

The Social Dealership

A Social Media Magazine For Auto Dealers

1 To 10 Thousand

Creating Customers In 60 Seconds Or Less

David's Top 5

5 Ways To Increase Your Facebook Edgerank Score

Rapid Fire Auto

Engaging Your Service Customers Through Text

Engaging Buyers

Using Relevent Automotive Ad Copy



Engage Us!

Letter From The Publisher

We're Dedicated To
Both Auto Dealers And
Social Media, Where We
Marry Both Worlds...
Perfectly!



Welcome to the second edition of Social Dealership Magazine, we are honored that you are part of our readership! This edition is very exciting for us as we have said on many occasions, engagement is everything. Getting your customers to engage with you is the key to any successful social media strategy. If they aren't engaging, they aren't listening to your message!

Here is a reality, and be warned it may hurt; it is not common for an individual to want to be friends with a car dealership. Let me pause in case you fell out of your chair or dropped your coffee but this is the truth. Having spent 17 years in the retail side of the automotive industry, admittedly I am part of the fraternity of car people that have instilled the mistrust in people all over the country when it comes to doing business with car dealers. Now is the time to start changing it!

Social media allows you the opportunity to sell yourself and sell your team. Let people know that you are just one of them, you live in the same communities, your kids go to the same schools, and that you are very involved in the community. Refute the idea that you all of sudden become a different person when you walk through the doors of the dealership.

Many topics will be discussed in this edition that will help you start to see a true ROI on your social media and as a heads up, we will be dedicating an entire issue to this subject in a couple of months. For instance Edgerank, are you familiar with it? Do you know what your Edgerank score is of your dealership fan page? Why do I mention that? The level of engagement on your Facebook page is a direct reflection on your Edgerank score. Check out Dave's Top 5 ways to increase your Edgerank score!

Many tips on increasing your engagement with your community will be shared in the following pages but let me end this with one thing to think about: In everything you do on your social networks, strive for dialogue, and not monologue. Relish in the opinions of people in your community and get them to want to interact with you. Find topics that appeal to them emotionally, their kids, their schools, sports, etc. The best way to build relationships is by having conversations!

One last note, in the coming months, there are numerous industry conferences and events that are taking place. We have included an events page in the magazine to make things easy for you to check out all the learning opportunities available. Please consider attending at least one of these events, the minute you stop learning is the minute your competition will pass you by!

"Social media is not just about sales, it's about your bottom-line!" Rob Hagen

Enjoy the magazine and please feel free to [email us](#) with comments or suggestions for topics or just to be social!

- Rob Hagen

In This Issue

Social Media 101: 9 Tips For Engaging With Content	4
From 1 Customer To 10,000 Customers In 60 Seconds Or Less	7
ADG Announces: ADG-Rapid Fire Auto	11
How To Engage Auto Buyers With Relevant Automobile Ad Copy	14
David's Top 5: 5 Ways To Increase Your Facebook Edgerank Score	18
Engagement Is Everything And Edgerank Proves It	21
8 Personality Types You DO NOT Want Handling Your Dealerships Social Media	25
The 20-20-60 Rule: The New Rules Of Engagement	27



Social Media 101: 9 Tips For Engaging With Content

By: Oscar Dahl & Buckley Shaffer

So you want your dealership involved in Social Media? Welcome! You have made the right decision! The world is yours to be conquered! However, we must warn you, the brave men and women of this nation's car dealerships, that simply being on social media networks is not good enough. A bad social media presence can be worse than no presence at all. You must first formulate, then execute, a plan. How does one go about such an endeavor? Where should you start?

Why the hell are so many people playing Farmville?

We bring you answers to the questions! Onward!

1. Be True To Your Brand

Don't pretend to be something you're not. Alienating your current (and future) customers is an easy way to fall flat online. If your online and offline presences don't align,

your fans will be quick to call you out and dismiss you in the future.

2. It's Okay to Talk About Yourself

Does your dealership help out with the local VFW? Participate in National Breast Cancer month? Do you have a little league team with your dealer name? Talk about it! People connect with people, not 1.9% APRs. Showing that you're caring and compassionate people as opposed to the proverbial sleazy car salesman is a great way to get in with a potential customer before they even set foot on your lot.

3. That Brand Schwag Has To Go Somewhere

Do you know what the two most powerful words in the English language are? "Free t-shirt." All of those promotional t-shirts, calendars, keychains, and other miscellany that the manufacturers offer – there are people out there who really want it! Ask a



simple question or ask for "likes" and offer these as a prize. Not only will you be cultivating positive brand sentiment, it requires the winners to stop by your dealership to get their prize.

5. A Picture Is Worth 420 Characters

Facebook's former marketing director once said that including a picture or link with every post is the best way to get the attention of your fans. Some studies have shown that 90% of Facebook users don't ever

return to a fan page once they've "liked" it, so you have to keep in mind that people are only going to see your post while scrolling through their "Newsfeed." Because the eye naturally gravitates towards photos, text heavy posts are ignored.

6. Consistent Communication Cultivates Customers

One of the easiest ways to hurt your brand is to stop communicating with your customers. Would you advertise your phone number and then never answer it when it rings? The same thing happens when you start a Twitter account or a Facebook page and don't use it. Potential customers are going to use these avenues to ask you questions and they expect answers.

That's all well and good, but who's going to do it?

Just because your sales manager's 16 year-old daughter is on Facebook all-day long doesn't mean she can represent your brand online (Believe it or not, one of our clients went with this option over our services). Placing your brand in the hands of someone is a scary thing, so make sure whoever represents your social media is trustworthy, enthusiastic about your brand and doesn't litter your networks with poor grammar and typos.

