

5 SOCIAL MEDIA TIPS FOR INDEPENDENT DEALERS



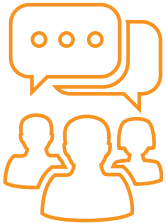
Your social media pages may be first results a customer sees if they've Googled your name—make sure they like what they find.



USE VIDEOS TO DRIVE SALES

Highlight vehicles on your lot, calling out details and even F&I options. Test drive videos help customers see things from the driver's seat without having to leave home.

PRO TIP: Make sure your videos are short and sweet—the average human attention span is only 8 seconds long.



LET YOUR CUSTOMERS TALK

Buyer testimonials are a great way to keep costs down with engaging content. Ask a repeat customer if they'll share what's kept them coming back.

PRO TIP: Share the happy moments! Photos of drivers getting their keys for the first time can have an emotional impact.



INTRODUCE YOUR EMPLOYEES

41% of buyers visiting only one dealership to make their purchase. The less you feel like a stranger, the better.

PRO TIP: Share pictures or videos of the people behind the scenes and explain their role at the dealership.



GET PERSONAL

People like doing business with dealers who are passionate about what they do. Share why you love your job, or feature different employees.

PRO TIP: Open up! Think about what got you into the car business or how your dealership is involved in the local community.



ASK YOUR AUDIENCE

Customers appreciate the chance to share an opinion. Get some intel and interaction with a Facebook or Twitter poll.

PRO TIP: Ask for votes on preferred car colors and features or test their knowledge with questions about classic cars or industry trivia.