

December 2011

The Social Dealership

A Social Media Magazine For Auto Dealers

The Holiday Issue!



"Social Objects"

"Holidays Are A
Time For Giving"

"Cause Marketing"



Letter From The Publisher

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

Welcome to the December edition of the magazine and our last one of 2011. How has your year been professionally as well as personally? I think at this time of year we always say to ourselves "I can't believe another year is over" and focus on all the things we wanted to do during the year but unfortunately slipped down the priority list. You have a couple more weeks in 2011, make them count!

In this edition, we talk a lot about spreading cheer in your community and the impact cause-based marketing can have on how you are viewed in your community. Most dealers are involved in their communities year round but this is the time of year that people really expect businesses to step up. How are you spreading Christmas cheer at your dealership? Email me, we would love to hear!

This is our second month with our "Ask the Experts" section and we have a lot more dealers wanting to participate so we anticipate this section continuing to grow in popularity. Also starting next year, we will have a dealer profile each month added to the magazine. Lastly, we

will be adding a new section entitled "What's new this month in social media". We hope you enjoy these sections and if you have any other ideas of how we can improve the magazine, please contact me.

Going into 2012, social media is going to continue in grow in popularity as well as its reach in a community. We are very excited about the future! Since things are constantly changing in this arena, we have only planned out half of a year worth of our editorial calendar so we can make sure to stay relevant and current with new developments. Here is the editorial calendar for the first half of 2012:

1/12 – Social media goals for 2012/Social media at NADA in Las Vegas

2/12 – Formulating a strategy to last all year long

3/13 – Analyzing uses of social media in every department of a dealership

4/12 – Location based platforms/Foursquare Day (4/16) events

5/12 – In depth look at individual social platforms

6/12 – Blogging and tons of ideas for content creation

We are very excited about the direction of the magazine and hope you will join us for the ride in 2012. From all of us at Social Dealership Magazine and Next Generation Dealer Services, we wish you and your family the most joyous of holiday's seasons! Merry Christmas all!!!



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Retail Businesses & Social Media: Not Just About Being *On* It

By: [Bob Burg](#)

In terms of business-building, it seems Social Media has two major benefits:

1. Width (Quantity). Social Media allows one to connect with people with whom they otherwise would never have had the opportunity. More important than entertainment or business celebrities, this includes the local CEO or decision-maker you've been trying to meet for a long time. Well, do it correctly, and now you can.

2. Depth (Quality). The correct use of social media also allows for deep relationships to be cultivated. 140 characters or a post (blog, on Facebook or LinkedIn) are only the beginning. You probably already understand the how-to aspect. If not, there are a multitude of books, articles and blog posts from which you can learn.

However, one disturbing trend — that need not be — regards Twitter and the many retail businesses that are joining. I said *businesses* instead of *people* because they join as *businesses*, not as *people*. And, typically, people (consumers) don't do business with businesses...they do business with people running or representing those businesses.

Often, there is no picture of a person; a human being with whom we can connect. Instead, only a logo. Most people don't do business with logos; they do business with people.

And (Burg still on soapbox), not only do they join as a business, their tweets are totally "Me-Focused." It's all about *their* products, the specials *they* have going on, and any links are to *their* information.

It's as though they've heard the news...*"If You're In Business You Need To Be On Twitter!!!!"*

And, I agree. However, it seems many have not taken the time to learn *"how to be on Twitter."*

The [same basic principles](#) apply as in "real life." Engage, find ways to add value to others (aside from your products), cultivate relationships to the point that people [know you, like you and trust you.](#)"

Of course, this doesn't mean you can't promote yourself and your business. It's not an "either/or" situation. Absolutely promote. But do it the right way and not only will your business make a lot more money, your business (I mean, *you*) will enjoy yourself immensely.

Do you see this trend, as well, or am I off-base? And, if you agree, how would you suggest retail merchants make their Twitter experience more fruitful...and multiply their business?



NOT SURE HOW

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Holidays Are A Time For Giving

By: [Jim Kristoff](#)

The holiday season is a great time to combine “giving” and your dealerships social media presence!



While I am sure you and your dealership have your own charities that you give to during the holidays, a sure fire way to expand your social media footprint is to contribute to the charities of your customers!

