

# Social Media and Reputation Management Plans

	Turbo \$299/mo	Supercharged \$599/mo
<b>Boost Your Reviews</b>		
<b>SMS Text Messaging Mobile App</b> - Send text message review requests either individually or in bulk. Track results via our online dashboard and use contests to motivate employees to request reviews.	✓	✓
<b>Request Reviews via Email:</b> After a customer buys a car or receives service, we will send out emails asking them to provide a review on select third-party sites.	✓	✓
<b>Organic Search Accelerator</b> - Take advantage of our Private Google API to have pulse surveys pushed to Google. <b>Reputation.com Exclusive</b>		✓
<b>Manage and Maximize Customer Feedback</b>		
<b>Managed Review Responses</b> - Our staff will respond to reviews and monitor comments and responses on your behalf, according to your specifications.	Neg Reviews	Neg & Pos Reviews
<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>Optimize Your Digital Presence</b>		
<b>Managed Social Publishing</b> - We will create and publish attractive and engaging posts on sites like Facebook.	4/wk	7/wk
<b>Google My Business Posts</b> - We will create and publish posts to drive traffic to your website, promote sales events, and more.		1/wk
<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>Social Media Page Enhancements</b> - We will optimize your profiles by conducting an audit, providing best practices guidance, and helping you implement changes.		✓
<b>Optimize Your Dealership's Performance</b>		
<b>Dedicated Customer Success Manager (CSM)</b> - A customer success manager will be assigned to manage every aspect of your account, including regular status calls and updates.	✓	✓
<b>Reputation Score Optimization</b> - Work with your dedicated CSM to identify actions you can take to improve your Reputation Score.	✓	✓
<b>Analyze the Local Competition</b> - See how your dealership's online reputation stacks up against other dealers.	✓	✓
<b>Operational Insights</b> - View trends and sentiment analyses to gain actionable insights for both your sales and service operations.	✓	✓
<b>Customized Management Reporting</b> - Work with your CSM to create, generate and distribute meaningful reports for key decision makers.	✓	✓
<b>Expert Consulting &amp; Quarterly Performance Review</b> - Your CSM will set goals with you at the beginning of the year and reevaluate them with you after six months. In the Quarterly Performance Review, they'll take a deeper dive into your dealership's reputation activity and results and provide related recommendations.		✓