



5 CRITICAL SOCIAL MEDIA TRENDS YOUR DEALERSHIP MUST KNOW

“A must read for anyone looking to do social media marketing for their dealership”

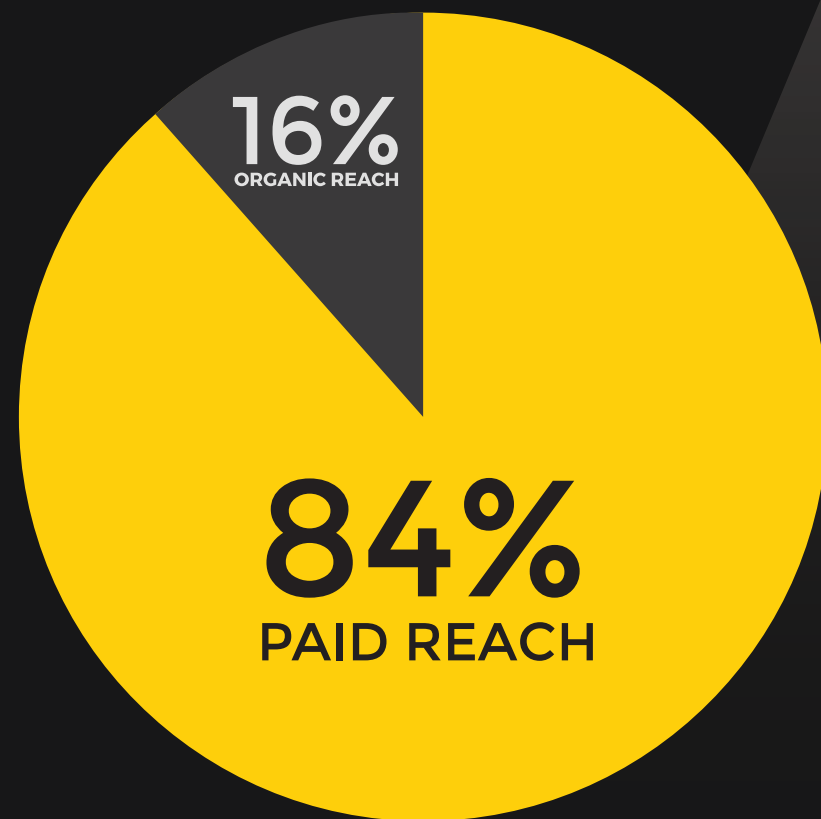
AADA CONVENTION

If you're heading to the AADA National Dealer Convention you won't want to miss our workshop "13 Bulletproof Strategies To Improve Your Social Media ROI", by our Director, Dimitri Kotov.

But before you make the yearly pilgrimage to the mecca of 'all things automotive', you'll want to sit down right now and read these '5 Critical Social Media Trends Your Dealership Must Know'. These are 5 mind blowing statistics and strategies that didn't make the cut for the AADA workshop but can dramatically grow your dealership's sales.

FACT.

**MORE THAN HALF
OF THE CAR BUYER'S
IN YOUR PMA USE
SOCIAL MEDIA DAILY.**



Are other car dealer's in your PMA getting the lion's share of the sales?

Not all Facebook Page posts appear in the NewsFeed of the people who have liked your Page. So while you might be publishing great content and sales offers, you are likely missing out on the bulk of the sales that come from Facebook. How many leads and sales are you missing out on exactly? Well, the average organic reach of a Page post was 16%* in 2012, and it's likely less than 10% for most dealership Pages today. So, if you are relying solely on Page posts for your Facebook marketing, you're missing out on 30-150 qualified leads per month.

*Facebook for Business Blog, 2012

STRATEGIES THAT CAN MAKE YOUR DEALERSHIP THRIVE EVERY MONTH OF THE YEAR.



Ready to grow new car sales leads by 30-150 next month?

Being able to target a precise buyer profile is an incredibly powerful thing. For any dealership large or small, metro or regional, this is the most desired thing when it comes to marketing. More dealerships each month turn to social media for their advertising needs. This has led to a rapid decline in traditional advertising and a huge increase in Social Media Advertising (SMA). SMA is the fastest growing method of car dealer marketing today and there is no other single tactic that can grow your sales faster.

NEW SOLUTIONS FOR A NEW PARADIGM



Most car dealers would say that the retail automotive industry today, is a far more challenging environment than a decade ago. A paradigm shift has occurred and new solutions are required.

With its ability to target precise buyer profiles based on income, occupation and interest in an automotive manufacturer (along with age, location and sex), Social Media Advertising has become a vitally important component of car dealer marketing plans and budgets. Smart-dealers are investing more of their marketing budget into Social Media Advertising where over half of their PMA resides daily.

So rather than paying through the nose for an ad in the paper (and getting minimal return), target your recent website visitors, your past customers and precise buyer profiles that you've chosen to reach on Facebook, YouTube and Instagram, with Social Media Advertising.

5 CRITICAL AREAS OF FOCUS

TO ENSURE YOU ARE MAXIMISING YOUR CHANCES OF OBTAINING BOATLOADS OF LEADS AND SALES

1. TAKE THE LEAD

Dealerships of all kinds are generating high-quality leads by running Lead Ads on Facebook. Because Lead advert forms are pre-populated with contact information, such as email addresses and phone numbers, they make it really easy for people to provide their information to dealers, even on mobile where forms have historically offered a tedious experience.

2. MAKE VIDEOS

Videos are a great way to capture attention in an increasingly overcrowded Facebook NewsFeed. Consider starting your video with lifestyle and car shots, recognisable spokespeople or a vivid background to spark interest.

3. GO LIVE

Use Live video on Facebook to take your Facebook fans behind the scenes in real time during sales events and new car launches. During your broadcast, you'll see the number of viewers, the names of other verified people or Pages who are tuning in, and a real-time stream of comments. When you end your broadcast, it will be published on your Timeline so that fans who missed it can watch the video at a later time.



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4. INSTAGRAM ADVERTISING

With more than 5M Australian users, advertising on Instagram is a great way to reach a highly engaged audience. Try the Carousel Ads for new car launches. People can swipe to see additional images and a call-to-action button takes them to a website to learn more.

5. RE-TARGET ON FACEBOOK, INSTAGRAM AND YOUTUBE

Your website visitors can often be your best prospects. Reach them when they leave your website on Australia's most popular social networks (Facebook, Instagram and YouTube) by installing a pixel that follows them after they leave your website.

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