

4 Absolute Truths About Modern Automotive Social Media

Dealer Authority Social Media

- 4
- Absolute
- Truths
- Modern
- Automotive
- Social Media

A Quick Breakdown

When it comes to strategy on social media, there are things that work and things that don't.

Some things that worked yesterday don't work today but may work again tomorrow. A lot of it has to do with goals. Style, demographics, brand, and intentions have a lot to do with it as well.

Opinions about the "right" and "wrong" ways of doing social are often in conflict. There are, however, four things that any reputable social media company would agree upon.

Facebook can be fun.

Twitter and Google+ can be informative.

We don't care about any of that. This is business.

#1

THIS IS BUSINESS

It's About Messaging

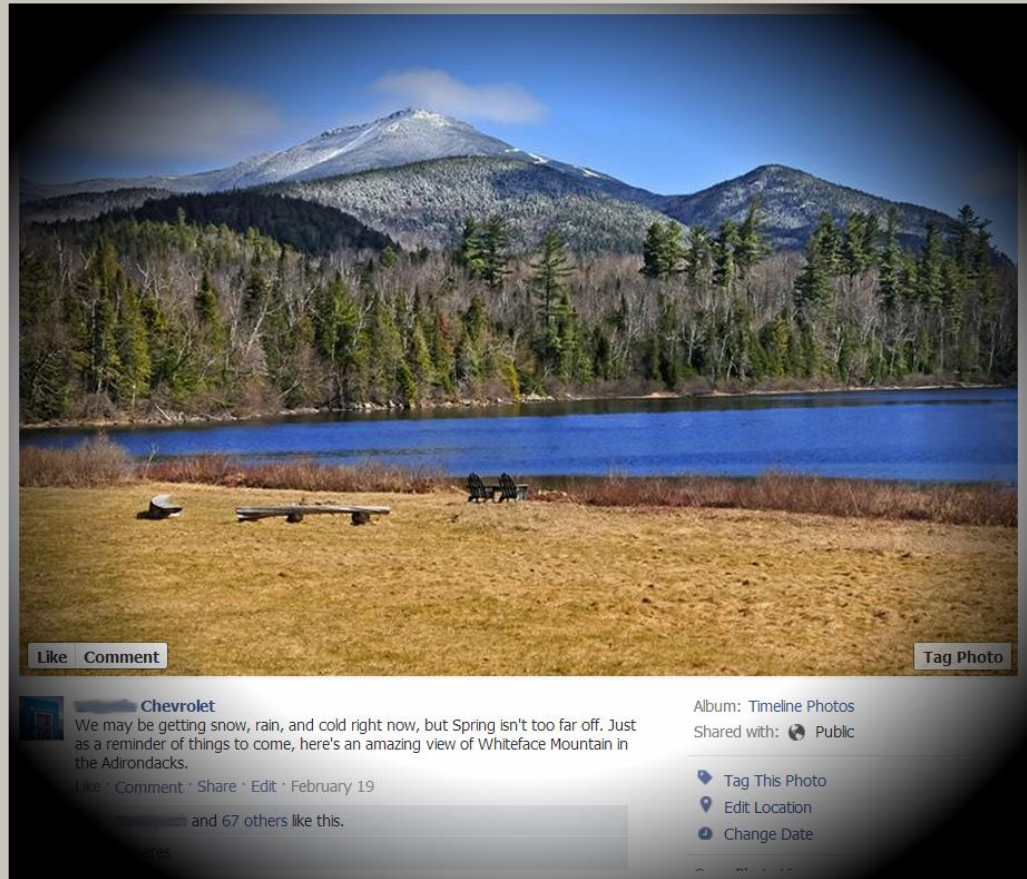
Let's just assume that funny cat videos and internet memes from 9gag are behind us. There are still too many attempts to fit into the social media community. This is the wrong approach. Your message and the way you present it should be about **standing out** and gaining popularity with the locals through creativity and understanding the audience.



3 Types of Content

Think of social media like television. You have to educate, entertain, and inform to keep the audience tuning in but you have to add in commercials for revenue. To stay relevant while getting benefit out of it, your content should be one of the following:

- Automotive Related
- Localized
- Dealership Relevant



Tell a Story with “Advertisements”

Even if you earn the right to put your ads in front of the local community by participating appropriately, you still have to craft a story around your posts. You can't just say, “Check out this certified pre-owned Camaro”

Say something about it. Make it meaningful. Include a story.



