

Social Media and Reputation Management Plans

	Good \$299/mo	Best \$599/mo
Boost Your Reviews		
SMS Text Messaging Mobile App - 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.	✓	✓
Request Reviews via Email - 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.	✓	✓
Manage and Maximize Customer Feedback		
Managed Review Responses - Our staff will respond to reviews and monitor comments and responses on your behalf, according to your specifications.	Neg Reviews	Neg & Pos Reviews
Dispute Resolution Assistance - We will work with Google and Facebook on your behalf to remove reviews that violate their terms of service.		✓
Optimize Your Digital Presence		
Managed Social Publishing - We will create and publish attractive and engaging posts on sites like Facebook and Instagram.	4/wk	7/wk
Google Business Profile Posts - We will create and publish posts to drive traffic to your website, promote sales events, and more.		1/wk
Facebook Boosted Posts - We will identify and boost your top performing organic content to increase visibility and drive more traffic to your store.		\$50/mo (included)
Social Media Page Enhancements - We will optimize your profiles by conducting an audit, providing best practices guidance, and helping you implement changes.		✓
Optimize Your Dealership's Performance		
Dedicated Customer Success Manager (CSM) - A customer success manager will be assigned to manage every aspect of your account, including regular status calls and updates.	✓	✓
Reputation Score Optimization - Work with your dedicated CSM to identify actions you can take to improve your Reputation Score.	✓	✓
Analyze Local Competition - See how your dealership's online reputation stacks up against other dealers competing for the same audience.	✓	✓
Operational Insights - View trends and sentiment analyses to gain actionable insights for both your sales and service operations.	✓	✓
Customized Management Reporting - Work with your CSM to create, generate and distribute meaningful reports for key decision makers.	✓	✓
Expert Consulting - Your CSM will set goals with you at the beginning of the year and reevaluate them with you after six months.		✓
Quarterly Performance Review - Your CSM takes a deeper dive into your dealership's reputation activity and provides strategic recommendations.		✓