

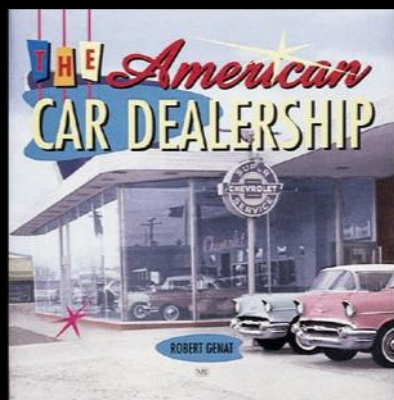
The Social Dealership

A Social Media Magazine For Auto Dealers

The New Year Edition!

Our Biggest Issue EVER

Then...



Now. Welcome To 2012!



Featured Articles

Is Video Part Of Your Social Media Strategy?

by Brian Pasch

Fixed-Ops Social Media Goals For 2012

by Ken Hite

Girard's "Law of 250" Becoming Exponential?

by Bob Burg

Creating A Social Culture in 2012

by David Johnson

Letter From The Publisher

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

Happy New Year everyone! According to Chinese astrology, 2012 is the year of the dragon; the dragon is quite special and very much revered. In Chinese astrology the dragon was seen as a powerful almighty king because it was made up of different parts of animals such as a tiger, fish, snake and an eagle. **The dragon is a symbol of power.** Therefore in Chinese astrology the dragon person born under this Chinese Zodiac sign tends to be a "doer" – they do things and achieve power by getting things done.

So I ask you, will you be a "doer" this year? Will you embrace the full power of social media? Will you do more than post specials on Facebook? Will you create meaningful dialogue with people in your community?

Will you blog this year? Blogging can have a huge impact on your website traffic.

Will you ask every customer to give your dealership a review? If your dealership prides itself on its customer service, there is no reason to be afraid. One positive testimonial is equivalent to 200 traditional media impressions (Relationship-Economy.com). Let that sink in!


This issue is dedicated to setting goals for 2012 with your social media efforts. What are your social media goals? Email me; I would love to hear them!

Embrace the New Year and be a dragon!


ROB HAGEN

Lessons & Takeaways


Success stories and failures




A huge win for Ford
Ford gave **100 folks Ford Fiestas** 18 months before they were released and asked that they share their experiences online.
It resulted in:
11 million impressions
11,000 video views
13,000 photos
15,000 tweets




Chevy's road trip results
Last year Chevrolet sent out **eight teams** of social media folks on a road trip/scavenger hunt competition. They had to complete challenges and interact on social sites.
It resulted in:
61.1 million impressions
1,216 video views
8,764 new Facebook likes
13,400 tweets




Volkswagen's "The Force" video
While most companies keep their Super Bowl ads a secret until game time, this video was intentionally released early to create pre-game buzz. It led to **millions of views**, thousands of likes and the miniature Darth Vader, actor Max Page, even appeared on the Today Show.



GM's viral plan backfires
In 2006, GM teamed up with "The Apprentice" to create a site that allowed Chevy Tahoe fans to make **their own commercials online**. However, the response was largely negative as SUV critics made films bashing the Tahoe and others made satirical ads.




Honda's cyber critique
In the summer of 2009, Honda created a Facebook fan page to help promote the new **Crosstour**. However, it turned sour when "fans" outside of the target demographic only had negative things to say. Honda didn't issue a response until September.




Toyota's Flickr flop
In 2009, Toyota and its ad agency put together a Web site for the Toyota **4Runner**. The problem was that the **images had been stolen from Flickr** and were used without the photographers' permission. Toyota soon **removed the images** and apologized.


Lessons other companies can learn




1 Embrace word-of-mouth
Embrace the power of word-of-mouth marketing. Allow your customers and fans to sing your praises and **spread the word**, instead of your company doing it itself.




2 Create social profiles
Create profiles on prominent social media sites. **Sign up and create accounts** on sites like Facebook, Twitter, YouTube and Flickr. Learn how to use these effectively and reach out to your audience.



3 Have a personality
Interact with your fans as if they were **your friends**, rather than using a corporate, traditional voice. Example: Scott Monty (Head of Social Media for Ford) has more followers than many other of the top 5's main Twitter accounts.




4 Always respond
In times of trouble, **don't be silent**. No matter if you're addressing bankruptcy or the public's dislike for your newest car model, always be a part of the conversation and address fans' questions and concerns.



5 Provide interaction
Create opportunities for fans to **interact and participate**. Run competitions, hold events and find other ways to include your fans. They'll love being a part of the "team."

Sources: wsj.com | gm.com | ford.com | mashable.com | socialcarnews.com | remi8.blogspot.com | businessreviewusa.com | bnet.com | dispatch.com | webpronews.com | ft.com | stltoday.com | mybanktracker.com

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**"ULTIMATELY SOCIAL MEDIA IS NOT ABOUT THE TOOLS, TECHNOLOGY AND WHIZ-BANG THINGS. IT'S ABOUT CULTURE AND CULTURE CHANGE."
SCOTT MONTY - HEAD OF SOCIAL MEDIA FOR FORD**

Its 2012....Do You Have a Social Media Plan?

By: [Jim Kristoff](#)

The year 2012 is now upon us. Do you have a comprehensive social media game plan for your dealership??

NO??

How about a pretty solid social media plan?

NO????

Do you have “aspirations” of putting together a social media plan?

You NEED to!!!

The unfortunate part of these scenarios, is that a vast majority of automotive dealerships have little to no solid social media game plan in place.

Most dealerships have either not embraced the power of social media or have hap-hazardly tried to begin without putting together a process map of what to do and who should be doing it.

A solid social media game plan should resemble a “WHY BUY HERE” book for your entire store.

