

November 2011

The Social Dealership

A Social Media Magazine For Auto Dealers

Here's The Key To Social Media ROI!

Social Media & Fixed Ops
ROI- Yes It's Possible
ASK The Experts
Mobile ROI



17 Powerful Social Media Tools

By Todd Smith



Letter From The Publisher

We're Dedicated To Both Auto Dealers And Social Media, Where We Marry Both Worlds... Perfectly!

Welcome to the November edition of Social Dealership Magazine where this month we address one of the most controversial topics in social media: How to determine a ROI on your social media efforts? Believe it or not, it can be done but the methods are rather foreign in the auto industry. Traditionally, dealerships will spend the bulk of their advertising budgets on advertising (lead generation/direct sale tactics) as opposed to marketing (branding/top of mind awareness) which lends itself much more to calculating ROI. For instance, a dealer may buy 100 leads for \$2500, sell 15 cars for a gross profit of \$40,000 for an 8 times return on investment.

Social media is marketing at its most core form which is much harder to calculate a return. In comparison, most dealerships have a billboard or two around their town that they have had for years and will probably attribute a lot of sales to

but can you really say how many? Usually the argument is there is a lot of traffic that drives by the billboard and a lot of people see it and will think of the dealership when it is time to buy.

Well, social networks like Facebook are a digital billboard for your business and they get a lot more traffic than the busiest interstate in Los Angeles. Get on there and virtually waive at people in your community, it's just like having your sign in front of them during rush hour with the exception that people are usually happier interacting with their friends as opposed to driving in rush hour!

In the following pages, we will have some formulas and best practices to help you formulate an educated guess on your ROI.

Last, we hope you enjoy our "Ask the experts" section and by experts, we want people working in dealerships everyday handling social media.

Our plan is to have this every month with a question relating to the topic of that edition of the magazine answered by dealership personnel. If you any dealership personnel would like to participate in the future, please email me at

RobH@NextGenDealer.com and I will send you next month's question.

Until next month, go be social with people in your community, just like if you were hanging out at your local country club. Focus on the relationship and sales will come!



Rob - Looking His Best!

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Tracking For Social Media ROI - Yes It's Possible

By: [David Johnson](#)

A lot of people will tell you that there is no way to track the ROI of social media, I'm here to tell you that they're wrong. Wrong, wrong, wrong! But why are they wrong? I have a few ideas on that, the biggest of which is that they don't know what they're doing. Another reason could be that they think it's too hard and instead of admitted that, say it's impossible. Other reasons, I'll keep to myself, but I think you get the point!



If you take a look at the traditional formula for ROI you will see that it's rather simple:

$$\text{ROI} = [(\text{return} - \text{investment}) / \text{investment}] * 100$$

So, for instance, let's say that your investment was the \$1,000 you spent on a radio buy, but it netted you a return of \$3,000. All you would have to do is plug into the formula, like so:

$$\text{ROI} = [(\$3,000 - \$1,000) / \$1,000] * 100$$

$$\text{ROI} = 200\%$$

Using the same formula we can convert it for use with social media, it would look something like:

$$\text{SM ROI} = [(\text{sm return} - \text{sm investment}) / \text{sm investment}] * 100$$

First, let's take a look at your social media investment. The investment can include

everything from the cost of giveaways and social management tools to employee compensation and any IT related expenses. Yes, your social media investment should be pretty straight forward, it's in the social media return that some work needs to be done.

Before you can ever hope to calculate an ROI you must first decide what your social media return will be. Your return will fall into one of three categories, as the book, [The Now Revolution](#), points out:

- Awareness
- Sales
- Loyalty

Keep in mind that you can, and should, track metrics for all three, it will give you a much better idea of what your actual return might be. So, pick a different return goal for each ROI category listed above.

Once you have the goal (your return) decided upon, now it's time to assign a metric to it. How will you track your return? What do you have, or are going to put in place to alert you when your goal is reached? For instance, if your goal is to drive more traffic to your website then it's just a matter of looking at your website analytics for social network referrers.

Using the example of website traffic, now it's time to decide what each of those are worth to you. That is, how much is each visit worth? To figure that out, take a look at the total number of sales income you had the previous 6 months from your social traffic (you can try fewer months but 6 will give you a more accurate number) and divide it by the total number of unique social media traffic. That number will help you to establish how much each visit to your website is. I would urge you though, that if you are using website visits as a goal, then you should reevaluate the worth of social visits about every 3 months or so because as you start to use social media the right way, you will notice that leads from your social networks will close higher and higher, thus increasing the worth of a social visit.

$$\$175,000 \text{ (Total Sales)} / 1,500 \text{ (Traffic)} = \$117 \text{ Each unique visit}$$

Now that you have a worth associated with your return, it's just a matter of plugging it back into the social media ROI formula to figure out what your rate of return is.