A great way to do this is to simply ask your customers if they would like to be involved in a special “Dealership Charity contribution” contest! This contest will have 3 prizes. First, second and third place winners will receive (\$X).....

The contest will take place on Facebook. The charity that receives the most “likes” for their charities video will win!

Send a message to all of your customers soliciting them to send you a message back, (in less than 100 words), why their particular charity should be chosen for this special contest. My suggestion is you narrow it down to 10 or less charities.

Here is where the fun begins!

After having it narrowed down to 10 or less charities invite each one of them into your dealership and produce a 60-90 second video. This video should include the person whose charity is being promoted and the Dealer or

General Manager of the store. Have fun in the video and keep it short and to the point!! The more fun the video is, the more “likes” it will receive!!

Each video that is taken can then be tagged correctly for SEO, (search engine optimization).

You can then upload these videos to your dealerships website, dealerships Facebook page and YouTube.

Have a “special page” for these videos to reside on your dealerships website!

The video that gets the most “likes” wins....so encourage your customers to view the videos and vote for the video or charity that they like best! Encourage your customers to “share” these videos on their own pages to gather more “likes”!

Of course, the person whose charity you are promoting will “share” this video on their own personal Facebook page and encourage all of their friends to “like” and “share” the video as well! The more it is shared and liked....the better!!! The videos will go viral very quickly!!!

This will be a great promotion for you and your dealership! The whole idea of social media is to be SOCIAL! The last thing you want to do with social media is to constantly promote yourself and the dealerships “specials” or events.

The amount of exposure for your dealership will be tremendous! It is the kind of “goodwill” exposure that you want to create with social media! ALL of these videos will have a tremendous amount of “views”, “shares” and “likes”!!! It is also important to continue to promote the charities yourself! Continue to re-post the videos on your dealerships Facebook page. Get the word out!!!

When the contest deadline is over, invite the 1st, 2nd and 3rd place winners to the dealership to receive their prize. Make sure you produce another 60-90 second video of you giving a check to the charity and congratulating them on their

success! You can then use those videos to once again promote the goodwill of your dealership!!

Let me make one last suggestion. Please make sure you make a small contribution to the other charities that didn't win. After all, it is the season for giving.....and everyone wins that way!!

Combine the "Season of giving" and your social media campaigns to get the very best advertising for your dealership!!

Happy Holidays everyone!!!



"If your customers are there you need to be there too. You need to listen.. see how they behave and act similarly."

Scott Monty



FIND YOUR FANS THE COST OF MARKETING ON FACEBOOK

With an audience of 800 million potential customers, businesses are flocking to Facebook as their go-to social media marketing platform. We examine the who, how, and how much of Facebook marketing.

WHO IS MARKETING ON FACEBOOK?

Almost everyone is on Facebook. It has become a hotbed for corporations and small businesses to leverage customer support and sales. A recent small business social media survey found 69 percent of small businesses turn to Facebook for marketing.

- Almost two-thirds of businesses surveyed use Facebook as their main marketing tool. **69%**
- More young small business owners are using Facebook and social media to market their business. **73%**
- Small business owners 54 and older are less likely to rely on Facebook for their marketing. **58%**

FACEBOOK MARKETING: COST PER 'LIKE'

While this amount differs depending on the size and scale of the marketing campaign, a study from the analytics firm Webtrends found that on average the cost of obtaining a fan is \$1.07. This amount includes the cost of advertising on Facebook to encourage a user to become a fan.

AVERAGE COST OF 'LIKE' MARKETING BY NUMBER OF PAGE LIKES

In essence, the more likes your page receives, the more money you will need to spend to maintain customer interest and interaction.

Number of Page Likes	Average Cost of 'Like'
5,000	\$5.350
20,000	\$21.900
60,000	\$64.200
100,000	\$107.000
300,000	\$321.000

LEVERAGING FACEBOOK'S PPC

Besides creating free fan pages, many companies are looking into the self-serve pay-per-click advertising platform on Facebook.

- Nearly half of North American companies that use search engine marketing use the PPC Facebook option. **45%**
- Of the global businesses that market through PPC campaigns, 47 percent use the Facebook PPC. **47%**
- Among North American advertising agencies, 74 percent are leveraging Facebook's self-serve platform. **74%**

FACEBOOK ADVERTISING: COST-PER-CLICK BY INDUSTRY

How much a company pays to advertise and market on Facebook largely depends on the type of industry they are in.