7. Speak To Your Audience

When someone comes on the lot, 9 times out of 10, you know what they're looking for before they do. Chances are, your social media audience will be the same. If you have a female-heavy audience, take note of the questions they ask at the dealership and address them when you're online.

8. Show Off Your Customers

Did someone just buy a new car? Take their picture and post it on your page. Not only does it make them feel special, you've gained at least one more fan without lifting a finger!

9. Reviews

Do you need some help lifting some less than stellar reviews off Yelp? Ask your audience to help! If they've already "Liked" your Facebook page, chances are they aren't going to leave you a negative review, so it never hurts to ask them to help you out.

Now you're ready, young apprentice. Go forth and speak the good word to your fans and followers! Stay confident, be active and always keep a cool head. The glories of social media await...

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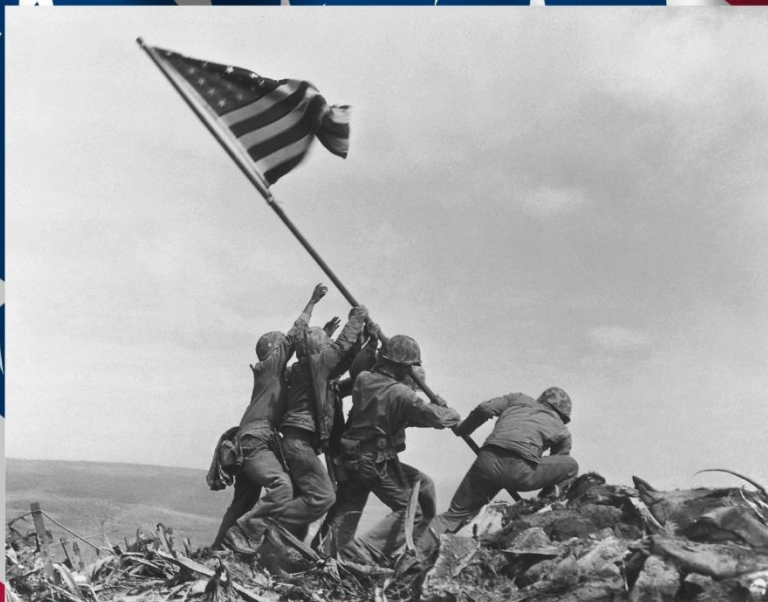
"Quit counting fans, followers and blog subscribers like bottle caps. Think, instead, about what you're hoping to achieve with and through the community that actually cares about what you're doing."

Amber Naslund



The Vets-Cars Group

Providing Premier Auto Dealers With
An Effective Consultancy For Attracting
And Serving The Military And Veteran Community.



A Loyal And Deserving
Fifty Million Strong
Consumer Demographic

"Where Dealers Meet Heros."

From 1 Customer To 10,000 Customers In 60 Seconds Or Less

By: [Jim Kristoff](#)

Networking and prospecting. It's something that is a lost art in the Automobile business today.



Back in the 1980's, when I began my career in the automobile business, I used a "tickler file". A "tickler file" was a series of 5X7 index cards that I used to keep track of my customers. I separated them using three different files. One file was sorted January through December. The second file was sorted by the number of days in the month, 1-31. The last file was sorted alphabetically, in case I needed to look up a certain customer quickly. It took a lot of time and effort to set up and sort these cards on a daily basis. I made my follow up phone calls based on these cards and I also mailed flyers out to these customers on a regular basis. It kept me in contact with my entire database

of customers and allowed me to prospect new business. I spent several hours a day sorting, searching, calling and mailing these customers in an effort to generate additional business from the people that I had already done business with.

With the advancement of computers in the 1990's, the computer generated "CRM" was born. These Customer Relationship Management tools were and are great for doing the daily tasks of sorting, calling and mailing current opportunities along with keeping in touch with your database of "sold" customers. In today's automotive climate, one would be lost without a "CRM" tool.

The problem with the "Tickler file" of old and the "CRM" tool of the present, was and IS utilization of the information to network and prospect to perspective new customers. The Dealership relies on the Salespeople, Sales Managers and BDC's to contact, call, mail, e-mail and text on a regular basis to generate more business. And while it is imperative that you do all of that activity, how can you market and advertise to all of your client's relatives and friends? Sure, your client can talk about the great service or sales experience that they had at your dealership at a family and friends gathering. Your client can tell all of the people they work with about their great experience. But how can you impact ALL of their friends and family with a positive and lasting message??

What's the answer? Social media!

Now let's talk about one person's, "circle of influence". Your "circle of influence" is all of the people you speak with and interact with on a regular basis. Your "circle of influence" can be your family, your friends, your co-

workers or even someone you do business with on a regular basis. You “influence” ALL of these people by relaying your experiences, good or bad, on what transpired in your life.

Let’s say you had a great meal and great service at the new restaurant that opened in town. The food was fantastic and the service was unbelievable! You would then tell all of the people in your “circle”, thus “influencing” them in a positive way that they should go to this restaurant. What if the opposite type of experience happened? You had a terrible meal and the service was lousy. You again would tell everyone about your experience in a negative way.

The size of an individual's “circle of influence” can be wide ranging. It can range from a small circle of 50 or so individuals to well into the 1000’s of people that one interacts with on a regular basis. It all depends on the size of someone’s family, the amount of friends they have or the size of the Company they work for.

For the sake of this article and “easy math’, let's use a total of 100 people that an individual has in their circle of influence. (How many “friends” do you have in your Facebook account?). If each individual has 100 people in their “circle of influence’ and each of those 100 people had 100 people in their “circle of influence” you have the ability to touch 10,000 people, (100 x 100 = 10,000) consistently.