Social Media ROI Example

First, let's choose a return goal from each category:

- **Awareness** - For this example our awareness goal will be to increase the number of mentions that are being said about us online, using a reputation management package such as SocialMention.com (free) or BrandsEye.com & UberVu.com(not). We've decided, through research, that a favorable social mention is worth around \$50. While we understand that a blog post (and the creators reach) is worth more than a Tweet, we are only figuring averages here and a little on the low side.
- **Sales**- Our sales goal is pretty straight forward and if you are a car dealership it's when you sell a car, part or service. In fact, we know the exact return here so there is no need to figure out what each will be worth. Even the metrics we need to track it are already in place, what business doesn't know when they make a sale? How do we know when a sale is a social media sales? Simple, we ask, 100% of the time. No exception. If it's from a lead on the website, we make sure that each lead is sourced correctly so that we can pinpoint which leads sold and where they came from.
- **Loyalty** - Our loyalty goal will be to increase the number of people that return to buy from us again and again. We do this by tracking a lifetime value impact and can attribute this to social media because we strive to connect all of our customer with our social initiative, that way we can build positive relationships with them that go beyond the sale. To figure out a return, we will take the average lifetime value before we started using social media and subtract it from the post social media figure. We can figure it even further by breaking it down per month, which will

help us to figure out our ROI below. (While I'm not using it in this example, the [Net Promoter Score](#) is a great way to gauge your customers loyalty)

Now that we have goals (return) for each category, it's time to plug the variables into the *social media ROI* formula. Before we do that though, it's important to figure out how we are going to figure out how our total investment is going to be split up, among the three ROI categories. Once you do that, let's take out the calculator and figure this thing out!

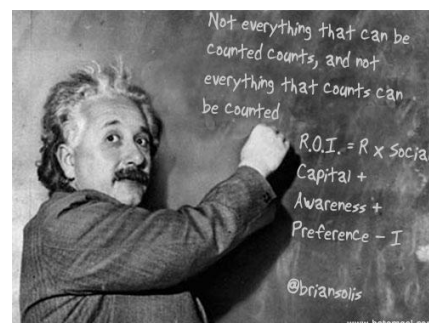
The Numbers Below Are Monthly Numbers

- Awareness Social Media ROI = $[(\$5,000 - \$2,250)/\$2,250]*100$
Awareness Social Media ROI = 122%
- Sales Social Media ROI = $[(\$25,000 - \$5,250)/\$5,250]*100$
Sales Social Media ROI = 376%
- Loyalty Social Media ROI = $[(\$15,000 - \$3,980)/\$3,980]*100$
Loyalty Social Media ROI = 277%

Now you can put them all together, if you'd like:

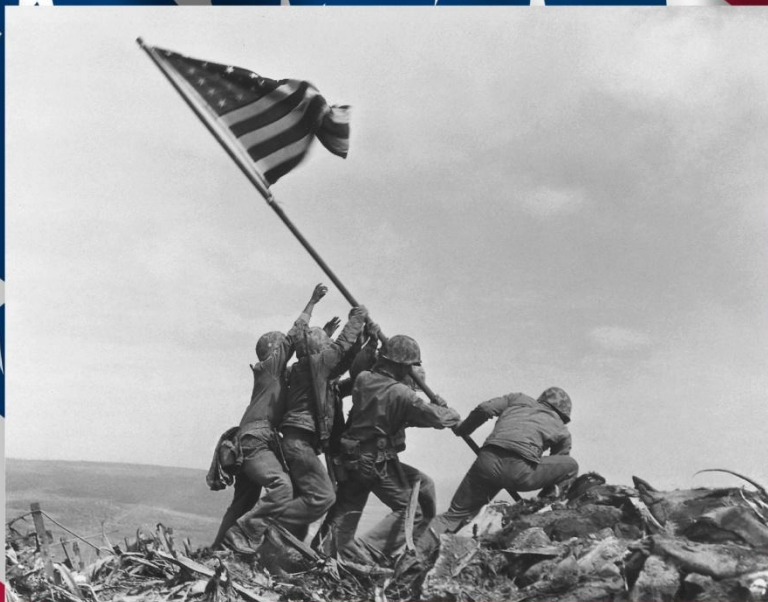
Total Social Media ROI = $[(\$45,000 - \$11,480)/\$11,480]*100$
Total Social Media ROI = 292%

So there you have it, tracking social media ROI! There are others ways that this can be accomplished and other things to consider when tracking social media, so this is just one tool you should be using when deciding if what you're doing with social is giving you the results you have been looking for. Please keep in mind that the ROI ratio I've shown you here is a top level metric, what that means is that it will give you the bottom line but won't show you where you are going wrong, or where you are going right, but that's for another blog post.



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A Loyal And Deserving
Fifty Million Strong
Consumer Demographic

"Where Dealers Meet Heros."

There's BIG ROI In Mobile

By: AJ Ager

You are boring your customers. Seriously...have someone in their teens look at your website,



Facebook Page, and advertisements. Everybody loves to sign up for Facebook Pages that hammer them with ads and pictures of cars right? People love websites that take forever to load and have stock photos of cars instead of videos

and pictures of the real things. Your website is so much better because you have pictures of your lot guy on it right? There are many things you can do that have a high ROI that are not expensive.

Make sure your website and ads are mobile friendly:

Take out your iPhone or your smartphone and log on to your website. Are you able to shop for cars on it? Does your website lock up. Does it even have a mobile friendly format? Remember people are using their phones AS their computers. If your customers are not able to surf your inventory from their smartphones you are losing business. Whatever percentage you are losing now is only going to get worse as time goes on. I surfed a local dealer and found that their website didn't even come up on my phone. Went to another and the mobile friendly part was not so friendly and it locked up. Another went to the website and would never search from the mobile phone. Whoever you use for your provider make sure it is mobile ready.