Your own personal “WHY BUY HERE” book would contain the solid core elements of why a person should do business with you.

It would include:

1. Testimonials from completely satisfied customers

2. Positive articles that pertain to the product(s) you are selling
3. Positive product comparisons vs. competing products
4. Your personal background and achievements
5. Your contributions to the community
6. Pictures of your family and your hobbies

These “WHY BUY HERE” elements should exactly be the core of your 2012 social media plan!

Let’s go through them one at a time.

1. Testimonials from completely satisfied customers.

Your social media plan should include 30-60 second videos of happy customers either taking delivery of their vehicles or their service experience. There is no better advertisement for your dealership than a happy customer that is willing to tell the world!!

2. Positive articles that pertain to the product(s) you are selling

Positive trade publication articles, videos and reviews should all be a part of what you post on your social media platform. Your customers would love to see “spy shots” of proposed new models that may be coming out! Make your product SHINE!!

3. Positive product comparisons vs. competing products

Make sure your product stands above the others by sharing comparisons to other products that you stand above. Consumers want to be told and reminded that they made the correct choice by purchasing your product!

4. Your personal background and achievements

What is the history of the store? Do you have a story to tell? How about your dealerships achievements? Do you have outstanding customer satisfaction scores? Are you the

number one volume store in your area? How about all the positive on-line reviews that you have? You should be posting all of your positive reviews via Google, Yahoo, Yelp, DealerRater and any other consumer rating service in your area!

5. Your contributions to the community

How about your contributions to the community? Do you contribute to local causes? National causes? There is no doubt that dealerships are famous for giving back to their communities! What is your contribution?

6. Pictures of your family and your hobbies

Your entire dealership is a family. Make sure you include them in your social media strategy! Post pictures of your employees accomplishments! Salespeople that win awards, technicians that have completed training...etc... Customers want to buy from a place where they have competent and happy employees that are all well trained and versed on any question that a customer may have.

Now that you have built your dealerships "WHY BUY HERE" book in the social media platform, you can now go ahead and sprinkle in your New and Pre-Owned vehicle specials and incentives. You can also sprinkle in your Service and Parts specials or any Accessory specials.

Its 2012....it is time to put together your plans and goals for a successful and comprehensive social media game plan!!!

Why wait?? Start TODAY!!



"Quit counting fans, followers and blog subscribers like bottle caps. Think, instead, about what you're hoping to achieve with and through the community that actually cares about what you're doing." – Amber Naslund, Social Media Today





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*Offer valid through 2/30/12

Planning For Social Media Success

By: [Tyler Momchilov](#)

Twenty years ago, the idea of selling a car online was as foreign to the average dealer as was Michael Jordan playing professional baseball. Yet today, one is challenged to find an automotive retailer without a well-structured internet department designed to capture online opportunities. Business Development Centers have emerged to handle everything from scheduling service, confirming sales appointments, responding to online requests, handling multimedia campaigns and generating e-mail blasts.

Why such a significant change? Online research has become a key component in most consumers' purchasing decisions. Car manufacturers, third party sites, and dealership web sites have become an integral part of nearly all car sales. Empowered consumers are provided all the information they need in order to make an informed decision. Control rests largely on their shoulders.

A few brave souls ventured into this largely unknown business model, paving the way for others to follow. Both single-point retailers and large corporate entities have discovered the revenue opportunity associated with having an online presence. Entire industries have grown from this evolution including CRM software companies, web-site companies, telephony services, Search Engine Marketing companies, etc.

The one nagging problem with this purchasing model for the retailer is that for all the efforts in brand differentiation, online reputation management, interactive websites, Search Engine Optimization and Pay-Per-Click, the only real thing that he can control is placement. The consumer is still the one empowered to click on a link ... or not. How great would it be to have a venue to supplement these efforts, providing an opportunity to actively manage every aspect of the consumer interaction? This is exactly what social media provides for the retailer.

If your only experience with this new media was seeing *The Social Network*, you might not know that Facebook has grown to include more than 800 million subscribers. Whether one chooses to participate in this phenomenon or not, here are some facts that help to illuminate the value of social networking to business:

- Half the Facebook subscribers check their timeline daily
- Subscribers spend an average of one hour per day on Facebook
- More than 350 million users access Facebook through a mobile device

Aside from the 'Wow, that's pretty big' aspect, the takeaway is this: Social Media is where consumers are spending their time. Plus, they take it with them on their phones! The cardinal rule of target marketing is: *Be where your customers are.*

In the early '90s, merely slapping a website up was not sufficient to produce value. Policies and procedures needed to surround the online effort. Internal resources needed to be dedicated to handle information requests and phone calls. Existing sales processes needed to be tweaked to deal with the empowered consumer. People, processes and technology needed to be trained and updated in order to keep online inventory current. The new order provided value only when all the components were in place, and the plan

was documented, implemented, managed and improved over time.

The same holds true for social media today.

Let's throw a little kink into the well-oiled internet sales department: Today, 70 percent of consumers use a combination of social media and search engines before making a purchase. Those retailers who are slow to adapt will be fighting hard to keep the remaining 30 percent after their competitors get the lion's share of the business.

So what is your plan? Will you ask an 18 year-old intern to manage the page because the younger generation really knows how to use Facebook? How about your internet department? They are, after all, familiar with all this online stuff. But their job is to sell cars, and potential buyers don't like to be pitched all the time. Maybe your sales manager? Perhaps managing a Facebook presence isn't the best use of his or her time. Then there's the service manager, parts manager, the dealer or the receptionist. Without specific goals and documented roles and responsibilities, adding additional responsibilities to any individual or team is wasted effort.