By using Social Media to market and advertise, you can go from one customer to 10,000 in an instant!

The power is YOURS to engage these people!

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Free Download
September 2011

Automotive
SOCIAL MEDIA
POLICY





Stop Hating, You Haven't Seen What Social Can Really Do!

We've heard it all before. Social marketing is a waste of time. Social media is just a fad. Where is my ROI? I don't have anybody on staff that can do it right. Yadda, yadda, yadda. Stop complaining, give us a call and let us do it right. **Are you looking for incremental business? Then we should be your first call!**

"People Love Us! We have over 10k fans on Facebook, but even better than that, people love us! I'd love to keep Next Generation Dealer Services a secret but since they hand out area exclusivity, my area is protected! If you want to dominate your market and dramatically increase your word-of-mouth advertising, you really should give these guys a call!"

**Greg - GM Metro Honda Of Union
County**



Space Is LIMITED, Call Now!

855-70-Media

If You're Gonna Go Social, Go All The Way!

Upcoming Industry Events

BHPH National Convention

9/12 - 9/14

Caesars Palace, Las Vegas

<http://www.bhphworld.com/>

Industry Summit

9/26 – 9/18

Las Vegas Hilton, Las Vegas

<http://www.industrysummit.com/>

11th Annual Digital Dealer

10/5 – 10/7

Mirage, Las Vegas

<http://www.eventfarm.com/DD11>

Driving Sales Executive Summit

10/9 – 10/11

Bellagio, Las Vegas

<http://drivingsalesexecutivesummit.com/>

2011 Automotive Internet Roundtable

10/11 – 10/12

Red Rock Casino, Las Vegas

<http://businesscenter.jdpower.com/Events.aspx?f=/jdpacontent/CorpComm/Events/AutoInternetRoundtable/AutomotiveInternetRoundtable.htm>

2011 SEMA Show

11/1 – 11/4

Las Vegas Convention Center, Las Vegas

<http://semashow.com/>

2012 NADA Convention and Expo

2/3/12 – 2/6/12

Las Vegas Convention Center, Las Vegas

<http://www.nadaconventionandexpo.org/nada2012/public/MainHall.aspx?ID=4614&sortMenu=101000>

If you would like us to include your event in next month's edition, please email me the information about the event at RobH@nextGenDealer.com

Automotive Development Group Announces: ADG-Rapid Fire Auto

By: [Jae Chang](#)



Do these sound familiar in no particular order?

1. Sell more cars
2. Engage your customers
3. Increase traffic
4. Target Direct Market your database
5. Increase customer satisfaction
6. Track your advertising
7. Increase your absorption rate
8. Communicate to your staff
9. Fill your service bays
10. Improve efficiencies and accountability in fixed-ops.

Likely each of these solutions can be had for just the cost of a Half-Page layout in the newspaper or sell just another half a car a month. I've been there and heard that as well.

In March 2011, the International Association for the Wireless Telecommunications Industry stated that the Mobile device is replacing the PC as a primary channel of communications.

The Stats are overwhelming:

- There are three times more cell phones than computers
- 90% of text messages are read within 1 minute of receipt
- 23% of text messages are forwarded to others
- 57% of cell phone users text regularly
- Of the 270 million mobile subscribers in the U.S., 91% of them keep their phone within 3 feet of themselves 24 hours a day, 365 days per year.
- 72% of US Mobile subscribers Text and there has been a double digit growth in Text adoption where Facebook and Twitter has been flat and Email has dropped according to the Pew Internet Project.

Nielsen Mobile reports since 2008, texts have outnumbered voice calls and has now reached a 4 SMS to 1 voice call ratio. Early adopters of the Internet got a head start while most are still playing catch-up over a decade later.

Automotive Development Group is proud to introduce ADG-Rapid Fire Auto (ADG-RFA) powered by Take Aim Mobile, utilizing the most efficient mode of telecommunication today: Mobile Text. ADG-RFA is able to address all 10 points listed above in ONE

SOLUTION and yes at the expense of a half-page ad. ADG clients will receive the entire suite of functions at a fixed monthly expense. Other platforms charge per text, our clients will have unlimited use.

1. **Sell more cars.** Every car on the lot, new and pre-driven will have a text code that will send a customized detailed message to the customer's mobile device. More importantly, an email will be generated notifying key mgmt staff of the inquiry with the customer's Mobile Number!

2. **Engage your customers.** Create a live 2 way text chat with service customers

giving updates on progress of service being performed. Reduce Phone and Voice Mail – Tag!

3. **Increase Traffic.** Send out group text blasts for sales and special events.

4. **Target direct market your database.** Ability to pigeon hole your current database of customers by make, model, year, miles etc. to send targeted messages both for service and sales.

5. **Increase Customer Satisfaction.** Soon to be released, the ability to send a short satisfaction survey literally minutes after a vehicle has been serviced or purchased with prompts for management based on ratings received.

6. **Track your advertising.** Add unique codes to all advertising mediums including web, print and Craigslist to better engage with your potential customers. Monitor your advertising ROI.

7. **Increase absorption.** With today's challenged sales volumes, increasing traffic and offering a differentiator in fixed ops is

essential to a healthy bottom line. Up sell via 2-way text.

8. **Communicate to entire staff.** ADG-RFA has the ability to send a grouped or mass message to dealership staff for events, announcements or praises. Not everyone reads the bulletin board.

9. **Fill your service bays.** Send out a special during slow scheduled days.

