

# Rev Up Your Online Presence

## with Our Managed Service Plans

Over 1/3 of automotive dealers in the United States use Reputation, the most trusted online reputation management solution.

We set the standard for online reputation management. The combination of our patented, state-of-the-art technology platform and managed services will better enable you to attract and engage customers, drive traffic, and increase revenue.



### Turbo

Includes Reputation exclusive features like our SMS Text Messaging Mobile App and Google Organic Search Accelerator. We also provide social media publishing and 100% review responding, as well as enhanced analytics and reporting that you can't get anywhere else.

### Supercharged

Only Reputation can help you enhance your Google AdWords campaigns with our Paid Search Accelerator. Take your social media presence and activity to the next level with features like page optimization and boosted Facebook posts. Keep yourself on track throughout the year with our Quarterly Performance Review bonus feature.

### Nitro

Optimize your advertising efforts with a Digital Advertising Advisor and Waze Local Ads! Other enhanced features include review responding and social media posts in Spanish, Facebook job postings and social activity management.

**90%**

of consumers use online reviews to decide where to take their business

(Source: J.D. Power)

**50%**

of "near me" searches lead to a store visit within 24 hours

(Source: Google)

**17%**

Google Seller Ratings enhanced ads deliver up to 17% higher click-through rates

(Source: Google/LSAInsider)

# Enhance Your Online Reputation

With our Managed Service Plans

	Turbo	Supercharged	Nitro
<b>Boost Your Review Volume And Quality</b>			
<b>SMS Text Messaging Mobile App</b> - Send text message review requests either individually or in bulk. <b>Reputation Exclusive</b>	✓	✗	✓
<b>Organic Search Accelerator</b> - Take advantage of our Private Google API to have customer surveys pushed to Google. <b>Reputation Exclusive</b>	✓	✗	✓
<b>Dispute Resolution Assistance</b> - We will work with Google and Facebook on your behalf to 7remove reviews that violate their terms of service.	✓	✗	✓
<b>Optimize Your Social Media Presence</b>			
<b>Managed Social Publishing</b> - We will create and publish attractive and engaging posts on sites like Facebook.	4/wk	7/wk	7/wk
<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>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)	\$100/mo (included)
<b>Review Sharing</b> - We will identify and distribute meaningful positive reviews to sites like Facebook on your behalf.		✗	✓
<b>Social Activity Management</b> - We will monitor sites like Facebook and Twitter, delete spam, and alert you to items that need your attention.			✓
<b>Facebook Posts in Spanish</b> - We will create and publish up to two Spanish language posts each week.			✓
<b>Facebook Job Postings</b> - We will help you tap into the biggest social community in the world to find talent and meet staffing needs.			up to 4/mo
<b>Enhance Your Advertising Efforts</b>			
<b>Paid Search Accelerator with Google Seller Ratings</b> - As a Preferred Google Partner, we will integrate surveys with your Google AdWords campaigns to enhance your ads and optimize results. <b>Reputation Exclusive</b>		✗	✓
<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	1/wk
<b>Digital Advertising Advisor</b> - An experienced advertiser will help you optimize social media advertising by analyzing your marketing budget, making recommendations and identifying cost-savings and enhancement opportunities. <b>Reputation Exclusive</b>			✓
<b>Waze Local Ads</b> - We will help you bring drivers to your dealership by creating and publishing a meaningful local ad experience via the world's largest community-based navigation app. <b>Reputation Exclusive</b>			\$180/qtr (included)

Plans continue on the next page

# Enhance Your Online Reputation

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(Continued)

	Turbo	Supercharged	Nitro
<b>Improve Engagement with Customers and Prospects</b>			
<b>Managed Review Responses</b> - Our team of experts will respond to reviews on the top five review sites within three days.	All	All	All
<b>Review Response in Spanish</b> - If a customer posts a review in Spanish, we'll respond in Spanish.			✓
<b>Conversation Management</b> - We will respond to people who engage with you on sites like Facebook, Instagram and Twitter.			✓
<b>Optimize Your Dealership's Performance</b>			
<b>Dedicated Customer Success Manager (CSM)</b> - Your CSM will make sure we're helping you meet your goals. Once you're up and running, they will check in with you each month to provide updates and guidance and will be your main point of contact for questions and issues.	✓	✗	✓
<b>Dedicated Customer Success Manager (CSM)</b> - Your CSM will make sure we're helping you meet your goals. Once you're up and running, they will check in with you each month to provide updates and guidance and will be your main point of contact for questions and issues. <b>Reputation Exclusive</b>	✓	✗	✓
<b>Analyze the Local Competition</b> - See how your dealership's online reputation stacks up against other local dealers like Ford, Honda, GM, etc. <b>Reputation Exclusive</b>	✓	✗	✓
<b>Reputation Score Optimization</b> - Work with your dedicated CSM to identify actions you can take to improve your Reputation Score.	✓	✗	✓
<b>Traffic Insights</b> - Understand how customers find and act on business listings, then use that information to drive traffic and engage customers. <b>Reputation Exclusive</b>	✓	✗	✓
<b>Operational Insights</b> - View trends and sentiment analyses to gain actionable insights for both your sales and service operations. <b>Reputation Exclusive</b>	✓	✗	✓
<b>Customized Management Reporting</b> - Work with your CSM to create, generate and distribute meaningful reports for key decision makers. <b>Reputation Exclusive</b>	✓	✗	✓
<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.		✗	✓