What would a reasonable goal be for social media? Benefits of effective social media and marketing are typically not immediately realized. First, the fan base needs to grow. Setting a goal in terms of number of fans is a good place to start. Having 200 fans is about as effective as the early days of 'brochure-ware' websites. Having fans all over the country is not necessarily a bad thing, but there is no substitute for local cheerleaders.

Here are some key questions to ask:

- How many fans are desired, from where, and by what date?
- How will consumers know the dealership has a social media presence?

- Why will consumers want to "like" or "follow" the business?
- What does one do with the fans one has?

Beginning its social media efforts in June 2011, Ron Hibbard Toyota in Gallatin, Tenn. set forth with a clear strategy, answers to these questions and an active partner in Socialbyte. The goal was to surpass 1,000 largely local fans by the end of 2011. That goal was exceeded early in December.

With the initial goal reached, Ron Hibbard was asked what value he thought his dealership had received from its social media effort. He was quick to make clear that despite vigilant efforts by his marketing people to document and track performance: because of the nature of Social Media some of what he views as results is anecdotal. For instance, he said, even after cancelling its SEM campaign on Google not only had his dealership's search returns remained on Page 1 within their own market (and in some cases moved up a notch), he attributes the increased exposure provided by Facebook for moving his dealership to Page 1 of Google returns in an adjoining market.

Another area where his dealership has benefited from its Social Media initiative, Hibbard said, was in the quantity and quality of traffic to its website which has improved dramatically since the campaign began. The dealership's website Bounce Rate has reduced by 50-percent and the time spent on the site has more than doubled since the Social Media initiative began. The number of people making online Service appointment has also nearly doubled, he noted.

Social media is a critical component of any digital marketing strategy. Social media is a branding effort, providing word-of-mouth advertising and future benefits ultimately leading to increased sales and revenue. However, one does not simply generate thousands of Facebook fans without effort. It takes a plan. It takes time. It takes resources.

And it needs to happen now.

The average Business-to-Consumer business spends 14 percent of their total advertising budget on social media. This would be an extremely unrealistic expectation for the average automobile retailer. However, now is the time to write this extremely important piece into the 2012 budget. Draft a plan, find a partner to fulfill the pieces of the strategy that cannot be done in-house, and execute!



“If your reputation sucks, none of it matters. People with lousy products, crummy business practices, and shady backgrounds get found out. And word spreads with frightening speed.” – Sonia Simone, Copyblogger



Primary Challenges Facing Fixed Ops Today

- ✓ 1) Customer Retention
- ✓ 2) Lack of customer traffic in the service drive
- ✓ 3) Lack-luster sales of additional services (40-60% decline rate)
- ✓ 4) Clearly presenting and selling 100% of the additional recommended services sourced by the technician

Start Visually Explaining Repairs Today.



info@clearmechanic.com

Fixed-Ops Social Media Goals For 2012

By: [Ken Hite](#)

Franchise dealers must continue to make fixed operations a priority in 2012. Furthermore, dealers' social media goals for 2012 need to include parts and service operations.

While the social media world is contemplating best use cases for social media and how to use the various social media forums to promote new and pre-owned vehicle sales, using social media effectively for your fixed operations is very easy.

Social media at its core should be about sharing information, informing your customer base and prospective customers, initiating discussions amongst your customers, and differentiating your business from your competition.

How do you effectively promote your fixed operations?

1) Take real time photos of repairs and recommended repairs.



2) Associate the real time photos with expert, illustrative diagrams that support the repair.

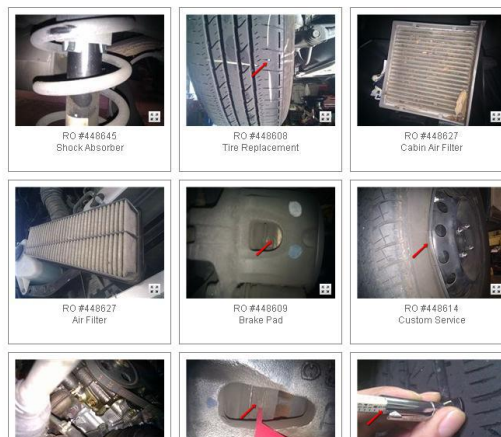
3) Post the real time photos and supporting illustrations to your web site.

Check Your Vehicle Photos Online!

Toyota Palo Alto is pleased to announce a new program offering visual explanations in our service department. During your visit, we may email digital photos of your vehicle or post photos to this web site to explain our recommendations.

Vehicle photos are taken by our certified technicians in real time. We also offer expert illustrations next to each photo to provide context on the vehicle part or system being shown.


Please click on your photo for additional information regarding your repair.

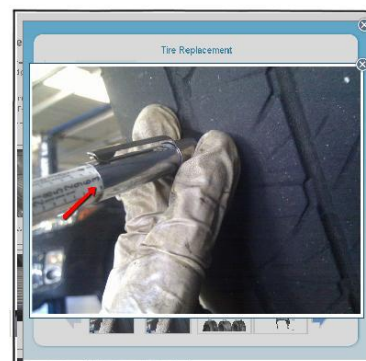


4) Send the real time photos and supporting illustrations directly to your customer's email and smart phone (SMS)

5) Your customers have the ability to "Share" the real time photos and expert illustrations amongst family and friends

6) Post actual photos of recommended repairs that were approved by your customer to your Facebook page and or other social media forums, along with customer testimonial regarding how much your customer appreciates the transparency and validation that real time photos of recommended repairs provides

 Fontana Nissan
Here is a tire photo taken by our certified technician this morning! The gauge shows the tread depth is below 3/32 of an inch, which means the tire should be replaced.



As a dealer you may review the six steps as noted above and feel that this is a very cumbersome project and it must require a lot of time to accomplish? The reality is that you can accomplish these tasks in less than 30 seconds, and it's automated.