10. **Improve efficiencies and accountability in fixed ops.** The Dashboard gives a real-time daily activity at a glance and progress of work being performed. Cut down on backed up techs waiting for approval of work playing phone tag. The Dashboard keeps the entire staff accountable much like screens at the airport. What can 3 hrs / day equate to in savings monthly? Effective use of time pays for the solution in its entirety.

INTERACT with TEXT DISCOUNTS AND SPECIAL ALERTS



Making a sale begins with making a connection, so keeping in contact with your customers on a continual basis is vital to success. Keep that connection going through the introduction of a VIP Text Member Club. Customers simply text a short code to a unique mobile number, and they are part of your loyal mobile network. You can market directly to your database of members with exclusive offers, service reminders, special

VIP-only discounts...anything that will keep them coming back to your dealership.

INFORM with TEXT FOR VEHICLE INFO

By texting a unique vehicle code, a prospective buyer can obtain more information on that vehicle and access the vehicle's web page directly on their mobile phone. The prospect's mobile number is captured and instantly pushed through to your sales force for instant lead follow-up.

The "text for info" feature offers a great opportunity to establish communication with those who "window shop" the lot during off hours, and allows your sales team to inform prospective buyers of available incentives that may turn the casual shopper into a serious buyer.

ENGAGE with TEXT AN OFFER

When a customer knows what they want, and knows what they want to pay for it, why not make it as painless as possible with a simple mobile solution? We'll assign each vehicle a unique code that a prospective buyer can use to text in an offer. That text will be instantly transferred to your sales force to start the negotiation process.

ENTRUST with TEXT REMINDERS

Minimize missed revenue opportunities by setting up helpful reminders of periodic service requirements or appointments. Your gentle text reminders not only signal the customer to come in, they also show you care and are serious about your customer's business.

Why go Mobile?

Mobile marketing is one of the fastest growing trends today and, like technology, is

constantly evolving. Recent research reveals that mobile advertising will increase an astounding 2700% in the next 3 years. Why the mobile marketing explosion? The reasoning is simple. There is a powerful shift happening in the habits of the average consumer. More and more people are carrying mobile phones and using them for more than just a phone. Armed with Internet access and an endless supply of apps, today's customer is the most informed and in-touch in recent history.

The TakeAimMobile Creative Team is ready to help your dealership capitalize on the power of mobile marketing.

Our mobile full-service engagement model enables you to send Mobile Terminated (MT) SMS messages and receive Mobile Originated (MO) SMS messages in real-time. In addition, our creative and support team will provide you with:

- Mobile strategy consulting
- Complete campaign management, from building the campaign to managing responses and opt-in/opt-out compliance
- Comprehensive creative services, including signage, Web sign-up forms,
- Social Media display ads, and email blasts
- Detailed reporting and campaign analytics
- Customer service and technical support

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How To Engage Auto Buyers With Relevant Automobile Ad Copy

By: Sara Hassler

When Rob sent out his call for the subject of



this month's article, I was thrilled that he had chosen engagement as this month's focus. We are now living in a social media world and sometimes it's difficult to

remember that engagement is the number one way to reach people in general.

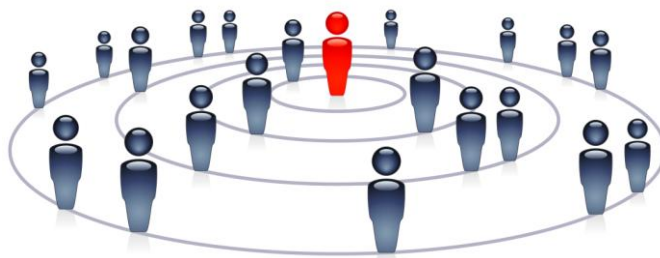
Whether you're making a presentation, or a speech, or creating an automotive marketing campaign, the art of engagement is as simple as remembering this one important golden rule - In order to engage

an audience you need to interact with them and invite them to participate so they feel like they are a part of what you are doing.

There is one expert who has built his business around the art of engagement, Lee W. Epstein – the man behind the premier

automotive marketing solution company, GenerateMyAds.com. I asked Lee W. Epstein to join us in this article to share his thoughts on how automobile dealers can engage buyers to generate leads and increase profits. He explained that car dealers have one incredible resource that can be used to reach out and engage buyers that's often overlooked. Lee said, "Studies have shown and it's been reported that 86% of today's consumers shop an automobile dealers cyber-lot online for a vehicle before deciding to physically visit the dealership. This means that an auto dealer has about 3 seconds to capture their buyer's attention online. If you really think about it, that's a very short time to sell an expensive item like an automobile. With the right marketing plan, car dealers can take advantage of their website and online media, and transform them from a picture show of vehicles to a socially engaging online venue where they can sell automobiles direct to their consumers."

Epstein explained, "It's well known that car dealers are busy, and work hard during their day with sales meetings and contacting customers, and often don't have the time or staff resources to expand their cyber-lot



listings with creative vehicle ad copy; but a website is basically

like a free Ad-Mobile!" When it comes to comparing the differences between print ads and online advertising, Lee shared, "The cost of online digital publishing is well-below the cost of traditional print ads that used to be

the marketing gold standard in the auto industry."

With all the options for digital marketing campaigns like email blasts and newsletters Epstein had a firm grasp on why it's so important for auto dealers to first engage their buyers on their own websites. He stated, "Email campaigns and newsletters are great for sending information and marketing to current and past customers; but it's still just a one-time campaign that has to be repeated over and over again with associated costs each time they are put into action. When an auto dealer adds creative copy to their online vehicle descriptions, they are making an investment in their own online marketing campaign by showcasing their cars 24/7, 365 days a year."