Keep in mind that most people check their email and Facebook from their Mobile

Stop using your Facebook page a place for only car pictures. Interact with your customers. Get your customers emails, friend them, and then engage with them. Every time you post there is a very good chance they will instantly get that interaction. This costs NOTHING and the image is priceless. Brand imaging is important. You ever notice that people refer to certain radio stations as "Their" radio station. The station has done a great branding job and the customer has made a personal relationship with the station. They know the personalities, they sing the jingles, and they have their preset set to the station. When someone moves into town they tell people to listen to that station. You want people treating your dealership the same way. You want them telling people to see "their" dealership or "their" salesperson. Using Facebook is a great way of getting this branding and starting a personal relationship with a customer at minimal cost.

Have you ever walked up on people in a bar and they are laughing at a video they saw on Youtube? If you are not shooting walk arounds on your cars or putting together funny ad campaigns to put online then you are missing the "Viral" boat. It is free to post and tell me the last time you had 500,000 people click on one of your ads that you put in the newspaper. If you bang for your buck then start utilizing the tools that are out there. A person's phone is always on them. They don't go anywhere throughout the day anymore without it on their hip. Use Youtube, Facebook, your website, Twitter, and tap into that market. Quit trying to guess which TV show they might be watching just to run one of your lame ads they will probably just change anyway. Talk to them. Come up with an ad that they will actually show their friends. Make it easy for them to search your inventory on line. You will see that it is inexpensive and you will reap the benefits of keeping them awake.

A.J. Ager is the Finance Director at Ferguson Buick GMC in Colorado Springs. He is the founder of Colorado Credit Zone, Possessed Hand Productions, and an Award Winning Filmmaker.

We Don't Care What Our Clients Say About Us!

Wanna Know Why?



Because *It's Doesn't Matter.* What Matters Is What Our Clients Customers Are Saying About Them!

Unsolicited Comment



Mischelle Porter Reece

I became a fan when you had less than 200 friends... your page is "alive" and I check it daily!! You are doing an amazing job, and for the first time in my 38 years...I HAVE chosen..and will be LOYAL to Metro Honda, why? Because your fb is fun..interactive..and i feel like we ARE "friends"!!! And you have GREAT cars!! I will tell anyone who will listen...Metro Honda IS the only place I willl buy a car in NC..and I love my odyssey with 130k thousand miles that looks and rides like brand new!!! Rock on MH.

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The Formula For MAXIMUM R.O.I. in Social Media!

By: [Jim Kristoff](#)

There is a rather simple formula when it comes to getting the MAXIMUM return on your investment in Social Media.

It's so simple.....it might overwhelm you!

And while the formula is simple.....the actual implementation is the hardest part!

The formula????????....."Embrace it".....

That's the ENTIRE formula....."embrace it"

That's right!!.....go ahead and "embrace" social media!

Most Dealers and dealerships are scared to death to go ahead and try!

BUT...go ahead....."Embrace it"!!!

Let's start with the Sales Department.

We would ALL love to have an entire showroom floor filled with salespeople that could sell 20-25 units a month without EVER having to take any floor traffic.

Some dealerships have these salespeople already! Salespeople that have their own book of business and continue to sell their 20-25 units in good times and bad.

How do these salespeople accomplish this month after month??

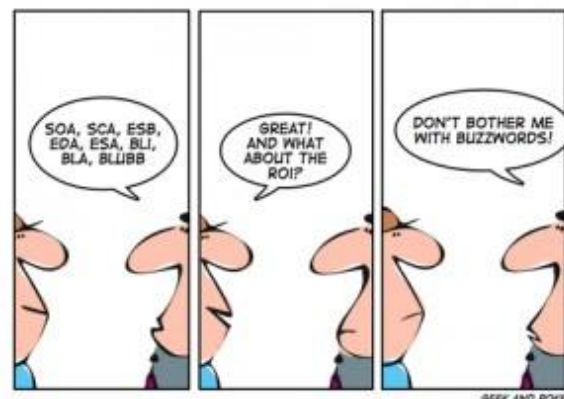
These salespeople do an excellent job of calling their customers, following up, sending birthday cards, holiday cards and keeping them abreast of all the latest incentives, deals and new models that are coming out!

These salespeople become the customers "friend" in the car business!

Now what if you could get your ENTIRE sales team to do all of that every day??

It's easy by utilizing Social Media!

Engaging your customers on Social Media sites such as Facebook, allows you to constantly update your customer with your latest incentives, your latest specials and article that pertain to the vehicle that they purchased from you, thus reinforcing that the customer made the correct decision in purchasing from you!



You can also update your customers on any "new" models that may be coming out! Everyone LOVES "spy" pictures of future product!

You can engage your customers to any special events that you may have upcoming.

You can send your customer the latest pictures or video of any accessories that you may have added to another vehicle that they might be interested in.

Did you make a note of the customer's interests or hobbies in your CRM? You can send them interesting articles on their favorite sports team or television show.

What about the servicing of the customers car?

Wouldn't it be great to send your customers information regarding any "Service Specials?"

How about some articles or video explaining tire wear or battery life?

