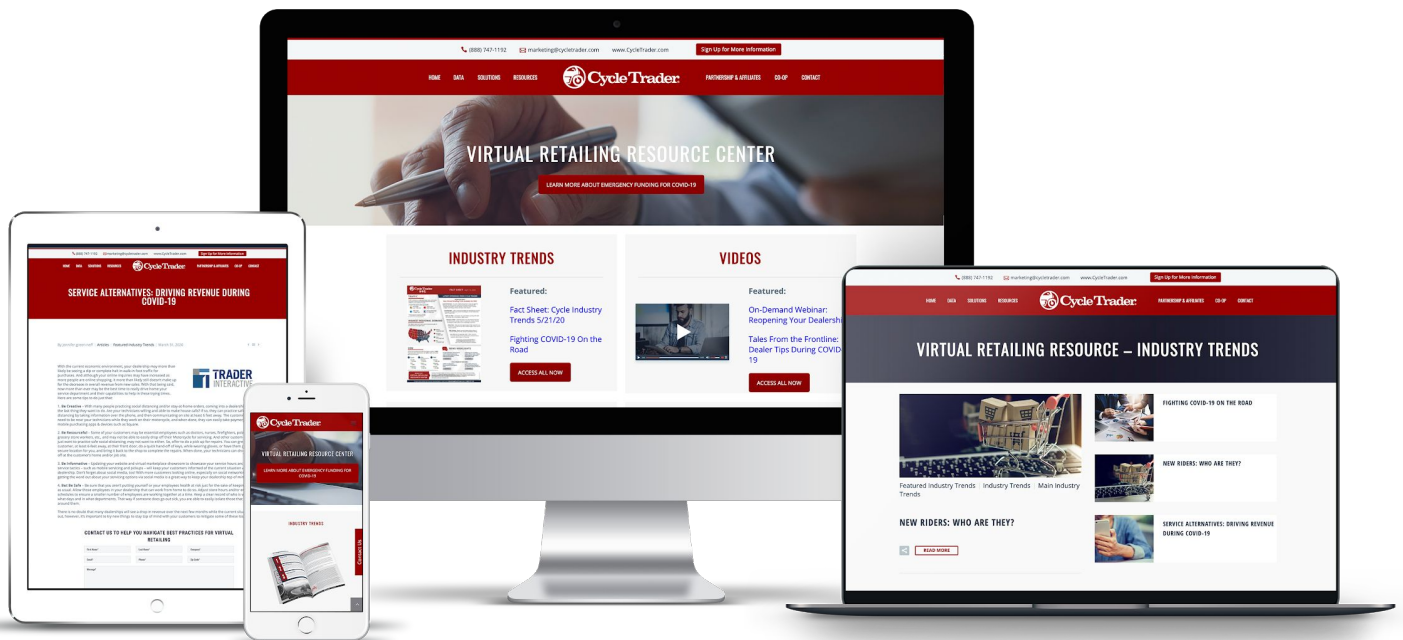


# Follow Us!

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We hope this guidebook has helped you to have a better understand social media, and feel like it is more attainable within your dealership today. We like to practice what we preach, so please feel free to follow on our social media channels if you want to get more tips and tricks of the trade. We also share influencer and industry content that you could repost to your own page as well! If you're interested in learning more about reaching customers through social media and other marketing channels during and after COVID-19, we have created Virtual Retailing Resource Centers. These resource centers include guides, trend reports, videos, and articles all aiming to help you and your dealership cope with these turbulent times. Visit [CycleTraderMediakit.com](http://CycleTraderMediakit.com) to learn more.



# Learn More

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