Let's review some real world applications;

- <http://www.dublintoyota.com/CIMAPhotos>
- [http://www.bmw24service.com/page/custom/en/Live Repair Orders](http://www.bmw24service.com/page/custom/en/Live_Repair_Orders)
- <http://www.jerrychambers.com/bellingham-chevrolet-cadillac-service-photos>
- <http://www.fontananissan.com/photos.php>

Your technician or service advisor can take photos of recommended repairs, associate the repairs with expert illustrations, and remotely send the content directly to your web site, as well as the customer's email, customer's smart phone (SMS), as well as notify your service consultant and service director that a pending repair recommendation has been posted and sent to your customer. This entire process start to finish takes 30 seconds or less and is completely automated.

Incorporating fixed operations and social media is very easy, and very cost effective. Start promoting your fixed operations today for tomorrow's buyer!



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 will buy a car in NC..and I love my odyssey with 130k thousand miles that looks and rides like brand new!!! Rock on MH.

Like · Comment · Share · 2 hours ago · 🌐

For Social Media Done Right Contact Next Generation Dealer Services!

Click To Contact!

Creating A Social Culture In 2012

By: [David Johnson](#)

In 2011 we got a glimpse of what social marketing can really do for your dealership, but success was few and far between. Those that got it right are alien to those that didn't. What was different? What makes one dealership a social success while others are left question the validity of new media altogether? The answer is social culture.

I worked with dozens and dozens of dealerships in 2011, some got it right, others not so much. The single biggest differentiating factor is the underlying culture of the dealership. I'll say this right now, the typical dealership culture is NOT conducive to social success. What does that mean? It means that the way the vast majority of dealerships are currently being ran won't see any success in social media, that is if they don't change their ways!

If management isn't willing to institute a social culture into the dealership, then no amount of tactics, training, money spent or strategy implemented will give them the kind of success

that is truly possible through social marketing. How does a dealership go about implementing a social culture, great question!

Creating a social culture within the dealership boils down to three things:

- Change how you conduct business
- Change how you talk
- Change how you think

I know that change is scary but the word economy is in a fundamental shift, a shift from a business-ran economy to a more customer-driven one. In order to shift along with the changes, you're going to have to make a change. Business as usual won't cut it.

Change: Conducting Business

Business must be more transparent, more human and more social. Your customers want to talk about you, they want to say something about what they experienced at your dealership, it's up to you to determine if what's being said is positive or negative.

One very important thing to keep in mind is that everybody is a spokesperson, from employees and customers to the larger community as a whole. You must allow your salespeople, service advisors, F&I managers and everybody else employed at the dealership to have a voice.

Remember: The biggest difference between traditional

marketing and social marketing is that traditional marketing is all about the marketing of the business, while social marketing is all about the marketing of the people of the business.



So, change the way you do business. Be open, influence word-of-mouth and allow your employees to have a voice. Let them lead the charge, go out into the community, whether it's Facebook or Twitter, local charity fundraisers or the Chamber of Commerce. Keep in mind that the more people they meet, the more people they impact, and the more people like them the more business you will earn.

Change: The Way You Talk

Your customers want to help, all you have to do is listen to them, they will tell you everything you need to know about attracting and keeping more of them. They expect you to listen, so listen. Talk with them and be social, collaborate with as many customers as possible.

Also, change the way you talk in the dealership. Don't use any negative descriptive words to describe certain types of customers. Don't pass blame either, only solutions. Be open with one another, be social and become friends. Do things as a team, build each other up and help however, whenever you can.

I've been in dealerships that don't feel like dealerships. Traditional high pressure, all we want is your money type of dealerships give off a totally different vibe than those that have a customer first approach. You may not be able to put your finger on it but you can tell when the people working at the dealership actually like each other. So, change the way you talk!

Change: The Way You Think

It's no secret, change is a mindset. In order to implement a culture change within the dealership you must first implement a cognitive culture, that is you must first change your view on how business is done and how the change will affect the way the dealership operates. In other words, the dealership of last century will not be able to conduct business in the same capacity as

they did then if change isn't at the top of their to-do list.

You have to know that the customer comes first. Their experiences matter and how they view the way you conduct business has a big impact on whether or not they talk about you and whether or not that talk is good or bad. I'm not saying that you should change your mission statement because those are just words and aren't enough, I'm talking about changing the way you think and the way you do business.

Here's a little exercise, answer these honestly and reflect:

1. Who do you think we are? (We being the dealership)
2. Who do we think they are? (They being your customers)
3. How do we view that relationship?

Think....



“How can you squander even one more day not taking advantage of the greatest shifts of our generation? How dare you settle for less when the world has made it so easy for you to be remarkable?” – Seth Godin, Seth’s Blog





SPEND SMART IN 2012



Develop An ROI Driven Digital Strategy

The new year is quickly approaching, and its time to adjust your marketing budgets for the new year. The Digital Marketing Strategies Conference puts you in control of your marketing efforts and helps you realize the biggest bang for your buck.

EVENT HIGHLIGHTS:

- Calculate the ROI of traditional vs. digital media
- Hands on video marketing training
- BDC process development and optimization
- Social media engagement strategies
- In-store reputation management training

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5 Tabs To Increase Facebook Engagement

By: [Adam Ross](#)

Welcome to “The List,” a monthly column that will provide you with easy-to-incorporate tips and tricks to get more out of Social Media. This month we’re going to focus on beefing up your Facebook Fan Page: making it stand out from the competition’s basic page, giving fans more access to your dealership through Custom Tabs, and engaging more potential buyers.

- Add A Contact Us Form Tab (FREE) from [HERE](#).
 - Give your customers the chance to submit their contact info.
 - You can direct the lead submission to your CRM Tool – LEADS from Facebook!
 - You decide which fields the consumer fills out and add a comments box.
 - Upload a custom header or banner for branding.