Send your customer articles on preparing their vehicle for any seasonal changes, i.e.....snow tires, coolant checks, safety checks before a long vacation drive....etc.....

The amount of information we can send our customers via Social Media is non-stop!

But first.....you have to "embrace" Social Media!

The whole idea of Social Media is that it is a FUN way to interact with your customer!

People have FUN with their friends. And EVERYONE wants a friend in the car business! Friends take care of friends....You can be comfortable DEALING with a friend....a friend will always treat you right....friends always recommend their friends to other friends.....

You see, by "embracing" social media, you become more than just "that salesperson" at the car dealership. You become their friend!

Every dealership wants to have a great relationship with all of their customers. They would love all of their customers to endorse them and support them! They would want their customers to refer all of their family and friends to them!

You can do ALL of this by "embracing" Social Media!

So if you are trying to figure out the pros and cons of social media, what the investment is and how much of a return on your investment will be..... know this.....You will receive ZERO return on your investment if you DON'T embrace social media.

The saying goes...."you will miss 100% of the shots that you never take"....

Go ahead.....take the shot....embrace social media TODAY!!!



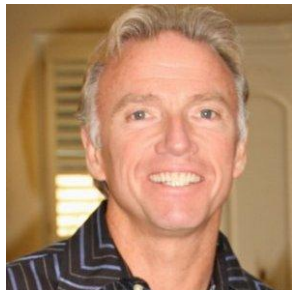
Networking is not about hunting. It is about farming. It's about cultivating relationships. Don't engage in 'premature solicitation'. You'll be a better networker if you remember that."

**Dr. Ivan Misner,
Founder & Chairman
of BNI**



Profiting Through Social Media And Fixed Operations

By: Ken Hite



In last month's article, SOCIAL MEDIA AND FIXED OPERATIONS, <http://issuu.com/SocialDealership/docs/socialdealershipmagazine-october-2011/25>, we discussed how social media can be utilized within fixed operations.

What really counts is how can we generate profit and or a ROI from social media within our fixed operations department?

The key to any social media strategy is to inform your current customer base, as well as educate prospective customers through the various social media forums to the specific benefits associated with conducting business with your organization.

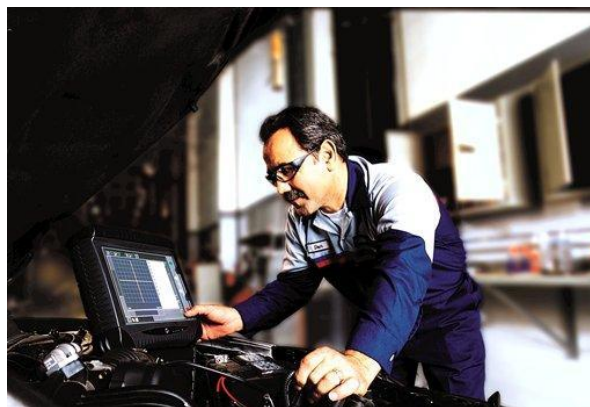
Fixed operations provides every dealer a unique opportunity to reach out to thousands, if not tens of thousands of current and past customers via social media. I

recommend that Dealers take advantage of their vast UIO and make every effort to retain current UIO, as well as reach out to those customers that you've lost over time due to a multitude of reasons.

I want to revisit the primary reasons cited by consumers in survey data for not returning to your dealership for service: 1) Trust 2) Lack of communication between the repair facility and their customer 3) Lack of understanding on behalf of the consumer as to what specifically is being recommended for repair.

Today's dealer can address these customer concerns head on and solve each concern if your fixed operations department will do the following:

- 1) Take real time photos of recommended repairs and share them with your customers. Validate the repair recommendation with real time photos and expert, illustrative content so your customer trust and understands the repair recommendation.
- 2) Post confidential customer photos directly on your website for all current and prospective customers to view.
- 3) Send your customer's real time repair recommendations directly to their email in box, while simultaneously sending directly to their smart phones via SMS/Text. You've now provided your customer and your service department the opportunity to communicate effectively and efficiently by utilizing your web site to post photos of recommended repairs and simultaneously sending the same content directly to the customer's email and smart phone. All that's left now is the



traditional phone call on behalf of your service advisor to help your customer better understand the recommended repair.

4) Utilize your social media forums i.e., Facebook, Twitter, Google +, etc. to post your real time repair recommendations and customer testimonials to your extensive UIO and general public.

Let's visually look at the process of posting real time photos of repair recommendations and how today's dealer can generate a significant ROI. Please visit http://www.bmw24service.com/page/custom/en/Live_Repair_Orders.

This live site demonstrates how a progressive dealer is utilizing social media within fixed operations. You'll note that when you click on any of the photos posted on the site, at the bottom of the photo is a "Share" button. This share feature provides your customer the opportunity to send this content to friends and family. This is a built in social media forum within your service department.

The live photo gallery of repair recommendations can also be posted within the social media forums. Imagine your live photo gallery being posted not only on your dealership web site, but also on your Facebook page. How many current and prospective customers will now see that your dealership represents transparency in automotive repair and validates repair recommendations with real time photos and expert, illustrative content?