When talking about online marketing investments Epstein had this to say on the power of content in relation to how the search engine algorithms work, "Fresh, relevant and quality content raises an auto dealers' website rank on the search engine rank pages (SERPs). Everyone in the auto industry has heard all about Search Engine Optimization to raise rankings in the search engines but another crucial term I have embraced is People Engine Optimization or PEO. Once a visitor is drawn to a page by SEO, that page must be PEO'ed to engage the client. There are distinct rules for Search Engine Optimization (SEO) and People Engine Optimization (PEO) and each of these types of optimization are mutually exclusive but equally important."

I asked Lee to expand on how a buyer surfing the internet will choose which vehicle they want to click on and he explained, "Auto buyers who are looking for a Ford Ranger, will find hundreds of Ford Rangers listed

online. The dealer that appears first in those search pages will be the first auto dealer that the buyer clicks through to. On comparison shopping sites, like Auto Trader and others, creative copy that engages a buyer by painting a picture of what that vehicle feels like to own is equally important. Creative ad copy highlights a vehicle and makes it stand out from the crowd, the chances become much higher that the buyer will want to test drive the specific vehicle that evokes an emotion. Once on the lot, that buyer is then within the capable hands of the car dealership's sales people. It's the power of the domino effect. One well thought out action leads to a reaction, and it's the actions of a seller that make or break the reaction of their buyers."

When asked about how often he finds that auto dealers know the power that they already have in expanding the wealth of their online marketing, Lee offered this, "It's simple. Online automotive ad copy that engages a buyer has to be interactive, meaning that the copy has to provoke some type of emotion. It's this type of provocative marketing that pushes a buyer from standing outside the vehicle to wanting to step inside to test drive a vehicle. Websites are the perfect place to show-off an automobile. Pictures tell a thousand words, but what a picture can't say is this: All-Wheel Drive gives you peace of mind on cold winter nights. Also, a picture cannot describe that a Mustang's engine sounds like: The heavy throttle of a race car beneath you. Creative ad copy that is written by a real person, who has real feelings, is the only way to evoke true emotion, because it's people relating to people, and that's the art of engagement."

I asked Lee what his first conversations are like with auto dealerships that want to raise

their website rank, sales leads and profits and what they should expect from social ad content when it comes to rate of return (ROI) on investment costs and he said, "When a dealer first comes to GenerateMyAds to inquire about creative ad copy for their vehicle descriptions, I personally spend focused time explaining how they can engage their buyers through brand awareness. I then put my staff to work on incorporating a branded voice and personality into their vehicle's ad copy so that every vehicle they have listed on their website reaches out, and is engaging their buyers. Since buyers are automatically drawn to interesting, innovative and responsive copy, it's been our experience that there is a high rate of return on investment compared to other forms of mass marketing. The most promising ROI is when an auto dealer sees their click-through ratios rise, their leads increase and their sales teams close deals. We also reap our own return on investment which is a satisfied client. With all the competition that's out there, expanding an auto dealer's online vehicle descriptions is a budget-friendly way to round out an automotive marketing plan for a car dealership. When buyers find the vehicles they have been dreaming of, and when car dealers sell automobiles—it's a win-win auto marketing strategy for everyone!"

In years past, the auto industry has been used to relying on print ad advertising to sell and promote their cars and dealerships. However times have changed and with the many social networks on the internet, media marketing has taken a new turn to being social. There is really no substitute for well-written ad copy, and with only one proven way to capture a buyer's attention it appears that the social marketing strategy is here to

stay. With an economical climate that forces buyers to be much more frugal and cautious, auto buyers are more apt to consider spending their dollars at a car dealership they either know, trust or who they emotionally connect with. What better way to expand your dealership than with an investment in your own online property, your cyber-lot!

Sara Hassler is the Resource Development Manager for GenerateMyAds and CreateYourSEO and specializes in strategic social media content marketing. Her talent for catching current trends and vast knowledge of the cyber-marketplace help drive sales and rev-up website performance in search engine ranks. Hassler's success in the online publishing and social media arenas are testimony to her unparalleled dedication to creating quality social content that works across a variety of media channels. Learn more about Sara by visiting:

<http://www.linkedin.com/in/sarahassler> and explore the benefits of working with her team of auto-dealer marketing professionals at <http://www.GenerateMyAds.com> and www.CreateYourSEO.com.

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Got Salespeople?



No Bad Habits. Car Selling Machines.

Be a hero. Automax Training & Recruiting is the most requested salesperson recruiting & training company in North America. Don't go at it alone, leave your hiring and training to the professionals and do what you do best, sell cars.

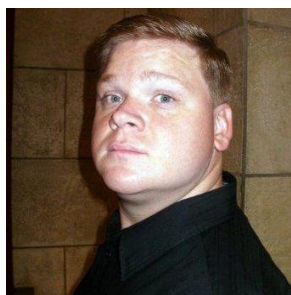
AutoMaxRecruitingAndTraining.com

David's Top 5

5 Ways To Increase Your Facebook Edgerank Score

By: [David Johnson](#)

Welcome back to another edition of David's Top 5! In this article I will be sharing with you



the top 5 ways to increase your Edgerank score, for those of you unfamiliar with the Edgerank score, simply put it's: the algorithm Facebook

uses to determine what shows up at the top of your "top news" newsfeed. In fact there has been studies that show status updates with a low Edgerank score may not even show up under the "most recent" tab. Here is the link to a study done by the [Daily Beast](#).