Infinite Prospects Inc > **Contact** Like
Automotive Consultant - Business Consultant - Marketing Consultant - Fort Lee, New Jersey



Infinite Prospects
Online Solutions for Car Dealerships

Please provide your contact information below and we'll get back to you to set up a Goals Assessment meeting. Thanks!

Name

Email

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Address

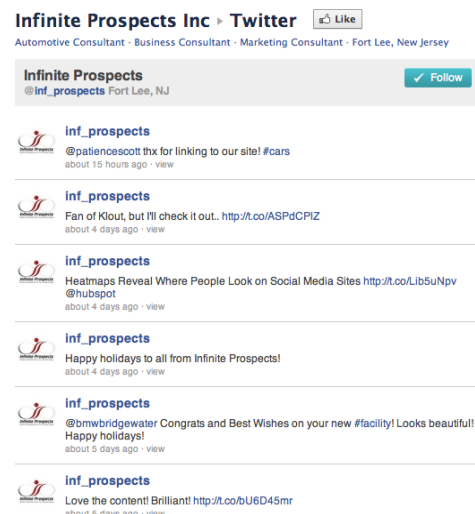
Zipcode

Subject

Message

Send me a copy

- Add A Twitter Feed Tab (FREE) from www.involver.com:
<http://www.facebook.com/TweetsApp>
 - Shows fans and visitors that you’re involved in more than just one social network and know how to tie them together
 - Gives Fan Page visitors and fans the ability to Follow your Tweets right from Facebook – increase Followers!
 - Twitter users speak a completely different vernacular. They use Hashtags and Mentions, they retweet, and can have back-and-forth conversations in public. Simply publishing every Tweet to your Fan Page can cause people to unfollow your page when they see this in their feed. Adding a tab segregates the Tweets for those who seek them.



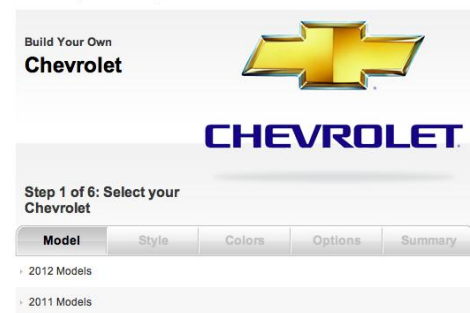
- Add A YouTube Channel Tab (FREE) from www.involver.com:
<http://www.facebook.com/YouTubeApp>
 - Give additional exposure to your commercials and other videos
 - YouTube is the #3 visited website in the US, according to Alexa.com (12/27/2011) – people are comfortable watching YouTube videos, why not let them do so on your Facebook Fan Page?
 - The app enables you to control which video is featured, whether to show related videos and more.

- Add A Tab for Your New & Used Car Inventory (May carry a monthly cost, but is probably offered FREE from one of your current providers):
 - DealerRater Certified Dealers and CarsForSale Subscribing Dealers can add a tab for free
 - Lets shoppers browse your inventory without leaving Facebook
 - Gives you control of contact methods and phone numbers
- A Custom Landing Page Tab encouraging likes (you can add a Welcome Tab Template at www.pagemodo.com for free, but a custom tab may cost a little \$\$ to design creative)
 - Custom Landing page tabs welcome first-time visitors and non-fans to Like The Page and require it in order to see more content – otherwise they arrive at your wall which can have unclear messaging or non-branded links.
 - You can include a custom message, coupon or more for them to like the page
 - To ensure that you are doing the most for strengthening your brand on Facebook, it is vital that you set up a custom landing page. Check out this [blog article](#) discussing the value of landing pages.

The extra bonus tab idea of the month

- Add a "Build My New Vehicle" Tab to your Fan Page with InstaQuote
 - Participants must be an active subscribing InstaQuote dealer (pricing starts @ \$499/mo.) – generate new car leads right from your Fan Page!
 - Fan Page App costs \$99/setup and \$49/month maintenance directly from Infinite Prospects as an add-on to your existing InstaQuote system.
 - Check out fan pages for Infinite Prospects, All Star Mitsubishi (NJ), New Rochelle Chevrolet (NY) and LaSorsa Chevrolet (NY) for examples

New Rochelle Chevrolet • Build A New Chevrolet

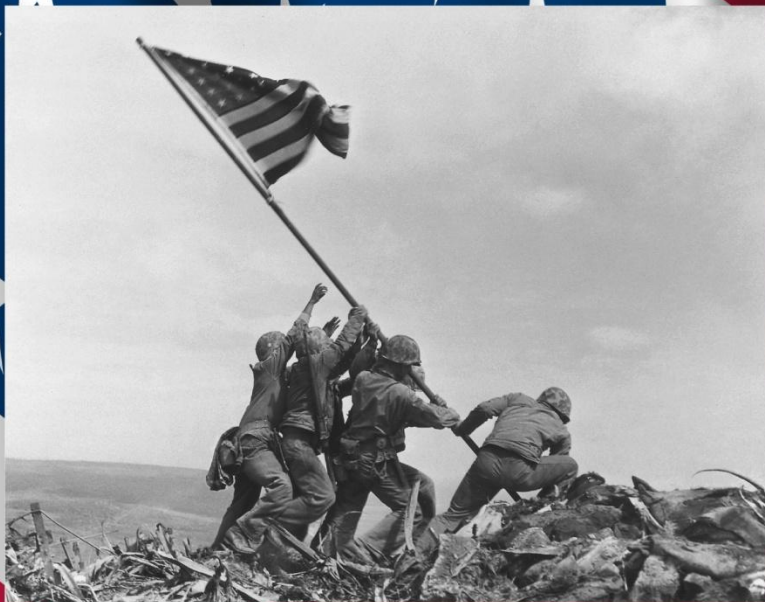


You can contact me for more information about any of the resources listed above. See you next month! I wanted to pass on my best wishes for a successful 2012 using Social Media.



