



# GM Dealers with Managed Services Reap Benefits!

Our GM Dealer Digital Solution 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 Dealer Digital Solution plan services focus on driving dealer success with Customer Success Managers, Always-On video training, advanced reporting and dealer tailored, interactive monthly education.

**3X**

More Impressions on Google

**4X**

More Leads from Listings

**+10%**

Increase Sales Volume on Average

**+60**

More Vehicle Sales per Year on Average

	GM Managed Premium	GM Managed Social	GM Managed Response
	Search Boost+	Social Boost+	Feedback Boost+
<b>Core Features</b>			
<b>Customer Success Manager (CSM)</b> - 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.	✓	✓	✓
<b>Monthly Webinars</b> - A monthly live webinar series specifically catered to GM dealers presented by our dedicated automotive training manager. Learn about Reputation's solutions through the lens of industry trends and best practices. Users will participate in hands-on exercises inside the Reputation platform and walk away with practical knowledge that can be applied immediately.	✓	✓	✓
<b>Managed Survey Responses</b> - Our team of experts will monitor and respond to survey feedback within five days.	All	All	All
<b>Managed Review Responses</b> - Our team of experts will monitor and respond to reviews on the top five review sites within three days.	All	All	All
<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.	7/week	7/week	3/week
<b>Review Sharing</b> - You can identify and share meaningful positive reviews to sites like Facebook and Twitter.	✓	✓	2/week
<b>Social Media Profile Enhancements</b> - We will optimize your profiles by conducting an audit providing best-practice guidance and helping you implement changes.	✓	✓	
<b>Conversation Management</b> - 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+	Social Boost+	Feedback Boost+
<b>Reputation Optimization</b>			
<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>Reputation Mobile App</b> - Manage your dealership's reputation on the go. Track performance, monitor reviews & surveys, manage your inbox and attract new customers.	✓	✗	✓
<b>Reputation Score X Optimization</b> - Work with your dedicated CSM to identify prescriptive recommendations to improve your Reputation Score.	✓	✗	✓
<b>Strategic Reporting</b> - Work with your CSM to create, generate, and distribute meaningful reports for key decision makers.	✓	✗	✓
<b>Dispute Resolution Assistance</b> - We will work to remove reviews that violate terms of service on sites, including Google and Facebook.	✓	✗	
<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>Analyze the Local Competition</b> - See how your dealership's online reputation stacks up against other local dealers like Ford, Honda, Chrysler, etc.	✓	✗	
<b>Performance Reviews</b> - Your CSM will take a deep dive into your dealership's reputation activity and results and provide related recommendations via monthly reporting.	✓	✗	
<b>Google Optimization</b> (Applies to one Google Business profile only)			
<b>Google Account Manager</b> - You will have a Google Account Manager who is a subject matter expert in implementing Google best practices via a holistic industry view.	✓		
<b>Google Business Profile Updates</b> - Our team will review suggestions to update your Google Business Profile within 24 hours and accept or reject it as quickly as possible. We will add all relevant and accurate attributes, categories, and services to your Google Profile.	✓		
<b>Custom Posts</b> - We will create and publish posts to drive traffic to your website, promote sales events, and more. We will post once a week, unless there is an event that requires an additional post.	✓		
<b>Google Photos</b> - We will add photos you provide to your Google Business Profile to ensure that high-quality photos appear among ones being added by consumers. We will flag any low resolution or unrelated photos.	✓		
<b>Q&amp;A Response</b> - We will ensure that questions are answered within 24 hours and flag any unrelated questions. We will work with you directly to answer any questions that require your feedback.	✓		
<b>Products</b> - We will add 10-15 products to your Google Listing bi-annually to keep up with Google's best practices if you do not have the Cars for Sale feature enabled.	✓		
<b>NEW! FAQs</b> - We will submit frequently asked questions and answers to your Google Business Profile.	✓		



# Boost Performance with More Features and Services (continued)

	GM Managed Premium	GM Managed Social	GM Managed Response
	Search Boost+	Social Boost+	Feedback Boost+
<b>Google Optimization</b> <small>(continued)</small>			
<b>New! Keyword Strategy</b> - We will determine which keywords customers are using to find you and add those as categories, attributes, and services.	✓		
<b>Daily Audits</b> - Our team will complete daily audits to make certain data is accurate. This includes ensuring Google pages are Live and not marked as duplicates, disabled, or suspended.	✓		
<b>Monthly Calls</b> - Understand how customers find and act on business listings and use that information to drive traffic and engage customers.	✓		
<b>Google Agency Support</b> - Access to the Premium Agency Google Support team through your Google Account Manager.	✓		
<b>Google Optimization Support Portal</b> - You will have access to our internal Google Support team to submit requests or identify issues to initiate immediate action.	✓		
<b>Social Media Optimization</b>			
<b>Messaging</b> - Text More. Talk Less. Win sales and loyalty from customers who reach out to your business via popular messaging services, including Google and Facebook.	✓	✗	
<b>Snap and Engage</b> - Use our mobile app to take and share pictures of happy customers, special events and more!	✓	✗	✓
<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.	\$100/month	\$25/month	
<b>Facebook Posts in Spanish</b> - We will create and publish up to two Spanish language posts each week.	✓	✗	
<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>Reputation Advisor</b> - 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.	✓	✗	
<b>Social Monthly Performance Reporting</b> - Location level reporting focusing on key engagement metrics for optimization in responding and publishing.	✓		
<b>Social Advanced</b> - Attract new buyers and employees by managing and publishing your content across Facebook, Instagram, Twitter, LinkedIn and Google with calendars and engagement reporting in one consolidated platform.	✓		