Quickly, the algorithm used to determine your Edgerank is as follows: $\text{Edgerank} = \text{Affinity} \times \text{Weight} \times \text{Time}$, whereas:

- **Affinity** = The level of interaction you have with the person who published the update.
- **Weight** = There are two parts to weight. First is the weight given to the level of interaction on a specific update. For example, comments have more weight than a like. The second part is the type of update: images have more weight than video, video more weight than a text update, a text update more weight than a link and a link more weight than a third part app.

- **Time Decay** = The older an update the less important it becomes.

#1 Images Have The Most Weight

Because of that, you want to use images whenever possible, because they tend to show up at the top of the "top news" newsfeed most often. Don't just stop there though, make sure to ask an engaging question on the pic, as an example, just the other day, we posted a pic of a dog looking up at his family eating dinner, using his saddest puppy dog impression. The caption read: "Provide a caption for this pic."

Simple enough right? We had over a hundred comments, comments that help build the weight even more, increasing the chance of it being seen at the top of our fans newsfeed. Thus increasing engagement.

#2 Encourage Commenting

It's one thing to post updates that aren't spammy, another one entirely to get people to engage you.

I love posting trivia, impossible trivia, with a small prize such as a \$10 gift card to Walmart. I've seen 200 and 300 comments on these, some even more!

Be sure to also ask question, questions that people actually want to answer and enjoy answering. Buddy Media did a study and they found that status updates with 80 characters or less have a 27% higher engagement rate than longer posts!

#3 Use Your Personality

Let people know who you are. Don't be too business like, people want to get to know you, so let them see who you really are! Too many dealerships have a no-named person

managing their Facebook Page, don't do that! Let people know who you are, have fun and be you. Get personal, it's okay!

#4 Have Conversations

Get to know people, have conversations. If you ask a question such as 'What is your favorite Dr. Seuss book?' Follow it up with why after people are answering. Once they answer why, maybe you can dig a little deeper, just do what you know how to do, converse! This will increase your affinity score!

#5 Don't Automate

Don't automate posts from third-party apps such as Hootsuite or TweetDeck. Facebook doesn't like automation, so don't do it. I know that it's sometimes easier to put in an update, that will go out a few hours from now, but you are much better off just going right into Facebook and putting in the status update, than using an automated system, again, just don't do it.

Bottom Line

The bottom line is that you want to interact and engage as many different people as possible. Engage them on a personal level and create high touch relationships that equals more influence and more word-of-mouth.

Now go and engage!

[Discuss This Article In Our Forum](#)



“Engaging in an authentic, meaningful conversation with consumers will be the key to marketing success and growth, even if that means acknowledging negative feedback; transparency is paramount.”

Ron Blake



**More Google Reviews
= More Website Traffic
More Website Traffic
= More Sales ... Questions?**

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Engagement Is Everything And Edgerank Proves It

By: [Rob Hagen](#)

Social media strategies are not a cookie cutter type program, every dealership has a



different image that makes them unique but there is one rather obvious fundamental that is synonymous with any businesses efforts in social media, which is getting your message seen. Your probably saying “No kidding, tell me something I don’t know”, well I am!

Getting your message seen is particularly tough for a car dealership because people don’t typically want to be friends with a dealership. Social media is so much easier for a sports figure or musician or restaurant that people want to check out all the time but a car dealership usually inflicts negative mental thoughts; hate to say it but it's true. Promise I am getting to what you didn’t already know.

When it comes to Facebook, to get your message seen you need to be showing up in your friend’s (Yes I know, in regards to a business, people are not referred to as friends on Facebook but relationships is what your trying to create through social media so I’m assuming you have taken them from just

liking you and to them want to be your friends) "top news" news feeds, as opposed to their most recent when they sign into their profile.

Top news is a snapshot of the people’s and pages statuses that Facebook determines to be your better friends or interests based off an algorithm that is referred to as your EdgeRank (explanation to come). Most recent is status updates of all your friends and pages you like. Top news, of course, is the default setting when you log into your Facebook on a computer (most recent on mobile apps) and most people just view these updates.

Most people have a limited amount of free time to dedicate to their social networks each day, even though this number is growing at a fast rate, and they want to see what is happening with their more significant friends. We all know that we have different categories of friends ranging from lifelong to casual acquaintances and this is the goal to break through to people in your community and humanizing your dealership.

What exactly is Edgerank?

Edgerank is what Facebook uses to determine who you’re most interested in interacting with on a regular basis, basically your better friends. Let’s define Edgerank by the pieces of the puzzle. Here is the mathematical formula (Don’t worry, there won’t be a math test at the end of this article):

$Affinity * Weight * Time Decay = EdgeRank$

Here is the explanation of each term:

- First, there’s an affinity score between the viewing user and the item’s creator — if you send your friend a lot of

Facebook messages and check their profile often, then you'll have a higher affinity score for that user than you would, say, an old acquaintance you haven't spoken to in years.

- Second, there's a weight given to each type of interaction. A comment has more importance than a Like, for example and pictures carry the highest weight! Video is second followed text updates.

- And finally there's the most obvious factor — time. The older an interaction is, the less important it becomes.

This is the magical formula to increasing the times your message is seen on your dealership page. Do you notice a common theme? Engagement! The higher your engagement with your community, the higher your EdgeRank score will be. To see the Edgerank score of any pages that you are administrators on, go to Edgerankchecker.com.

What is a good Edgerank score?

Score Break Down:

- 0-6 is below average.
- 7-13 is average.
- 14-19 is above average.
- Scores above 20 are excellent.

