

# Get Found. Get Chosen. Get Better.

Drive traffic and business online and in person by:

- ✔ Strengthening your Google presence
- ✔ Increasing leads resulting from online searches
- ✔ Getting more and better reviews
- ✔ Expanding outreach and engagement
- ✔ Improving the customer experience

Now more than ever, consumers are going online to find and choose a dealership. **Did you know 93% of all searches happen on Google and more than half of those will never go to a business's website?** The new front door to your dealership is now digital. This means that attracting customers depends on how strong your presence is in search, the quality of your online listings, your social media engagement, and more.

Our leading technology, managed services and expertise help you win online and gain more sales and service business. We offer three plans to move your digital dealership into the fast lane and power past the competition!



# 66

More Vehicle Sales in 2020

# 4K+

Leads from Listing Data

# 3X+

Google Impressions

# 84<sup>pt</sup>

Higher Reputation Scores

## Feedback Optimization

\$499/mo

For the dealer who wants designated customer support, automated review requesting, review responding and review streaming. You also get dispute resolution assistance, voice of the employee reviews, enhanced analytics and reporting, competitive insights, and more!

## Google Optimization

\$849/mo

For the dealer who wants everything in Feedback Optimization plus business listings management and services to enhance and manage your Google My Business profile. You also get traffic insights, our new messaging feature and our exclusive Review Booster.

## Social Media Optimization

\$1,099/mo

For the dealer who wants everything in Google Optimization, plus social media profile enhancements, managed social publishing and social community management. You can also feed your inventory into Facebook Marketplace.

Reputation: The Trusted Solution for Automotive

# 17K+

Dealerships

# 300K+

Locations

# 100M+

Reviews and Organic Social Posts

# Solutions for Your Digital Dealership

	Feedback Optimization \$499/mo	Google Optimization \$849/mo	Social Media Optimization \$1,099/mo
<b>Feedback Optimization</b>			
<b>Customer Success Manager (CSM)</b> – Customer success services focus on driving dealer success with Customer Success Managers, always on video training, advanced reporting and dealer tailored, interactive monthly education.	✓	✗	✓
<b>Automated Survey and Review Requesting</b> – After a customer buys a car or receives service, we will send out a series of automated emails (or texts) asking them to provide feedback on their experience. DMS integration required and included in monthly price.	✓	✗	✓
<b>Review Booster</b> – Take advantage of our Private Google API to have pulse surveys pushed to Google. <b>Reputation Exclusive</b>	✓	✗	✓
<b>Managed Survey and Review Responses</b> – Our staff will respond to surveys and reviews and monitor comments and responses on your behalf, according to your specifications.	✓	✗	✓
<b>Survey and Review Response in Spanish</b> – If a customer submits a survey or posts a review in Spanish, we'll respond in Spanish.	✓	✗	✓
<b>Review Streaming</b> – We will add customer reviews (and responses) from multiple sources to your website so customers can read them all in one spot. This will also enhance your website's SEO (search engine optimization).	✓	✗	✓
<b>Dispute Resolution Assistance</b> – We will work with Google and Facebook on your behalf to remove reviews that violate their terms of service.	✓	✗	✓
<b>Voice of the Employee</b> – We will pull in reviews from sites like GlassDoor to enable you to monitor feedback from current and former employees.	✓	✗	✓
<b>Monthly Webinars</b> – 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.	✓	✗	✓
<b>Reputation Score Optimization</b> – We will provide auto industry expertise to ensure you are meeting your Reputation Score goals with comparison to other dealers and recommendations on key optimizations. Reputation score has a direct impact on revenue and Reputation's proprietary algorithm is second to none.	✓	✗	✓
<b>Analyze the Local Competition</b> – See how your dealership's online reputation stacks up against other dealers.	✓	✗	✓
<b>Customized Management Reporting</b> – Create, generate and distribute meaningful reports for key decision makers.	✓	✗	✓
<b>Google Optimization</b>			
<b>NEW Internal Optimization</b> – We will add all relevant and accurate attributes, categories, and services to your Google Listing. This will help drive traffic to your listing by ensuring you show up in relevant searches.		✗	✓
<b>Business Listings Management</b> – We will fix data conflicts on online sites, as well as create and claim listings at key sites during onboarding. We will also help you manage the listings over time, including making requested updates to your Google My Business profile.		✗	✓

# Solutions for Your Digital Dealership

(continued)

	Feedback Optimization \$499/mo	Google Optimization \$849/mo	Social Media Optimization \$1,099/mo
<b>Google Optimization (continued)</b>			
<b>Traffic Insights</b> – Understand how customers find and act on business listings, then use that information to drive traffic and engage customers.		✓	✓
<b>Google Posts</b> – We will create and publish posts to drive traffic to your website, promote sales events, and more.		1/wk	1/wk
<b>Google Photos</b> – We will add photos to your Google My Business profile to ensure that high-quality photos appear among ones being added by consumers.		✓	✓
<b>Google Profile Updates</b> – 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.		✓	✓
<b>Google Q &amp; A</b> – 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.		✓	✓
<b>Google Dashboard</b> – We will add a custom Google-centric dashboard to our platform that will help you see how your dealership is performing on Google.		✓	✓
<b>Social Media Optimization</b>			
<b>NEW Messaging</b> – View and respond to dealership messages on Google My Business and Facebook Messenger through the Reputation dashboard.		✓	✓
<b>Managed Social Publishing</b> – 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.			3/wk
<b>Facebook Posts in Spanish</b> – We will create and publish up to two Spanish language posts each week.			✓
<b>Facebook Boosted Posts</b> – We will identify and boost your top performing organic content to increase visibility and drive more traffic to your store.			\$50/mo (included)
<b>Facebook Marketplace</b> – We will integrate used-vehicle inventory feeds with Facebook Marketplace, the world's largest social marketplace. Inventory management system integration required and included in monthly price.			✓
<b>Social Community Management</b> – We will monitor sites like Facebook and Twitter, delete spam, and alert you to items that need your attention.			✓
<b>Conversation Management</b> – We will respond to people who engage with your posts on sites like Facebook, Instagram and Twitter.			✓
<b>Snap and Engage</b> – Use our mobile app to take and share pictures of happy customers, special events and more!			✓