Industry	Cost-Per-Click
Health Care	\$1.27
Internet	\$1.03
Telecommunications	\$0.82
Financial Services	\$0.80
Career Services	\$0.79
Local Services	\$0.67
Real Estate	\$0.56
Restaurants	\$0.53
Retail	\$0.50
Startups	\$0.50
Travel	\$0.36
E-commerce	\$0.31

MAKING THE MOST OUT OF YOUR FACEBOOK MARKETING

If you are heavily investing in your Facebook marketing campaign, it is important to maximize the marketing potential of your Facebook pages.

- VIP GRANT EXCLUSIVE ACCESS**
One of the best ways to engage with fans on your page is to offer them exclusive access. This can be access to product development or Facebook-exclusive sales. Sephora has rewarded customers in the past with friend-only deals and samples.
- REWARDS AND INCENTIVES**
Social word-of-mouth is particularly important in Facebook campaigns. Rewarding fans and followers who are "brand ambassadors" encourages great interaction. GoPro camera asks fans to submit photos on their page to receive a prize.
- DON'T JUST BROADCAST**
Avoid the pitfalls of just broadcasting from your Facebook page. You'll gain more followers and click-throughs if your page provides relevant content and engages customers on a regular basis.
- SPEND THE TIME**
Time is one of the most crucial tools for Facebook marketing. Make sure you are constantly engaging with your fan base. Keep your page up-to-date and regularly post to keep your page active on your followers' feeds.

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We Don't Care What Our Clients Say About Us!

Wanna Know Why?



Because *It's Doesn't Matter.* What Matters Is What Our Clients Customers Are Saying About Them!



Mischelle Porter Reece

I became a fan when you had less than 200 friends... your page is "alive" and I check it daily!! You are doing an amazing job, and for the first time in my 38 years...I HAVE chosen..and will be LOYAL to Metro Honda, why? Because your fb is fun..interactive..and i feel like we ARE "friends"!!! And you have GREAT cars!! I will tell anyone who will listen...Metro Honda IS the only place I will buy a car in NC..and I love my oddesy with 130k thousand miles that looks and rides like brand new!!! Rock on MH.

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Stop Polluting Your Facebook Real Estate With Silly Pictures

By: [Joe Mescher](#)

You're smart. You realize that sharing a picture of a cute dog or someone's kid will probably score you some likes on Facebook. Sure, it's not going to sell a car, but that's not really the point of social media networks anyways, right?



Wrong.

Social networks like Facebook offer business owners the opportunity to directly engage their potential fans and customers in micro conversations. *Like this picture, like this story, add a comment, write a post update.* Unfortunately, with the amount of data being shared on Facebook expected to double each year, **the world's most popular social network is limiting how many messages you can expect your audience to see each day.**

In other words, the value of each post you share that gets seen by this audience is rising faster than the price of gold.

The Subtle, Successful Brand Page

Zappos.com is a brand page that more dealerships need to dissect and understand, because these guys are the wizards of reducing the friction that can get in the way of most conversations. For example, they introduce multiple different topics that light up people's hot buttons, but with a deliciously subtle context.

Like fitness.

On the Zappos.com Facebook page December 8, 2011 there is an update highlighting the Rock 'N Roll Las Vegas Marathon. Check it out:



Notice there are 14 pictures highlighting products the company sells – for a profit – on their website, *and they link directly to each one of them using a unique tracking link?* And yet somehow people are liking the hell out of the post and commenting on it as well (Even sharing it with their friends).

Auto dealers have the same ability when it comes to social strategy, which is focusing on their business and brand in a way that encourages fans to want to participate. To stay focused on the brand, try using a 'Conversation Calendar' that outlines a single topic you want to cover each day of the week (Customer Testimonials, Service Department, New Car Videos from the OEM, etc.).

Here's a simple, real world scenario to use:

Take a picture of two employees fighting with spray guns at your dealership car wash. Post to Facebook and encourage people to post a picture of their dirty car for the chance to win a free wash. Yes, the picture is goofy but it focuses on one of your profit centers and still manages to stay entertaining.

