

# A Dealer's Guide to ONLINE REPUTATION MANAGEMENT

## REQUEST REVIEWS

The average consumer reads ten reviews before feeling like they can trust a business.



**DON'T WAIT!**

Don't wait for reviews to pop up. Recent customers are most likely to remember the details of their experience. Plant the seed as you hand over the keys and follow-up shortly after the sale.

## DO YOUR RESEARCH

Where are people talking about your dealership?



Outside of the usual suspects (Google, Facebook, Yelp) consider auto-specific sites (Cars, DealerRater, Edmunds).

## HAVE A RESPONSE PROTOCOL

Over 50% of customers expect businesses to respond to negative reviews within 7 days.



Respond swiftly showing customers (and prospects) that you value feedback and that you're invested in righting any possible wrongs.

## CHOOSE THE RIGHT PARTNER

A 1-star review a month or two after the sale might leave you scratching your head.



Be sure to partner with an F&I provider who will be there for your customers on their worst days after buying a used car. Your dealership reputation is on the line.

To view the full version of the guide, [click here](#).