The Vets-Cars Group

Providing Premier Auto Dealers With
An Effective Consultancy For Attracting
And Serving The Military And Veteran Community.



A Loyal And Deserving
Fifty Million Strong
Consumer Demographic

"Where Dealers Meet Heros."

No Message Could Have Been Any Clearer

By: [Cathy Nesbit](#)

Michael Jackson famously sang “I’m starting with the man in the mirror”, and we should all follow his advice. We want increased customer and employee retention, but how do we get there?

Start by scraping every prerecession method of doing business. I’ll admit that’s a strong statement, and I know it scares everyone. Take a couple of breaths before you continue reading if necessary.

We want to be happy employees and want to patronize businesses where they employ happy, highly trained employees. Do we genuinely believe that we can run a successful business and not take care of our employees? Your employees, in turn, do take care of your customers, right?!

We have to do everything in our power to make our place of business a place where people want to work, want to promote, want to be a part of what you’re trying to accomplish. Nothing will kill a business like unhappy or irresponsible employees. There are some, even when given the best opportunities, who simply don’t desire to be a part of anything positive. Those guys, you can toss. I’m sorry, but it’s true. Whether it’s insecurity, laziness, selfishness, or shortsightedness some just won’t embrace your vision.

Most know that if you contribute positively to the company, and that company grows you will be rewarded. We just have to make a place where people are proud to work...easy enough.

Encourage Positivity & Transparency...what would it hurt?! Positivity breeds more positivity. Transparency breeds understanding. If I’m positive & transparent and I’ve worked harder & smarter than all the guys at the other place then I’m getting the customer, their business, their respect and all the lovely stuff that goes with it (like word of mouth or word of facebook-even better).

To quote Kathi Kruse here “People no longer buy what you sell, they buy who you are.” Here at Harry Robinson Buick GMC, we have started implementing many of our goals. Firstly, the human resources director is remarkably in tune with the needs of the employees & she is extremely positive in her dealings. This is a terrific start because when people have issues they want to be able to go to someone who will truly try to help.

Also, we have implemented social media training. We stress the importance of interaction with customers & potential customers. (Social Media is, after all, the most effective and efficient way for us to connect with our customers) We are available to help in any way possible. We share content for employees to connect to, offer additional training by sending emails with many ideas & approaches. We have the most highly trained sales & service staff in our area. We have also updated the break rooms and training room; we had more parties, more volunteer opportunities, more charitable giving, and more exciting things going on here in 2011 than I can say. We are happy with the success of 2011 & more than excited to see what lies ahead in 2012.

Engaging & Loyalty. Engaging is the beginning of Loyalty. Customer & employee loyalty is the goal. We want both customers & employees to know that we care about them and are committed to them. Our goals in 2012 are to continue to commit to creating positive environments, empowering, making them feel valued, recognizing accomplishments & being their biggest fans, and biggest cheerleaders!

If we succeed we can expect happy employees, and increase productivity. If we succeed we can expect happy customers, and increase customer retention. In 2012, we want our customers to

give us an excellent review online and promote us on all their social profiles. We want our staff to take uberawesome care of every customer and potential customer that we see. We want to dominate the market hiring many more employees, sowing more happiness, more volunteerism & more charitable giving into our community than ever before. Go large or Go Home, I say!

"Everyone thinks of changing the world, but no one thinks of changing himself."

~ Leo Tolstoy



"If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends." - Jeff Bezos, CEO at Amazon.com





Editorial Calendar 2012

Social media is evolving at such a fast pace, we want to make sure to keep the magazine evolving with it; hence the reason we have only planned topics for the next six months.

2/12 – Formulating a strategy to last all year long


3/13 – Analyzing uses of social media in every department of a dealership

4/12 – Location based platforms/Foursquare Day (4/16) events

5/12 – In depth look at individual social platforms

6/12 – Blogging and tons of ideas for content creation

7/12 – Look back at the first half of 2012 and ROI on social media



Ask The Expert

By: Our Experts

Welcome to the January 2012 edition of Ask The Expert! This month, giving that it's the start of a brand new year, we asked the question, 'What social media goals are you making for the new year?' Here are the answers:

Our goals for 2012 via social media is to be actively involved with more charities that we began to help in June of 2011. And engaging more with our fans.

1. We currently have a FundRazr app in use via Facebook in raising money for a Non-Profit No kill shelter called Pets Alive Westchester. We
2. We also have launched our third 'Give Back' initiative where three local charities have the opportunity to win money simply by having fans vote for them on the Westchester Toyota Facebook fan page. The charity with the most votes gets a percentage from every car sold during a 90-day period.
3. We also have weekly trivia contest where we have local eateries sponsor and provide coupons for our fans.
4. Lastly, we are looking to help the children in the community and have successfully launched our first "Sketch 4 Westchester Toyota" contest where kids create their own Westchester Logo. The children win Toys R Us gift cards.

Laura Hidalgo **Social Media Manager, Westchester Toyota**

To use social media as a cost effective form of marketing as well as to increase retention and loyalty by creating a "dinner table" type of atmosphere with our current and prospective customer base.

Jim Henne **Fixed Operations Manager, Outten KIA**

At Jack Maxton Chevrolet, we realize that it is not about how many people follow you or are your fan. It is about the relationship that you have with the people that took the time to follow you and be a fan. We want to continue to grow and let people know about us and that we are there to help them answer any questions/comments they may have. Jack Maxton has been in business for over 80 years and with social media growing, we want to stay one step ahead.