Focusing on your core business in posts is critical now that Facebook has revealed they may only be showing 10% of your updates to fans (Thanks to new changes to the Edge Rank algorithm). Businesses now have to make sure they receive a good reception from fans in order to keep getting into users news feeds, *and* be more selective about the brand message they share every day.

Think of it this way, if you only have a fraction of your messages going through, which are the most important ones for a potential fan or customer to see?

Joe Mescher is a Digital Marketing Director at Dealer.com. He blogs at www.SocialMediaCommando.com.



"The thing about Social Media that frustrates marketers to no end is that you can't buy attention and that if you have no choice, but to think and act small, then you'll try to say well here is a 100,000 person community, how can we buy it? What you'll do instead if you're just four people, how can we amaze them? That change in posture, that change in attitude is the single biggest shift, that's going on the Internet right now."

Seth Godin



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Fifty Million Strong
Consumer Demographic

"Where Dealers Meet Heros."

Cause Based Marketing

BY: [Rob Hagen](#)

Cause Marketing is a great opportunity for people to build a favorable opinion of your dealership and give back at the same time. It doesn't take a marketing degree to recognize that this type of campaign can be a valuable asset to your dealership. However, if done incorrectly, your efforts can yield unfavorable results. Here are some pros and cons of cause marketing and a few tips on how to avoid the downfalls.



Pros: Increased Sales

According to Cone's 2010 Cause Evolution Study, 80% of consumers are willing to switch from one brand to another brand that is about the same price and quality, if the other brand is associated with a good cause. In addition, the study also revealed that 61% of American consumers are willing to try a new brand or one they've never heard of if it's associated with a cause. Consumers these days are longing for brands that interact on a much deeper level with causes. They value a company that shows commitment to a noble cause and they are willing to give your product or service a chance if you demonstrate genuine engagement with your nonprofit counterpart.

Better Dealership Image

The great public relations and word of mouth that stems from a cause marketing campaign is priceless. This positive buzz generated from the campaign leads consumers to viewing you as a more trustworthy company. Having a good corporate image will help when trying to acquire new talent and retain your employees. For example, you can use your commitment to a

cause as a selling point to potential employees. It shows them you have respectable company values and gives current employees a reason to be proud of where they work.

Boost Company Morale

Let employees be involved with all aspects of the campaign. Being connected to the campaign will make them feel good about their work and company as a whole. For example, allow employees to submit nominations for causes they would like the company to get involved with. This will help them feel that their opinion is valued. If one of the suggested nonprofits is selected, you will have a personable story behind the partnership to publish in future company communications. Not to mention, more positive PR there. This creates a sense of worth and community, which will boost morale around the office. Employees that are satisfied with their jobs work harder and more efficiently.

Cons: Speculation of Superficial Motives

There's always a flip side, with great opportunities comes the potential for big time failures as well. Company's motives are a very important factor in the realm of cause marketing. That wonderfully positive PR and image enhancement can be missed or even detract from your image if you come across as fake.

You have to truly commit to the project as well. Consumers can sense superficiality and it can harm their perception of your company if you don't carry your campaign the right way. Cause marketing involves much more than just contributing money. While social media is a good tool to utilize, you can't post videos and links to the nonprofit on your fan page and expect to call it good. You have to commit in all aspects of your product or service. This can mean anything from changing packaging labels to incorporating the nonprofit in your public relations and advertising. To further show your dedication, you could also make a long-term pledge to focus on fixing the issue at hand over time.

Bad PR by Association

Choose your nonprofit partner wisely. Once their name is attached to yours, by association you

experience the highs and the lows of their actions. It looks bad for the both of you if they do something that harms their image while you're doing business with them. This holds true even if your company has nothing to do with the issue at hand.

A sure way to avoid this is to do your research. Know the nonprofit you are getting involved with inside and out before you sign on to anything. It's best to keep looking if they're mixed up in any lawsuits or already have bad PR around their name. Also, set up a preliminary meeting to discuss what direction they are going in and where you fall in their plans. Make sure you are onboard with what's to come in the near future and express any concerns you may have so they can be worked out.