Take a look at your score and then let's look at how to increase it (tips coming). Note: If your page has a low number of likes on the page, your score maybe a bit inflated so monitor your score as your Facebook community grows.

How familiar are you with your Facebook insights? How many active daily, weekly and monthly users do you have in relation to

your overall likes? This is another clear cut indication of how engaged you are with your community, how often your message is being seen and how many brand ambassadors (people checking you out every day) you are creating.

How do you raise your Edgerank score?

Ultimately, you're trying to increase engagement with your community by having dialogue with people on Facebook, not monologue. Many dealers only post things about themselves and events coming up at the dealership but a lot people consider this a form of spam and are turned off by shameless self promoting in a place they come to hang out with friends.

Here are a few ideas to have some fun! (See Dave's Top 5 for five more ideas)

Find a funny picture and ask people to add a caption! What do you think the caption should be for this picture?



Have a contest!



Ask open ended questions!

For instance, in five words or less, describe your weekend.

Keep in mind, Facebook is a great tool for building relationships and the first step in doing that is getting people to interact with you. Edgerank will let you gauge the quality of content your sharing and as you raise your score, you will see people visiting page more and more willing to have conversations with you!

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"The difference between tradition media and new media is that traditional media is all about the marketing OF the business, while new media is all about the marketing of the PEOPLE of the business."

David Johnson



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8 Personality Types You DO NOT Want Handling Your Dealerships Social Media

By: Paulette Jabott

It is absolutely essential that your dealership



social media business pages are managed by someone who understands your brand, your company philosophies and the goals of the social media campaign. Too often we

see the reins being passed to a junior staff member because they already have a Facebook page or are on Twitter! Prepare for the slow-motion train wreck that will inevitably follow.

This is an area that needs professional management...Here are some personality types that you want absolutely nowhere near your social media marketing management!

1. The four letter word assassin

This recently was an issue for Chrysler after an employee of their [social media company](#)

[tweeted the F-bomb](#). So, if you can't keep this language from leaving your finger tips, you probably shouldn't be representing the online reputation of your dealership.

2. The overly sensitive type

You know this one! Every communication from another social media user which seems like it is in any way critical (this will happen to a dealership) is replied with a serious put-down or an insult. Think of the stand-up comic delivering a witty one-liner to a heckler. Except in social media it isn't humorous at all – it looks like your dealership is paranoid and has a bit of a nasty streak! And you will alienate not only those that the sarcasm is directed at but most other people who read it as well.

3. The non-listener

Yes, a very familiar beast this one. You know the people you are in the middle of a conversation with who can't wait for you to finish what you are saying because they have something way more important to share. They are likely to talk over the top of you and glaze over as soon as you reply so they can think of the next momentous comment! Put these ones in charge of your dealership's social media page and they will talk at people all day long but never engage in a real conversation by actually listening. You must create dialogue, not monologue.

4. The serial spammer

You know these guys, the ones who send you a friend request and when you are polite and accept they instantly hit you upside the head with the details of the huge sale going on at the dealership or pictures of the cream puff trade in that just came in and was only driven back and forth to church by the

original owner of the car. And when you block them they pop up again with another profile under a slight name variation and try again... and then you realize there are dozens of these blood-sucking zombies all with the same profile picture. And you have to kill them one by one!

5. The drunk poster

When having a couple of adult beverages, step away from the phone or PC or else you may get a status update or tweet like this! "I'm abshowludely fiiine... I might just share some really hilari... hilari... funny things on Twitter..." or "Out celabraking th 8 pownda grosss we made on custtttttamer today". Don't think your online community would be real impressed!

6. The social media telephone type

These ones are easy to spot! They are on social media every minute of the day sharing what aisle of the supermarket they are in, what they are eating, or checking in from the dealership's bathroom. They have taken the fact that social media should be about engaging with people and having conversations to an extreme – most of their threads are characterized by "uh-huh", "yep", "do you think?", "might be" and lots of other fascinating snippets.

7. The stalker

Pretty self-explanatory – these ones develop an unhealthy fixation with certain other social media users. The initial interest is flattering but when every post you have ever added to Facebook is liked and every tweet ever from you is retweeted it starts to get a bit creepy. These are the ones celebrities hire big guys with reflect sunglasses to protect them from 24/7!

8. The bore

If someone's offline conversation is usually scintillating enough to induce a coma then you can quite reasonably expect the same results when you ask them to look after your dealership social media pages.

Well, there's 8 of them, who have I missed?

What other personality types can you think of that would have a catastrophic effect on your dealership's social media results?

Paulette is the junior social media strategist for Next Generation Dealer Services.

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"Social media can be an enabler and an accelerator of existing core capabilities, values, attributes and plans. It can even be a catalyst for change. But it can't magically create what doesn't exist."

Denise Zimmerman



The 20-20-60 Rule

By: [David Johnson](#)



People are too intent on gaining as many followers/friends as possible as if it were a sign of popularity, it isn't. The 20-20-60 Rule, if followed, will create a high number of friends that will want to do business with you. The numbers in the 20-20-60 Rule is the percentage of your time that should be spend on the 3 areas of social engagement.

Relationships First

Never pitch yourself, your business or your product before you have the right to do so. If you haven't built the kind of relationships that promotes mutual trust and respect then you haven't earned the right to promote.

Traditional advertising is a one way pitch that takes being social out of the equation. If you are a business and want the most out of your social media efforts, build relationships and earn the right to tell people about your product, you will reap the benefits.

I hear it all the time, "social media doesn't work for me." After looking at their social networks and how they are interacting I almost always see nothing but self promotion. People do not care about what you have to sell unless they care about you as a person. That's the way it is with social media, give people a reason to want to do business with you, build a relationship based on trust and mutual respect and you will start to see your market share sky rocket.