Social media isn't about you.
It's about "me" and "my community".
Turning it into a broadcasting tool is a path to failure.

#2

PARTICIPATE SOCIALLY

Converse

If someone takes the time to speak to you on any social media platform, you, as a local business, have a responsibility to reply to them. It doesn't matter if the conversation is not relevant to your business. Respond. Sometimes, a like is enough. Most of the times, you should reply to comments with comments.



The screenshot shows a Facebook post by 'Rusty Walls Volkswagen' with 1,736 likes. The post text reads: 'VW Facts: The Bugatti Veyron, was designed and engineered by Volkswagen. (VW owns Bugatti). The interesting part here, is, that VW's production costs exceed the price of the car. That means, that, VW loses money with each Veyron sold. A fair trade to make the fastest car on Earth?'. Below the post is a long list of comments and replies. The comments are as follows:

- Jake Michael Hebert**: And anybody can look up a 0-60 time lol but idk you so you may be knowledgeable in car. (1 like, 2 hours ago via mobile)
- Rusty Walls Volkswagen**: The GTR is fast and many still debate it, but the Bugatti has our vote...obviously. (1 like, about an hour ago)
- Jake Michael Hebert**: Jeremy that's a stock GT-R my friend big difference lol. (1 like, 2 hours ago via mobile)
- Rusty Walls Volkswagen**: That is a big difference! (1 like, about an hour ago)
- Jeremy Rincon**: Gt r 0-60 2.7bugatti veyron 0-60 1.8 check ya car facts out. (1 like, 3 hours ago via mobile)
- Rusty Walls Volkswagen**: The Bugatti is fast and many debate just how fast it is. (1 like, 3 hours ago)
- Jeremy Rincon**: Hope check that one out again buddy the gt r would get stoped in that mile. (1 like, 4 hours ago via mobile)
- Rusty Walls Volkswagen**: Love that you know your stuff Jeremy Rincon! Keep rocking! (1 like, 3 hours ago)
- Stephen Smith**: I guess this illustrates exactly how uneducated I am on vehicles. I had no idea Bugatti was owned by VW. (1 like, 4 hours ago via mobile)
- Rusty Walls Volkswagen**: So glad you shared and enjoyed the info Stephen Smith! (1 like, 3 hours ago)
- Stephen Smith**: No doubt he will and may have already been familiar with that fact. Cheers! A very pleasant Thursday to you as well. (1 like, 5 hours ago via mobile)
- Rusty Walls Volkswagen**: That rocks! We love sharing facts and will do more in the future. Thanks for the well wishes too! (1 like, 4 hours ago)
- Stephen Smith**: Sorry, that was directed at a friend of mine who is an avid super car fan. (1 like, 6 hours ago via mobile)
- Rusty Walls Volkswagen**: Ah, well that's okay, we hope your friend enjoys the VW fact that we shared! Have a great Thursday! (1 like, 5 hours ago)
- Stephen Smith**: Raj Reddy, Were you aware of this? (1 like, 6 hours ago via mobile)
- Rusty Walls Volkswagen**: Yes of course we are, we think it is super awesome! (1 like, 6 hours ago)
- Rusty Walls Volkswagen** loses* (1 like, about an hour ago)
- Kerry G Davis**: Jeremy they said they were going to. They never did come out with a super veyron yet lol. Only super sport and its 2.6 (1 like, 2 minutes ago via mobile)
- Raj Reddy**: The stock GTR is NOT faster than a Veyron. The GTR is one of 3 production cars with a stock 0-60 under 3 seconds. The Veyron has the highest top speed of any stock production car as it recently beat out the sac ultimate zero. (1 like, 22 minutes ago via mobile)
- Jeremy Rincon**: @ Kerry check ya facts buddy (1 like, 24 minutes ago via mobile)

The post also shows several replies from 'Rusty Walls Volkswagen' to the comments, such as 'LOL. That was funny.' to Kerry G Davis and 'Your awesomely knowledgeable! We like that :)' to Raj Reddy.