Purchasing Factors

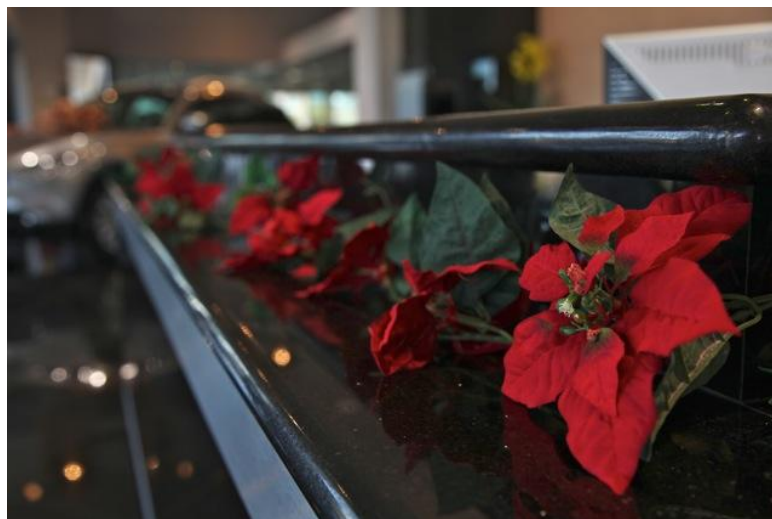
It's no surprise many companies are tied to a cause these days. Why wouldn't they be when consumers are eager to buy up products with a feel good price tag? But are they really that willing? The same Cause Evolution Study cited earlier, also found that only 19% of consumers say they would pay more for a product that supports a cause.

The key phrase in that statistic is "pay more." Most consumers are willing to switch if the price tag isn't considerably higher than the non-cause supporting brand. Increasing price on a product to make up the portion you are donating is a poor strategy. In addition, consider supporting a cause that is directly tied to the community your business operates in. The Cone study confirmed that 46% of Americans believe companies should prioritize support based on issues that affect the quality of life locally and in local communities. Focusing on a local issue will help you directly get involved with your community and build relationships where it matters most.



"Word-of-mouth marketing isn't about giving customers talking points, as if they were brand spokespeople. It's about delivering an exceptional customer experience that makes customers want to recommend you."

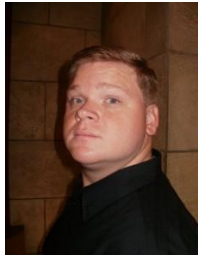
Deborah Eastman



Finding Social Objects To Connect And Become Synonymous With

BY: [David Johnson](#)

While writing this piece I decided NOT to talk in terms of auto dealers because sometimes, when tackling an easily misunderstood topic such as social objects, it's easier to explain using an industry that we aren't as familiar with as the one we are part of. Also, while I don't specifically mention holidays in this article I want you to think of Christmas and other holidays as a specific social object. What are you waiting for? Start reading!



What is a social object? A social object is a conversation piece that inherently generates conversation and action around itself. A social object can be just about anything, it can be a news piece, a cause such as ending world hunger, a passion such as the love one has for their favorite football team, or even a lifestyle such as surfing.

A great example of a social object, one that we are all familiar with, is the iPhone. Have you seen the number of forums and groups dedicated to iPhone owners? There are thousands of them, all based around the iPhone, and there are literally hundreds of conversations going on right now about them. I've seen conversations happen between complete strangers surrounding the ever present device and its many apps.

All social objects have 3 things in common, they are:

1. *Conversational*: people want to talk and have conversations with other people connected with the social object.
2. *Brings People Together*: people want to be around other people that are connected with the social object. They feel part of a community, that they *belong* with each other.
3. *Talk Worthy*: people feel the desire to tell other people, who may not know about the social object, so that they, in turn, become part of the community.

When a person, place, thing or idea has all three of these things, it will grow bigger due to rampant word-of-mouth and the growth of community. There are two main types of social objects out there. The first is the actual brand, businesses such as Nike and Apple, Ford and even open source software such as WordPress. All of these command attention and get people talking, each one, in and of themselves is talk worthy and they bring people together.

Most business don't have a strong enough brand whereas their product or business demands the kind of attention that really gets people talking. In that case it's best to take a look at the product or service they sell and figure out what their customers are interested in, this is the second type of social object, one that already has an engaged community around it, let me give you an example.