Heather Todd **Web Marketing Specialist, Jack Maxton Chevrolet**

Our social media goals in 2012 include increasing employee participation in our social media efforts, and amping up our customer experience & loyalty. We have been working on employee & customer satisfaction and have lofty plans for increasing these efforts. We have planned many community projects for 2012. We genuinely enjoy the work we do with our Partner in Education school, and people have really embraced our help in the community. We have a blood drive planned to take place at Harry Robinson Buick GMC on January 18th. What better way to support our local community & raise awareness for Blood Donor Awareness month?! When we engage our local community we win.

Cathy Nexbit **Social Media Manager, Harry Robinson Buick GMC,**

Our goal in 2012 is to continue to leverage Social Media to expand our reach. As we continue to add Fans and Followers, this grows the number of people we can start conversations with. We know from past experience, the more people we engage with, the more leads we generate in the dealership.

Another goal would be to keep improving our online reputation. The more reviews our customers post regarding their experience with our dealership, the more credible our brand becomes. Along with this, we want to expand the number of review sites our customers are posting reviews on. The more sites a dealer is reviewed on, and the more reviews listed on each site, only

add to the confidence buyers will have in spending their money with you.

Joe Castle

Owner, Castle Chevrolet & Castle GMC Buick

At Fitzpatrick Auto Center we are working hard to improve our social media presence in 2012.

Some of our goals include making our customers more aware of our involvement in the community, things like promoting our yearly food drive. Posting the progress we're making and thanking everyone for their involvement. Letting people know what our weekly service specials are and what's going on in the world of service what are some of the new technologies coming out. Not only in the shop but in the cars they are working on.

We really want to work on connecting with the community so any high school or college sports in our town we'll do a post saying good luck or remind our fans that there is a game tonight. And when we have big sales instead of doing a post after a sale about big sales come out and buy a car. We'll do things instead like post pictures of a happy customer who just bought a car at our big sale. Or tweet things like another car sold to a happy Mr. Smith.

This year when we set out to do these things we also had to tackle the questions of is it better to be on all social medias? Or to pick a few and be really good at those? And we picked the 2nd one, we decided being really good in front of 500 fans was better than wasting 1000 fans time.

So our goal overall at Fitzpatrick Auto Center is not to promote sales or selling cars it's a free easy way to let the community know we care and want to be involved. And to let customers know about what's going on in the dealership.

Abby McKenna

Internet at Fitzpatrick Auto Center

My goal for 2012 is to educate Conicelli's sales team on the importance of social media so they will understand how they can apply Facebook, Twitter, YouTube, etc. in their everyday business activity. I will give specific examples of strategies that I have been using over the past few years that have drastically increased personal sales. They will learn to build

an online presence and be able to communicate with past customers and network with new prospective customers as well.

One in two Americans had smartphones by year end of 2011 (as compared to 1 in 10 people with smartphones in 2008). Text Advertising and mobile sites are more important than ever. We will make huge advancements to our mobile site in 2012 as well as maximize usage of our text service, where customers can text "Conicelli" to 50123 to find out monthly incentives, contest information, get coupons, and learn about newly released vehicles.

I will be advertising with QR codes a lot more this year than the previous years. I thought that QR codes might be a fad, but that is not the case. If you haven't heard of QR codes yet, you will. They are fairly new, but they are important. Every automobile manufacturer starting in 2013 will have a QR code in the bottom right corner of every window sticker as regulated by the US Government. Other businesses and their prospective customers are starting to use QR codes regularly, so having them online, on tv/newspaper ads, and around the showroom will be a good source of further engagement with our customers.

Michael S. Hammond Jr.

Internet Marketing Manager, Conicelli Autoplex

In 2012, Toyota of Manhattan's social media goals consist mostly of "giving back". In 2011 we started getting involved more in our community and starting working with local charities & organizations. We would like to give back to our community that has helped us thrive over the years. By using the power of "Social Media for Good", Toyota of Manhattan wants to help raise funds through our employees, friends, fans & customers donations (which Toyota of Manhattan will match in part) for local charities/foundations and individuals in our community in need of help.

Jason Schroeck

Social Media & Web Manager, Toyota of Manhattan

Our Readers Have A High Digital IQ



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

Girard's "Law of 250"

Becoming Exponential?

By: [Bob Burg](#)

Many years ago, in his bestselling, *How to Sell Anything to Anybody*, [Joe Girard](#) provided what he called his Law of 250. This basically says that most of us know about 250 people.

[Joe](#) knows from whence he speak. He was named by the *Guinness Book of World Records* as "[The Greatest Salesman in The World](#)" for 12 years in a row after having sold more cars than anyone else on the planet. And, we're not talking fleet sales, but individual, new car sales. WOW! And, he did this via relationship-building and lots and lots of referrals.

In a recent tweet, referring to the many connections people have on Twitter he wrote:

"The law of 250 may be even more now with the internet! Think of all the people waiting to be impacted in a positive way."

Of course, Joe being quite savvy, he knows that most of the people with whom we are connected or with whom we are "friends" are not people who we could genuinely say are true friends. However, many of them *are*...virtually or not. I'll go so far as to say that some of the people I treasure most as friends I either met *first* on [Twitter](#) or [Facebook](#), or have met *only* on Twitter or Facebook!

Social Media certainly provides us with the opportunity to get to know people we most likely would never have had the opportunity to meet

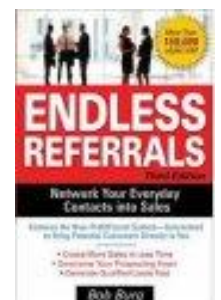
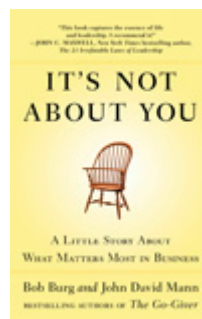
had it not been for these platforms. The key however (in my opinion), is understanding that every component of building a true and value-based friendship and/or business relationship holds just as true online as offline. Quantity does not necessarily equal quality.

