

Social Media: Best Practices

Provided by Digital Air Strike

Data:

- 75% of car buyers and 68% of service customers say that internet research, including social media and review sites, were the most helpful medium when selecting a car dealership
- 66% of car buyers or owners who have seen a Facebook ad/post say they have clicked on it, up from 33% in 2014

*Data from the 11th Digital Air Strike Annual Trends study

Best Practices:

- **Pick the right platform for your content**
 - Facebook is the best way to reach a wide audience, share your company culture, and showcase your dealership
 - X is best for sharing timely updates related to dealership changes, e.g. an adjustment of hours for your service department
 - Instagram is best for highly curated photos and videos. They should be relevant, authentic, and inspire action.
 - YouTube is best for funny, instructional, or vehicle reviews/walkthroughs to help boost your SEO and build brand awareness
 - LinkedIn is best for professional connections, sharing industry trends, company news, or job posts
- **Social posts are for storytelling**
 - Showcase personal stories from customers and staff to include a human element that sets you apart from competitors
 - Telling a story creates emotional connections which can result in long-term relationships.
- **Include a call to action to drive engagement**
 - It could be linking followers to your website or encouraging them to comment or share the post.
 - Not every post should be a sale pitch. Be sure to include content that makes the reader think and take action. For example, you could link to an article

that showcases the top 10 road trip destinations in your state and then ask the readers to share their favorite.

- **Quality is always better than quantity**
 - Don't post just for the sake of posting, your followers will notice this because the quality of the content will go down.
 - Make sure you engage different customer interests, showcase your full range of services, and keep the audience interested.
- **Showcase happy customers**
 - Sharing positive interactions with customers helps attract potential buyers because you are highlighting real-life success stories.
 - Sharing positive reviews is great as well. This helps encourage more customers to leave reviews as they have the opportunity to be featured in a future post!
- **Capitalize on OEM specials and seasonality in your messaging**
 - Be sure to include your why-buys that help your dealership stand out from the competition
- **Understand your audience what is happening in your local area**
 - Is it summer and is there a local lake that everyone tows their boats to? Showcase a vehicle with a high towing capacity and mention that lake in your messaging.
 - Is it winter and do you get a lot of snow in your area? Encourage your audience to be prepped and ready buy getting their snow/winter tires installed now.
- **Showcase your inventory**
 - Whether it is new vehicles that were just delivered to your lot or a new, interesting pre-owned vehicle that was just traded in, readers want to stay up to date on what new inventory is available. You can then directly link those readers to your VDP directly.
- **Showcase charities, community organizations or events you are sponsoring**

- Readers love to see businesses that are involved with the community. Make sure you showcase these partnerships and share events that your dealership is taking part in.
- **Video is king**
 - The Facebook and Instagram algorithm will always favor pushing video content over anything else. Be sure to incorporate videos in your posts whenever you can!