Liking and Commenting as the Page

Your page itself should have certain other pages that it likes. It can like local schools, businesses, organizations, media publications, charities, celebrities, as well as OEM pages. Once you have a nice collection of pages that you like, visit your news feed as the page and start participating. It's an easy way to get more exposure for the brand.



Tagging Other Pages

A Facebook change in February now allows a **potential** boost in exposure when you tag other pages in your posts. It's possible for those who like the other page to now see your post in their news feed as a result of the tagging. **Warning:** do not abuse it. Facebook is smarter than that. If you're over-tagging, it will stop working.

Albany NY at night.



#3

QUESTIONS VS CONVERSATIONS

If you ask a question, mean it.

If you ask a question, care about it.

If you ask a question, make sure to converse.

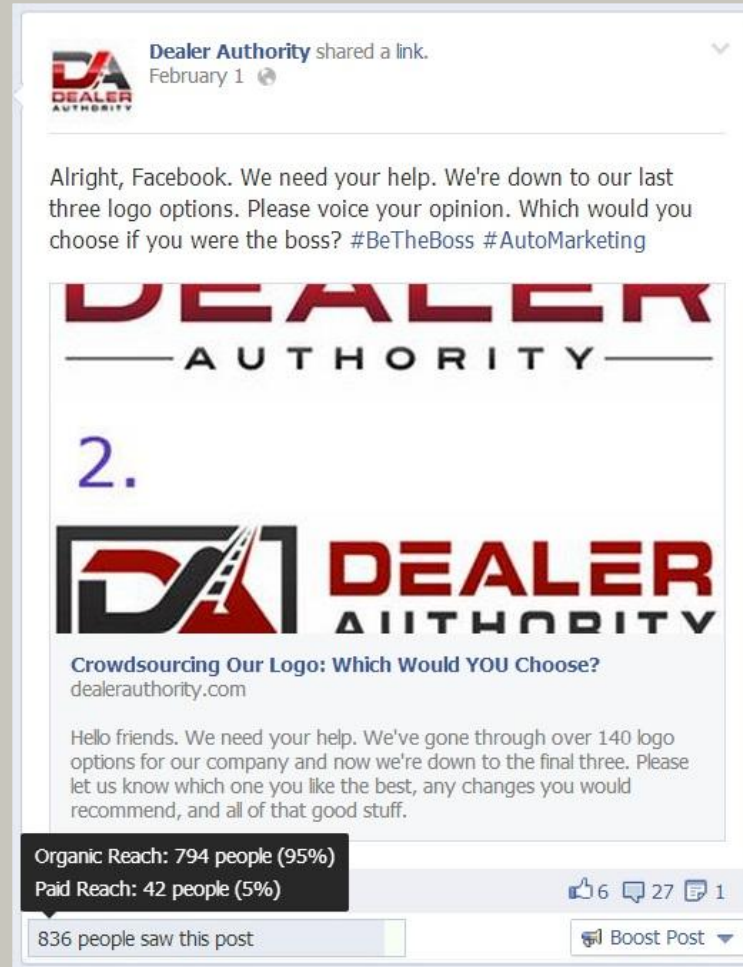
You're Not an Evil Genius

People will see content on social media that asks questions and gets hundreds of replies. They'll think, "that's how I'll make my page popular!" This is a trap. People know. They get it. They can see right through your ploy. If you're asking people to "Caption this" or wondering "What are you doing this weekend" then you may get replies but you'll also turn off a lot of people.



Make Questions Meaningful

It's not just about getting people to talk. Make it count. If you ask people for help with something, even if it's for someone else like a local charity, you're much more likely to get organic exposure as a result. Start conversations instead of just asking random questions that your fans will realize are only there for engagement.




The screenshot shows a Facebook post from 'Dealer Authority' dated February 1. The post text reads: 'Alright, Facebook. We need your help. We're down to our last three logo options. Please voice your opinion. Which would you choose if you were the boss? #BeTheBoss #AutoMarketing'. Below the text are two logo options. Option 1 is 'DEALER AUTHORITY' in a red, stylized font with horizontal lines. Option 2 is a logo featuring a stylized 'DA' in a square frame next to the text 'DEALER AUTHORITY'. The post includes a link to 'dealerauthority.com' and a description of a crowdsourcing effort to choose a logo from 140 options. At the bottom, a summary box shows 'Organic Reach: 794 people (95%)' and 'Paid Reach: 42 people (5%)'. Engagement metrics show 6 likes, 27 comments, and 1 share. A progress bar indicates '836 people saw this post'.