The average dealer today contacts their service customers with the traditional phone call to verbally discuss repair recommendations. This process results in an industry- wide acceptance of repair recommendations between 40-50%, not bad considering. However, if you combine the traditional phone call with real time photos and expert, illustrative content regarding the repair recommendation, customer acceptance will improve to between 75-90%. This is a

considerable improvement in customer acceptance and one that translates into a significant return on investment.

Social media is certainly in its infant stages and we have a lot to learn regarding best practices. The aforementioned process will take your fixed operations and social media strategy to a new level.

Ken is the VP Of Corporate Strategy of Clear Mechanic. ClearMechanic enables repair facilities to visually sell recommended repairs via our real time photo application and live photo gallery. Please see <http://bit.ly/rt49pc>.



"Social media changes the relationship between companies and customers from master and servant, to peer to peer." -

Jay Baer



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Forget ROI, What's Your ROE?

BY: [David Johnson](#)

Word-of-mouth is gold and social media is the vessel we use to promote it, but how exactly is it accomplished? As businesses we are always looking for ways to lower the cost of acquiring new customers. It's simple economics, the lower the acquisition cost the more sales (and money) we make...simple right? Not exactly, as with most things it's easier said than done but if you make it part of your daily customer/employee interaction to give your customers something positive to talk about you go a long way to influencing a higher rate of word-of-mouth, let's call it your ROE or Return On Experience.

In this post I'm going to throw out some radical ideas. Radical ideas that, at first, you will discount as being just that, radical. Then these ideas will start to work on you as you mull them over in your mind, more than likely you will talk with your spouse about them or maybe a co-worker asking yourself and them what if? What if you did try what I'm about to suggest, what would happen? Would it produce rapid word-of-mouth, would it reduce your cost per customer, would it create you more sales? The answer to all of those questions, of course, is yes but I understand that there will be a certain amount of skepticism involved but as you will soon find out, the logic is iron clad.

Customer Experience

I've brought this up before but I thought it important enough to bring it up here again and that is: it's the difference between what people

expect and the actual level of customer service received that will dictate whether or not a person will talk about how their business with you went. Of course it goes without saying that if you fail to meet those expectations the word-of-mouth will be negative but if you exceed them, well ...all sorts of magical things start to happen, such as repeat and referral business!

The idea is to go so above and beyond what the customer expects that you earn massive amounts of exposure on the level of Return on Experience (ROE) you receive from shocking your customers with your level of customer service. In fact, I don't want you to think about it as "customer service" at all, instead think of it as:

Customer Enchantment

It might just be me but when I think of the term customer service I think about doing all the things that I'm supposed to do such as be helpful and friendly but when I think in terms of customer enchantment I think on a much, MUCH grander scale. In other words I don't want you to think about how you can give good customer service, I want you to think in terms of "how can I enchant my customers?"

Enchantment: (*en·chant·ment*) *Captivation: a feeling of great liking for something wonderful and unusual.*

Before I get into some ideas of what I mean I feel it's important to remind you about the story of the boy and the starfish. You know the one, the one where there are thousands of starfish beached upon the sands where a little boy, one-by-one, is throwing the starfish back into the water. When asked why he's even bothering when there are too many to make a difference, the little boy replied after throwing a starfish back in the water, "It mattered to that one."

I bring up that story because I understand that what I'm about to propose would be impossible to do with every customer, of course you wouldn't want to do what I'm about to propose with every customer anyway because then it

would become expected and the whole idea is to go beyond what is expected. Another thing to keep in mind is that you are trying to work your way into your customers social graph (both online and off), or at least become a conversation within it. By influencing your customers to say positive things about you, you in effect create customer that create other customers, thus reducing your customer acquisition cost theoretically in half.

Scenario #1 Let's say you have a customer come in to your dealership to purchase a vehicle for his daughters 16th birthday. He of course is excited but you decide to take things to the next level by getting the car wrapped for him, complete with a big bow on top. But you don't stop there because you really want to enchant your customer so you then give to his daughter a year's worth of free oil changes, 5 complete details and a \$150 gas card.

Scenario #2 A customer drops off her car for an oil change and you learn that she is due to give birth to a baby boy in two weeks so you decide to go shopping for her. You buy her some baby related items, maybe a diaper bag and diapers, maybe some baby clothes or baby blankets. While talking with her you learn that she is in need of a car seat or maybe even a stroller so you picked one of those up for her as well and put them in her car for when she comes back to pick it up.

Scenario #3 You learn that one of your customers has had a death in the family so you send a big bunch of flowers to their house, along with a gift certificate for a free house cleaning and yard maintenance with a hand written card that says, "It's always tough losing a loved one and we understand that there are always too many things to worry about during times like these. Attached you will find a gift certificate for free house cleaning and yard maintenance, two less things that you have to worry about. We truly are sorry for your loss."

Do you get what I mean when I say customer enchantment? I sure hope so because by doing things such as the three scenarios above you go a long way to influencing word-of-mouth. Think about what will happen once the word gets out about the things you are doing for your customers and it will get out. In fact your customers will find a way to bring up the amazing things you did both in person and all over Facebook (and Twitter, MySpace, and others) any and every chance they get. They will happily do this because you made a difference in their lives and did something they would NEVER have expected. You now have a customer and a word-of-mouth generating machine for life.

