

GM Dealers with Managed Services Reap Benefits!

Our GM SFE managed service plans are designed to improve your online reputation through increased review volume, greater customer engagement, an enhanced social media presence, optimized advertising, and more!

A great online reputation drives prospects and customers to your dealership and increases business.

All three GM SFE plan services focus on driving dealer success with Customer Success Managers, Always-On video training, advanced reporting and dealer tailored, interactive monthly education.



| | GM Managed Premium | GM Managed Social | GM Managed Response |
|---|--------------------------|---------------------------|-----------------------------|
| | Search Boost \$849/mo | Social Boost+ \$549/mo | Feedback Boost+ \$249/mo |
| Core Features | | | |
| Customer Success Manager (CSM) - You will be assigned a dedicated representative who will make sure we're helping you meet your goals and will be your personal point of contact for questions and issues. | ✓ | ✓ | ✓ |
| Monthly Webinars - Once you are up and running, each month you will receive personalized reporting with access to expertise and guidance. Monthly webinars will be interactive and informative focusing on your key issues and concerns. Hear from other dealers and learn best practices. | ✓ | ✓ | ✓ |
| Managed Survey Responses - Our team of experts will monitor and respond to survey feedback within five days. | All | All | All |
| Managed Review Responses - Our team of experts will monitor and respond to reviews on the top five review sites within three days. | All | All | All |
| Managed Social Publishing - Ensure your dealership is thriving with always-on branded communications on Facebook and Instagram. Our dealer algorithms ensure your content is brand friendly and doesn't overlap with other dealers. | 7/week | 7/week | 2/week |
| Review Sharing - We will identify and distribute meaningful positive reviews to sites like Facebook and Twitter on your behalf. | ✓ | ✓ | 2/week |
| Social Media Profile Enhancements - We will optimize your profiles by conducting and audit providing best-practice guidance and helping you implement changes. | ✓ | ✓ | |
| Conversation Management - We will respond to people who engage with you on sites like Facebook, Instagram and Twitter within 48 hours. | ✓ | | |

Boost Performance with More Features and Services

| | GM Managed Premium | GM Managed Social | GM Managed Response |
|--|--------------------------|---------------------------|-----------------------------|
| | Search Boost \$849/mo | Social Boost+ \$549/mo | Feedback Boost+ \$249/mo |
| Reputation Optimization | | | |
| Voice of the Employee - We will pull in reviews from sites like GlassDoor to enable you to monitor feedback from current and former employees. | ✓ | ✓ | ✓ |
| Reputation Manager Mobile App - Get survey and review alerts, access the dashboard and manage your dealership's reputation on the go. | ✓ | ✓ | ✓ |
| Reputation Score Optimization - Work with your dedicated CSM to identify actions you can take to improve your Reputation Score. | ✓ | ✓ | ✓ |
| Customized Management and Reporting - Work with your CSM to create, generate and distribute meaningful reports for key decision makers. | ✓ | ✓ | ✓ |
| Dispute Resolution Assistance - We will work with Google and Facebook on your behalf to remove reviews that violate their terms of service. | ✓ | ✓ | |
| Survey and Review Response in Spanish - If a customer submits a survey or posts a review in Spanish, we'll respond in Spanish. | ✓ | ✓ | |
| Analyze the Local Competition - See how your dealership's online reputation stacks up against other local dealers like Ford, Honda, Chrysler, etc. | ✓ | ✓ | |
| Performance Reviews - Your CSM will take a deep dive into your dealership's reputation activity and results and provide related recommendations via monthly reporting. | ✓ | ✓ | |
| Google Optimization | | | |
| Google Posts - We will create and publish posts to drive traffic to your website, promote sales events, and more. | 1/wk | 1/wk | |
| Google Photos - We will add photos to your Google My Business profile to ensure that high-quality photos appear among ones being added by consumers. | ✓ | | |
| Google Profile Updates - We will ensure that suggestions to change your Google profile are reviewed within 24 hours and either accepted or rejected to keep your data as accurate as possible. | ✓ | | |
| Google Q & A - We will help you populate the questions and answers section of your Google My Business profile for frequently asked questions. We will also ensure that future questions are answered within 24 hours. | ✓ | | |
| Google Dashboard - We will add a custom Google-centric dashboard to our platform that will help you see how your dealership is performing on Google. | ✓ | | |
| NEW Internal Optimization - We will add all relevant and accurate attributes, categories, and services to your Google Listing. This will help drive traffic to you Listing by ensuring you show up in relevant searches. | ✓ | | |

Boost Performance with More Features and Services (continued)

| | GM Managed Premium | GM Managed Social | GM Managed Response |
|---|--------------------------|---------------------------|-----------------------------|
| | Search Boost \$849/mo | Social Boost+ \$549/mo | Feedback Boost+ \$249/mo |
| Social Media Optimization | | | |
| NEW Messaging - View and respond to dealership messages on Google My Business and Facebook Messenger through the Reputation.com dashboard. | ✔ | ✔ | |
| Snap and Engage - Use our mobile app to take and share pictures of happy customers, special events and more! | ✔ | ✔ | ✔ |
| Facebook Boosted Posts - We will identify and boost your top performing organic content to increase visibility and drive more traffic to your store. | \$100/month | \$25/month | |
| Facebook Posts in Spanish - We will create and publish up to two Spanish language posts each week. | ✔ | ✔ | |
| Social Activity Management - We will monitor sites like Facebook and Twitter, delete spam, and alert you to items that need your attention. | ✔ | ✔ | |
| Reputation Advisor - An experienced team will help you optimize your social media responding by analyzing your successful published campaigns and their responses, making recommendations and identifying enhancement opportunities. | ✔ | ✔ | |
| Social Monthly Performance Reporting - Location level reporting focusing on key engagement metrics for optimization in responding and publishing. | ✔ | | |
| Social Advanced - Attract new buyers and employees by managing and publishing your content across Facebook, Instagram, Twitter, LinkedIn google with calendars and engagement reporting in one consolidated platform. | ✔ | | |

SMS Messaging Add-On - \$99

This add on is available for Social Boost and Search Boost package options only. This allows you to view, and respond to dealership text messages through the Reputation.com dashboard.