Recently, I had the pleasure of consulting with a company called Magna Manufacturing, who manufactures and sells EPS foam based products, such as their [LoBoy Foam Cooler](#). Most of us are familiar with those cheap, easily broken foam coolers but what Magna Manufacturing brings to

the table, with its Loboy brand, is something totally different. Their foam coolers, while a couple dollars more, aren't easily broken at all, in fact they have a few images on their site of a truck resting on the tops of these coolers, needless to say their product trumps the competition. So, how would we use the idea behind harnessing the power of social objects, around a product that people don't put much thought into? Easy, we take a look at what the coolers are used for and we identify with the ways they are used. In other words we ask ourselves three questions:

1. What *social causes* can be supported by the use of our EPS foam coolers?
2. What *lifestyles* are supported or made easier through the use of our EPS foam coolers?
3. What are our customers passionate about that relate to the use of our EPS foam coolers?

It's in the answers to those question about social causes, lifestyles and passions that help us to identify a number of different social objects, that we are able to connect around. Let's go ahead and answer them now so that you get a better idea of how to discover your own social objects.

What *social causes* can be supported by the use of our EPS foam coolers?

Since Loboy coolers are stronger, more durable and don't leak, Magna Manufacturing can donate a few hundred coolers to the Red Cross for domestic disaster relief. If you've ever been in a disaster area (I was during Hurricane Ivan and Dennis in Pensacola Fl.) you know the importance of ice and keeping things cold when there is no electricity for weeks at a time. So, Loboy can connect with groups, which there are hundreds of, that are dedicated to helping people in the U.S with disaster relief.

What *lifestyles* are supported or made easier through the use of our EPS foam coolers?

Fishing can be both a lifestyle and a weekend hobby, for those that it's a lifestyle for, they are a tight knit group that loves to talk fish! Since Loboy coolers are made for life and not just the weekend they are a perfect complement to a

fisherman's already wide repertoire of equipment. I remember going finishing with my grandfather growing up, each week we would stop by the bait shop, grab some ice, along with a foam cooler or two before heading out to sea. Usually, at the end of the day the coolers were either leaking or broken and we would just throw them away.

What are our customers passionate about that relate to the use of our EPS foam coolers?

Easiest question of all to answer... sports! People are passionate about their teams, game watching parties and tailgating! There are many ways to connect with this social object, one that comes to mind would be to throw a tailgating party and invite people for free to partake of all the grilled goodness with cold drinks available in Loboy coolers!

It's important to note that when connecting around social objects that you don't use it as a way to pitch your product, rather as way to connect with, and become part of the community, by giving to it, not taking away. By connecting with the passion, cause or lifestyle related to the use of your product or service you are better able to identify with your customer and thus influence both new sales and word-of-mouth like never before. Remember, a social object is inherently talk worthy and if you, as a business owner, are able to promote the cause, passion, or lifestyle that your product or service promotes then you are well on your way to becoming synonymous with that particular social object. In other words YOU become more conversational, talk worthy, and gravitational.

Ask The Experts

BY: The Experts

In this month's Ask The Experts we asked the question: How is your dealership capturing goodwill in your community during the Christmas holidays? This is what a few of the experts asked had to say about that question.

"We are Partners In Education with a local junior high school, Chaffin, and the Honor Society is sponsoring a Toy Drive for Community Clearinghouse, which is a local charity. We'll be taking up new toys from our employees as well as donating on behalf of the dealership. Seven hundred eight applications for assistance were made through the Clearinghouse during the month of November adding 49 children to the already massive list of children with needs. The kids who we will be providing toys for, along with our Partner School Chaffin, have much more in the column of need than of want, and we would like to give them something that will bring a smile & hopefully take their minds off of the needs even if just for a while."