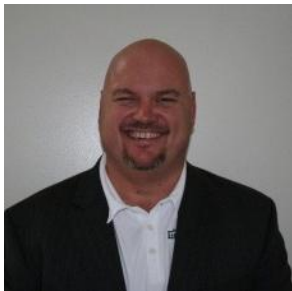
Another Crazy idea

What if you empowered your employees to do this sort of thing. Maybe create an enchantment budget, think of it as advertisement if you have to but by allowing your employees to get creative with customer enchantment and then giving them the means by which to do so you are creating an environment that creates rampant word-of-mouth.



Facebook ROI

BY: [Rob Hagen](#)



Facebook obviously isn't the only social platform that a dealership should consider, but taking into account Facebook has in the neighborhood of 750

million accounts, most people you know have a Facebook account and most of your clients will wonder why you don't have one. Facebook has done a great job of adding metrics AKA insights to be able to monitor your success.

Transferring the insight numbers over to a dollar value is still up for discussion however. It has been suggested that every like is worth \$3.60 to a business. It sure would be wonderful if we could say that but there are different levels of passion within your Facebook community. Plus, passionate people on dealerships Facebook pages are surely worth a heck of lot more than passionate fans of a local restaurant.

Let's take a look at some pertinent Facebook insights and how you can manage these numbers. There are two categories of insights currently that we will look at: users and interactions. Facebook has some really nice new insights on the horizon that we will discuss in future editions.

Facebook user insights defined

Active Users: These are the people who have engaged with your Page, viewed your Page or

consumed content generated by your Page, during a particular time period. This can be measured daily, weekly, or monthly. Monthly active users are one of the most important numbers for you to focus on. It is estimated that after someone likes a page, that only 40% of them will return on their own and I would dare say this would be lower in the auto industry where people are traditionally not "friends" with a dealership. It is your job to keep them coming back and consuming your information by sharing information that is not all self promoting and relevant to your market. Make your Facebook page a fun and entertaining place to visit, one that your employees will want to send their mothers!

Lifetime likes: This is the total number of people that like your page currently. Compare this number to the active users; you want them as close as possible. If your active users are less than 85% of your total monthly users, you need to re-evaluate your content that you are sharing. If this number is in the neighborhood of 30%, your content is being viewed as spam and you are doing more harm than good. Occasionally, this number can be over 100% especially if you're in the middle of a big contest. What this means is a lot of people are coming to your page and not liking the page. Consider a customized landing page with a strong call to action to get more people to like your page when visiting. .

Daily active user breakdown: This is the number of people that viewed or interacted with your page or its posts. This broken down into five categories with the most important being the number of post viewers. These are the people seeing the information you are sharing.

Demographics: This one is pretty self explanatory but very important to keep an eye on. Ladies are much more willing to engage and share content so if your page has a high percentage of ladies, cater your content to their viewing pleasure. Also, monitor the age groups that like your page, again to help you make your content creation relevant. Lastly, keep an eye on where the

location breakdowns of your likes are coming.

Let me stress this! Car dealerships are local businesses so build your community locally!!!! There are services that will get you a whole bunch of likes from people in third world countries but then you are left waiting on them to escape their countries, come to the United States, move locally to your dealership and hope they can afford to purchase a car. You're better off putting your money on snake eyes on the craps table in Vegas!

Activity: This will tell you how often they are viewing your page. Plus, there are the tabs that people are viewing. A lot of dealers want their inventory on Facebook but you will be able to see here that a lot of people won't click on that tab.

Facebook interaction insights defined

Post views: This is a biggie! This is the number of times people have viewed a news feed story by your page. This includes both people who have liked your page and people who haven't. Isn't this the ultimate goal, to get people to see your message? How would you like to see your message being seen a million times a month?

Post feedback: Another big one! This is the number of likes or comments on news feed stories posted by your page. If you have read any of our previous editions, you have probably heard us say on more than one occasion that engagement is everything or that you are trying to create dialogue, not monologue. Well, post views and post feedbacks are your way of managing this. Get people talking! **Another hot point of mine:** Don't like your own posts, people assume that you like it enough by actually posting it. If you like it on top of posting it, it sends a very selfish message to people in your community. "My information is so damn awesome, I shall post it and like it to prove the magnitude of my intelligence." It's bad taste, don't do it.

Page posts: Dare I say another big one, yes I dare! This helps you micromanage your content

creation. This shows the total impressions or views of a particular post. Track this over time to see what people are most interested in seeing. As a rule, we try to find topics that have an emotional connection in a community like schools, local charities or sports teams. Follow your posts on certain subjects and you will find trends over time of information your community wants to consume.

New Facebook insights and what's coming

Talking about this: This is a new insight and it shows up on a fan page under the total likes. It is the total number of unique people who created a story of any kind about your page or on your page. This includes page likes, wall posts, mentions, and any engagement with one of your posts. This is huge because it is visible to everyone and it acts almost as a testimonial to your company and your Facebook page. Your community will perceive this in one of two ways. If no one is talking about it, why should I? In contrast, if a lot of people are talking about it, I need to check this out!

Total page reach: The count of people who have seen anything associated with your page over a given time period, this does include ads and sponsored stories. Have you ever read the book Six Degrees of Separation? This will show this book's principals in action, basically the compounding effect that social media can have for your dealership.