Relationship Building On The WWW

If social networks are the communities of cyber space, relationships are the currency on which they were built. Building positive win-win relationships with your customers is the single most important aspect of social media marketing. If you want to stay consistent or even grow during market recessions then you must have the kind of relationship with customers that makes them feel comfortable buying from you.

Building relationships goes beyond the person or the people you are interacting with. If done correctly these people will want to tell others about you, they will be your ambassadors and will gladly sing your praises. I have devised a rule, that if followed, will generate massive amounts of followers and friends on your social networks. Even more important than the sheer number of your friends is the quality of the people in your network. By quality I mean people that like, know and trust you. It's one thing to have 3000 local people as friends on your Facebook page but another one entirely to say that you have 3000 friends that know who you are.

Conversations

People are on social networks to interact with other people so interact! There are many different ways to start conversations both online and off but the best way is by asking thought provoking questions.

There are lots of ways to start conversations, both online and off. For starters you can ask open ended questions such as, "I just sat down to eat at the Texas Roadhouse, should I get the ribs or the steak?"

Here are a few more:

- What's your favorite Dr. Seuss book?
- Have you ever been in a food fight?
- What famous person do people say you look the most like?
- Would you lie in court, under oath to protect your best friend? What about your spouse?
- Butter or margarine?

The sillier the better in most cases and of course there are tens of thousands more, what can you come up with?

The idea here is to start a conversation and interact with as many people as possible. If you ask the right questions and the right people respond you could possibly be interacting with hundreds if not thousands of people at a time, in fact that's how trending topics begin on Twitter.

Bottom line is: Interact!

THE FIRST 20

The first 20 is all about passing along good information. We are in a time when the news comes to us, no longer do we have to wait for the evening news or the morning paper to find out what is going on in the world around us. It use to be that yesterday's news was old news, now the same thing could be said about last hours.

If you can be known as the person that shares valuable and interesting information you go a long way to positioning yourself as the authority. Below you will find a few sites that you can go to find good stuff to share.

- Alltop.com: A website that aggregates all the top stories from across the web. These stories are broken down by category and can be searched by interest. These stories are

from the most popular blogs from across the internet.

- YouTube.com: We all know what YouTube is and there is nothing quite as viral as a good video.
- PopUrls.com: Much like Alltop.com PupUrls.com is an aggregate for the top stories from across the web. Where it differs is that PopUrls.com isn't limited just to blogs.
- Google.com/Alerts: If you would like breaking news as it happens you can sign up for Google to alert you by email on stories that relate to a keyword of your choosing.
- Digg.com: Digg.com is another news aggregate but with a twist, it can be voted on by its user, it can be voted on by you. Digg.com is a great place to find "pretested content."

While there are many more you can use you will find more than enough content to share from these four sites. Each of these sites can be searched for specific content. For instance you can find information on Ford if you're a Ford dealer, on Toyotas if you're a Toyota dealer, even info on aftermarket accessories.

Don't stick just to vehicles though, talk about other stuff as well such as current events and last night's episode of Dancing With The Stars. Don't forget local, talk about local news and events that are going on in your town. It showcases that you are part of what's going on instead of being an outsider looking in. People like familiarity and if you mention a local restaurant that they frequent you have given them one more reason to like you.

Funny is money. If you can make people laugh with the things you share then you are way ahead of the game. Laughter shows that

you are real, not some sort of stuffy salesperson, business owner or manager. If you were to take a look at the top viral videos on the internet you will see that will all make you laugh.

THE SECOND 20

The second 20 in the 20-20-60 rule is all about you! You use these posts, tweets, status updates, blog posts and other points of contact to talk about yourself and your dealership. You can point people to your blog, to your site, to videos and talk about specials you have on cars or upcoming events at the dealership.

Be careful not to put all of your self-promotional pieces up all at once, people will zero in on these updates and in their minds will see you only as a self promoter.

Not too long Google announced real time search results. What that means is that if somebody is performing a search on a "Used Ford Fusion in Columbus OH" they would see, in real time, what people are saying about used Ford Fusions in Columbus OH. This box will be updated real time, that means no more static search pages!

This has huge implications on search engine rankings and will allow dealerships to showcase their inventory and have it indexed on the front page of Google almost instantly. Bing has also announced real time searches, in fact they have even beat Google to the punch. Remember that even though you will be tempted to throw all of your inventory on your social networks, keep in mind the 20-20-60 rule. Unless of course you created a separate account just for real time search... just a thought.

THE 60

60 percent of everything you do on social networks should be all about building relationships. I want you to join in as many conversation as you can, repost what others are saying and interact with your "friends" as much as possible.

Give good tips, offer advice and help out people in need. Comment on videos, repost status updates and start conversations. Do all the things you do in real life, be a friend.

If you see that somebody is having a bad day cheer them up. If somebody has a question answer it, even if it's a link to a websites or a video send something. Read what your friends are posting about and react to it. If you have a friend on Facebook that enjoys cycling then find an article on cycling and send it to them. This does two things: it shows that you are paying attention to them and that you care enough to send something that interests them.

I'm not saying that you should do this for everybody in your network, there isn't enough time in the day for that but if you do it for one odds are in your favor that they will mention it to somebody else. Taking the cyclist example one step further it wouldn't be too farfetched that an avid cyclist would have friends that are also cyclists. If the article was well received they would then forward it to their cyclist friends and give you credit for it. Again, this is word of mouth advertising gone wild and another way to promote yourself.

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