Cathy Nesbit, Social Media Specialist
Harry Robinson Buick, GMC

"We have "Toys for Tots" collection boxes in our showroom and parts dept and promote our toy gathering efforts as the 'South Bays Toys for Tots Headquarters' in all our online media, Facebook, Twitter, Google+, MerchantCircle, FourSquare etc.. :)"

Mike TheHondaGuy, Internet Sales Director
DCH Gardena Honda

"Lindsay Automotive Group promotes all the organizations that we contribute to throughout

the year, but especially during the season of giving. The organizations that we regularly sponsor and help promote awareness of using social media are Autism Speaks and the local Boys & Girls Club. Other initiatives that we support include Toys for Tots, Children's Hospital, INOVA hospital, various scholarship funds and charity golf tournaments, among others. The most recent event that we hosted was a food drive around Thanksgiving time which we promoted on facebook by inviting friends to attend. Lexus is a long time supporter of Children's National Medical Center and the Washington area dealers combined have donated over one million dollars since 2000 to this cause. Any initiative that we know a manufacturer is supporting is something that we will re-post to help spread the word, this way we can reach an additional crowd of people who would otherwise not see the message. Because we have facebook and twitter pages for our dealer group as well as each individual dealership, we can share important content to two groups of fans as opposed to just one."

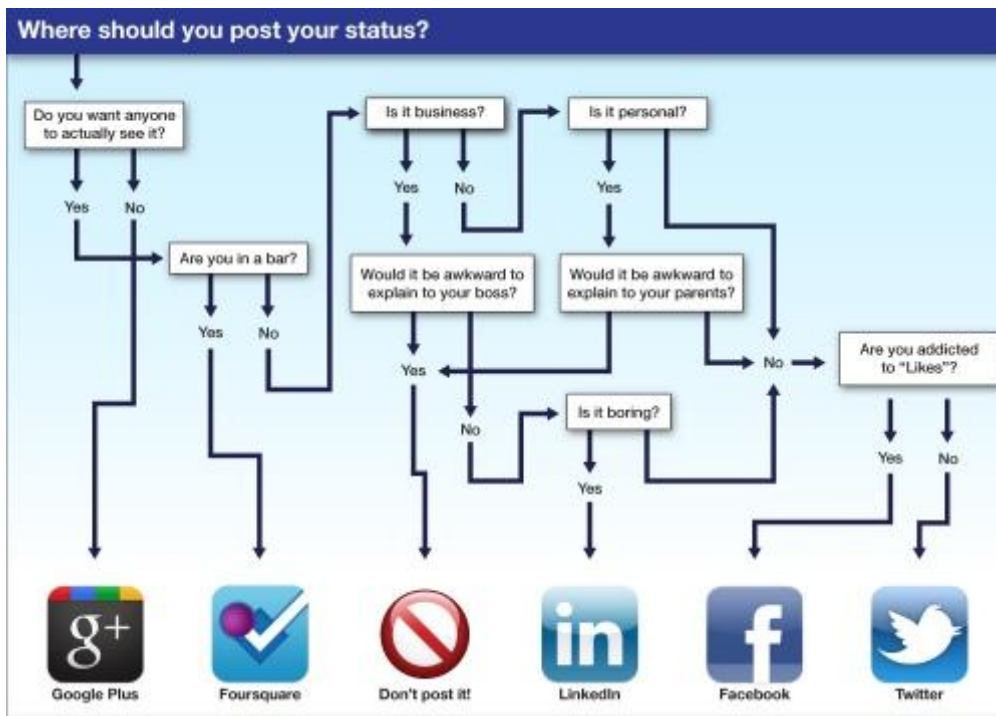
Desirée Dawson, Ecommerce Marketing MNGR
Lindsay Automotive Group

"At Woody's Automotive Group about an hour North of Kansas City in a delightful small town called Chillicothe which is also the Home Of Sliced Bread we are capturing Good Will in several ways. We are focusing on an organization that is near and dear to our hearts, The Chillicothe Domestic Violence Shelter. "Providing For The Protected" Did you know that every 9 seconds a U.S. woman is beaten or abused? In fact, domestic violence is the #1 cause of injury to women; above accidents, muggings, or rapes. There are shelters that take in these battered women and children and help them get on their feet. The problem is that the shelters don't have the funding necessary to pay for the things required. This holiday season join the Wow Woody's Women team in bringing some joy to these women and children. Let's gather some of the items they need. They could really use

newborn items(diapers, clothes, etc), household items, personal hygiene items, toys and monetary donations. We will be accepting donations now through December 14th! Let's spread the holiday cheer! Bring your donations to 310 South Washington, Chillicothe, MO. Help fill our box!"

Sonja Griesbach, Internet Sales Manager
Woody's Automotive Group

Fun Times With Social Media!



This Could Be YOU!

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**Contact Rob Hagen At
855-70-Media**