Saw your page: People who saw content associated with your Page in their news feed. More people to see your page the better provided you are sharing good content. As I mentioned earlier, make your Facebook a fun environment and spam free!

Sources: This identifies where your fans get added from. Was it a status update, a video post, or a link to a new article? Big is good, we want lots of likes, local likes that is, and knowing where they came from is powerful stuff!

Well I hope this gives you some more insight into Facebook insights. There is a wealth of information that can be found within these numbers. Like many things in social media given its adolescent age, trial and error will teach you a lot but you have to be willing to keep trying.

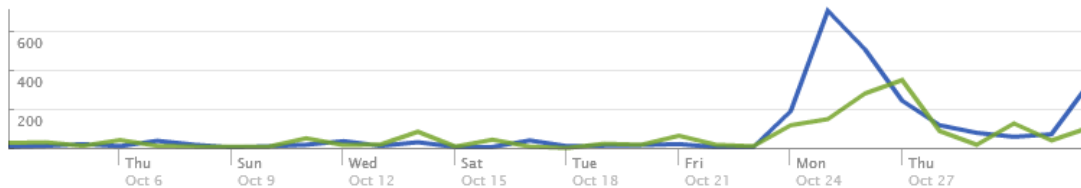
There are the insights from an actual dealership. As you can see, it's possible to grow a community of people on Facebook!

Interactions [See Details](#)

Post Views? **927,293** ↑25% Post Feedback? **4,356** ↑11%

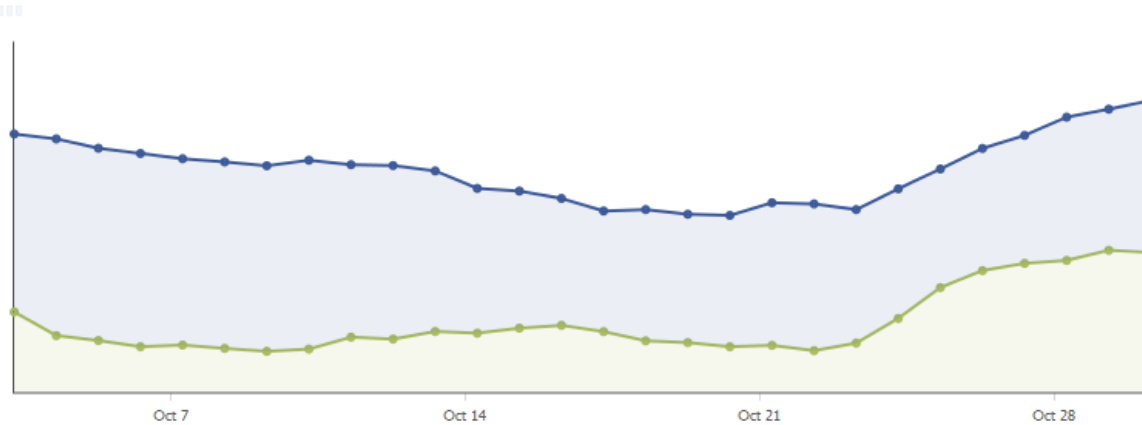
Page Content Feedback?

Likes Comments



Total Likes? **11,485** ↑0.44% Friends of Fans? **1,135,289** ↑0.44% People Talking About This? **908** ↑135.84% Weekly Total Reach? **22,703** ↑62.04%

Posts? People Talking About This? Weekly Total Reach?



The 17 Most Powerful Social Media Tools for Your Dealership

BY: Todd Smith

ActivEngage was recently honored to have its CEO and Co-Founder Todd Smith featured as a [keynote presenter](#) as the [Ignite! Dealer Summit](#). Todd's workshop highlighted more than 17 easy to use and powerful [online tools](#) and [applications](#) available to automotive dealerships.



If you were unable to attend the Ignite! Dealer Summit, you can find Todd's SlideShare presentation below along with short descriptions and links to the mentioned apps and tools.



[hootsuite](#) - This powerful tool allows users to automate a majority of social marketing communications while delivering in-depth social analytics



[Sprout Social](#) - Comprehensive Social Media Management tool that enable you to find new customers, measure influence, optimize outreach and organize your Social Network profiles.



[Socialbakers](#) - A powerful, hands on tool that not only listens to everything going on in the Social Media sphere for you, but also allows you to digest your social data and send information back out across your network.



[TOPSY](#) - This social search tool enables businesses to stay ahead of news and on top of trends by delivering realtime, actionable identification of emerging trends within topics, geographic areas and languages being monitored.



[Socialcam](#) - This awesome smartphone app allows you to shoot video and instantly share it across you social networks.



[Instagram](#) - This smartphone app is an easy and creative tool to take quality photos and instantly share them across your social networks.



[Kurrently](#) - A real-time search engine for Facebook and Twitter. Analyze the social conversation about your brand, industry and competitors.



[WordPress](#) - The respected and trusted blogging platform, WordPress provides you all the tools you need to start [blogging](#) quickly and professionally, for free. Thousands of plugins, apps, widgets along with quality support makes WordPress the web's most popular blogging platform.

[Scribe](#) - This tool simplifies the search engine optimization process for content to 3 easy steps.