Dealer Authority shared a link.
February 1

Alright, Facebook. We need your help. We're down to our last three logo options. Please voice your opinion. Which would you choose if you were the boss? #BeTheBoss #AutoMarketing

1. **DEALER AUTHORITY**

2.  **DEALER AUTHORITY**

Crowdsourcing Our Logo: Which Would YOU Choose?
dealerauthority.com

Hello friends. We need your help. We've gone through over 140 logo options for our company and now we're down to the final three. Please let us know which one you like the best, any changes you would recommend, and all of that good stuff.

Organic Reach: 794 people (95%)
Paid Reach: 42 people (5%)

836 people saw this post

6 27 1
Boost Post

Asking to an Empty Room

It's a telling sign if you ask a question and nobody answers it. In fact, it could make your page and your overall social media presence an embarrassment. Be sure that if you're going to go down the road of starting conversations and asking questions, that you're confident people will respond.



#4

IT'S PAY TO PLAY

Social media is free.

Successful social media costs.

Thankfully, it doesn't have to cost a ton.

It's Really Expensive!

Actually, it's not. A basic social media campaign can be effective at \$150 per month. A strong one can get into the thousands, but there's a plateau factor if you're doing it right. Depending on the potential audience, you will hit a point to where more money starts yielding a disproportionate ROI.



“Boost” and “Promote This Page” are Traps

Facebook has to make entry into social media advertising as easy as possible, which is why they added the “Boost” and “Promote this Page” buttons. They need it to be simple. Unfortunately, they made it to where advertising this way is **so** simple that it’s actually pretty darn ineffective.




Dozens of Effective Advertising Campaigns

- Demographic Targeting
 - Graduates
 - New Arrivals
- Email Address Targeting
 - Service Customers
 - Prospect Lists
 - Lease Expirations
- Polk Data Targeting
 - Owners
 - Buyers
 - Conquest
- Similar Audiences
 - Limitless Possibilities


<input type="checkbox"/> New Silverado Sidebar	▶	Clicks to Website	28 Website Clicks	\$0.81 Per Website Click	6,051	24.6	30
<input type="checkbox"/> New Silverado News Feed	▶	Clicks to Website	124 Website Clicks	\$0.65 Per Website Click	8,652	15.5	186

Ad Preview
[Edit Creative](#)



Chevrolet

Search the largest selection of #Silverados in Upstate New York. Find your next truck now.



Chevy Silverado in Albany
chevy.com

If you want a Chevy Silverado, you want choices, great deals, and a great experience.

Targeting
[Edit Targeting](#)

Potential Audience for this ad: 15,200 people

- Location: Albany (+50 mi), New York, United States
- Category: partner categories DLX Auto powered by Polk > New vehicle shoppers (In market) > Make > Chevrolet car or DLX Auto powered by Polk > New vehicle shoppers (In market) > Make > Chevrolet truck

Performance
[Edit Pricing](#)

Actions

133 Total Actions?

124 Website Clicks?

8 Post Likes?

1 Post Comments?

[See full actions report](#)

Closing Notes

DO Social Media

BE Social, Be the red apple

Educate

Inform

Entertain

Tell a story

Converse with your audience

Like/Comment as your page

Small ad budget

Stay nimble, Evolve



Closing Notes

At the end of the day, social media or any digital marketing service must have the end goal of delivering more customers to your showroom. Dealer Authority was born from the desire to focus on that individual success indicator. We aren't here to make your social media fun or exciting. We're here to help you sell more cars.





About Subi Ghosh

Subi Ghosh has been working in dealerships for the past 6 years. She recently accepted a position with Dealer Authority as the VP of Marketing in an effort to provide a unique, hands on, strategic experience for dealers. Dealer Authority is a digital marketing company that works with dealerships who want a custom-tailored Social and Search Strategy.

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