[OnlyWire](#) - Tools that allow publishers, bloggers and website owners to auto-submit content to the highest ranked social media sites and reach billions of web-surfers across the globe.



[TwitHawk](#) - a real time targeted twitter marketing engine that will find people talking on Twitter about your chosen

keywords and allow you to respond directly to your audience. Imagine how much this could help your internet sales team!

[Friend or Follow](#) - This search tool answers the questions of “Who’s not following you back on Twitter?” “Who are you not following back?” “Who are your mutual friends?”



[Formulists](#) -A tool that lets you organize Twitter into smart, auto-updating Twitter lists based on location/bio keywords, Twitter activity, and more.



[Buffer](#) - This simple tool helps you tweet more consistently by allowing you to choose set times to tweet each day. Straight forward analytics provide a deeper understanding of your social reach at specific times of day.



[bit.ly](#) – Web tool that helps you collect, organize, shorten and share links. Tool also provides complete, real-time link traffic and analytics data.

[Involver](#) - The solution of choice for the world’s biggest brands trying to connect with customers on social networks, Involver’s apps integrate robust and powerful audience engagement tools to your social media streams.



[KLOUT](#) - This powerful (and often controversial) tool measures the online influence of everyone with a social media profile. Know and improve your Klout score while monitoring the score of your competitors.

Todd Smith is the CEO of ActivEngage, a live chat company for the auto industry. [Activengage.com](#)



The problem with trying to determine ROI for Social Media is you are trying to put numeric quantities around human interactions and conversations, which are not quantifiable.

Jason Falls



This Could Be YOU!

ADVERTISE



Over 25k Subscribers!

100's Of Shares On Facebook

**Contact Rob Hagen At
855-70-Media**

Ask The Experts

"How Are You Tracking Your Social Media Efforts?"

For this issue of the Social Dealership Magazine, and going forward, we will ask a single question, based off the issues topic, of experts in the field, at dealerships all across the country. Since this is the ROI issue we asked this question:

"How Are You Tracking Your Social Media Efforts?"

Brian R. Benstock

GM Paragon Honda & Acura

Having a social media strategy provides dealers with the overwhelming ability to leverage huge results from a relatively small investment. Perhaps even more important is our ability to connect with our clients in a meaningful way; the socialization of our

marketing allows for communication to be back and forth "with" the customer instead of "to" the customer. The consumer feedback is quick, honest (often too honest), voluntary, and actionable. Social proof is the best form of advertising; if you were in the market for a Honda Accord, would you be more likely to listen to your neighbor who purchased an Accord or some full page advertisement in a newspaper?



Gauging the effect of social media is critical—simply adding friends to a dealership's Facebook account will not yield very much in the way of ROI. Setting up promotions and specials that can be directly measured will provide you with some actionable information to determine what moves your market. Recently we sponsored a car giveaway on Facebook organized by our marketing company (tier10marketing.com). The results generated a ton of leads, engaged our database, and provided real value to our clients. The key is to keep the promotions relevant, and the strategy consistent. Imagine a dealership with 100,000 active fans, receiving promotions that are beneficial to them, at a time when they are most likely to be in need of that product or service? The results can be explosive!

Anonymous Dealer

Trying to find the return on investment of social media is like trying to find the return on investment for your cell phone or a billboard on the turnpike. You know it's helping brand your company, building positive reputation, and advertising; but you can't really put a monetary value on it.

Social media is like word of mouth on steroids. Since commercial advertising began, people haven't been able to measure ROI for word of mouth advertising and it's still labeled as the best form of advertising. As long as you're positively advertising and society says that it's a good thing, then you should be tweeting, Google plusing, and keeping up with new ways of marketing your dealership.

Jay Schroeck

Web/ Social Media Manager Toyota-Scion Of Manhattan

I gauge the progress in our dealership's social media efforts using various methods. Facebook Insights being the most notable to analyze the page and interactions itself. To back that up, I also use EdgeRank to further understand the prominence of posts in Facebook's algorithms. Google Analytics is a useful tool in seeing where our website traffic is coming from and how much of it is coming from Social Media. We also use Facebook exclusive deals and coupons which allows us to track back to our Social Media efforts. In house, using our CRM tool we also make a record of where the lead came from. You must have a well trained sales staff to make sure they are asking the questions like "where or how did you hear about us?".

AJ Maida

Director Digital Marketing Papa's Dodge Chrysler Jeep

The ongoing question. How do you measure ROI? It is hard enough to measure ROI in our regular marketing efforts but to measure it in Social Media...well it gets even more confusion. The ultimate measurement is sales. Of course how many people come through the door and say "I'm a Facebook Fan" or "I follow you on Twitter"? Activity is probably the way I attempt to measure our return on our Social media strategy. How many visits to a blog. What was the activity on our Fan page this week? When someone actually figures this out please tell me. Of course Ralph Paglia tells the story about Red McCombs discussing radio advertising with him and stating (Para-phrasing here) "Just because you can't measure ROI does not mean you don't have it. ROI is going to happen weather you can measure it or not."

If you would like to participate in our Ask The Experts article in next month's issue, email Rob Hagen at RobH@NextGenDealer.com



Don't fix the marketing first, fix your product. Once you've got a good product to talk about, the marketing's going to flow from that.

Scott Monty, Head of Social Media at Ford Motor