It still comes down to, "All things being equal, people will do business with, and refer business to, those people they [know, like and trust](#)."

So, while having 35,000 or 100,000 or 15,673 or 2,175 connections on Twitter and 3,017 "friends" on Facebook doesn't tell the whole story, it certainly provides an opportunity to provide value to the lives of more people than we might have otherwise.

And, as Joe suggests: *"Think of all the people waiting to be impacted in a positive way."*

Check Out A Few Of Bob's Books!



Is Video Part of Your Social Marketing Strategy?

By: [Brian Pasch](#)

Have you ever taken a minute to see how you consume news and information? Are you getting your news and updates via email on your computer or mobile device? Are you reading the newspaper regularly or visiting CNN.com? Do you find yourself watching online videos produced by the networks or friends?

If you haven't been to CNN.com lately, you will see that a high percentage of the top stories are videos. CNN obviously believes it's much easier to absorb a news story by watching a video rather than reading a three-page article. I will tell you this benefit is amplified when you are traveling and relying on an iPhone for news.

Complete this sentence: "Did you see that funny viral _____". Did you complete the sentence with the words "blog post" or "photo"? Probably not. If you completed the sentence with the word "video" you may have some degree of envy for YouTube videos with millions of views. In many cases, these videos are not professionally produced but they educate, entertain, or challenge viewers in some way.

With this in mind, if you want to upgrade the engagement levels in your social media strategy, video production has to be part of your 2012 marketing strategy. The good news is that you

don't have to have a large budget to create engaging videos.

Here is a quick list of items that can help you create compelling videos using green screen technology, a wireless lapel microphone, and a video camera with an audio input jack:

- Sony HRD-CX-160 with external microphone input jack (\$400)
- WMS-PRO Wireless Microphone (\$140)
- Video Tri-Pod (\$40)
- Cowboy Video Lighting System with Chroma Key Green Screen Fabric (\$230)

In the popular book "Winning The Zero Moment of Truth" author Jim Lecinski shares that the most popular Google searches pertaining to cars are about price, performance, and features. If this is what consumers are seeking, why not give them the answers in a video.

Videos will allow you to communicate the passion of your business and add the personality of your staff. You have heard that consumers want to purchase products from people that they like and trust. Videos can build that rapport much faster than a one-dimensional photo or blog post.

You can start producing walk-around videos for each new model car you have for sale. Outline the new features that were added from the previous year and don't forget to add any third party accolades. Invite consumers to test-drive the vehicle so make sure your video is warm, friendly, and most importantly informative.

You can use these videos on your website, social media pages, and also in email responses to lead submissions. Linking to video assets can deliver more "punch" during the First Moment of Truth than a simple text email.

Once you get started, you will find that making videos is much easier than you thought.

Inexpensive software like Apple iMovie can add text, images, and effects to your videos to make them more visually appealing. Just give it a try and you will be amazed why it took you so long to get started with video marketing.



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Up To The Minute Social Media News

By: [David Johnson](#)

Need up to the minute news about social media: where it is and where it's going? Remember, the only constant in social media is change! Here are a few things you should check out.

Facebook Begins News Feed Ads Rollout

Facebook began a slow rollout of ads to the news feed today, but the units are not called Sponsored Stories - as some anticipated. Instead, according to the Palo Alto, CA-based digital giant, they are labeled "Featured" to distinguish them from earned media messaging that users sometimes see.

Annie Ta, Facebook spokesperson, explained the terminology in an email to ClickZ News late Tuesday. "Since people can see marketing messages from both Pages they have and have not Liked elsewhere on Facebook, we want to make it clear that marketers can only pay for stories to be featured in your News Feed if you have explicitly liked the Page," Ta said. "And because you are always connected to your friends, we are also labeling stories from your friends that have been paid to be featured in your News Feed as 'featured' to keep things consistent."

[Originally Published Here](#)

Google Merges Search and Google+ Into Social Media Juggernaut

Now we know Google's master-plan for integrating Google+ ever more deeply into the

Google ecosystem: Pour the whole thing into Google search. Starting today, Google+ members, and to a lesser extent others who are signed into Google, will be able to search against both the broader web and their own Google+ social graph. That's right; Google+ circles, photos, posts and more will be integrated into search in ways other social platforms can only dream about.

Google calls the search update "Search plus Your World." Jack Menzel, product management director of search, explained that now Google+ members will be able to "search across information that is private and only shared to you, not just the public web."

Google calls this access to "your web." So instead of all the public information that is already available to everyone searching via Google, so you can see information that you posted into Google's new social network and on some of Google's other services like Picasa Web.

[Read Full Story Here](#)

U.S. State Department Celebrates Social Media

Ever want to ask a question to State Department officials? Now's your chance. January has been declared "21st Century Statecraft Month" at the U.S. Department of State.

According to a statement from Secretary of State Hillary Clinton, 21st Century Statecraft is about using social media and the Internet in combination with more traditional foreign policy tools to connect people and achieve diplomatic goals. Throughout the month, the State Department will be engaging people around the world on a wide array of digital platforms.

Upcoming events include a live web chat with Alec Ross, Secretary Clinton's Senior Advisor for Innovation. Ross, who tweets from the handle @AlecJRoss, is a firm believer in using social media to help achieve the State Department's goals.

[Read Full Story Here](#)

The Real and Virtual Worlds Are Melting Together

Social science studies increasingly suggest that the divide between the virtual and real worlds is narrowing. Our experiences of reality may no longer constitute a duality. Nathan Jurgenson of Society Pages, a multi-blog social science forum hosted by the University of Minnesota, rejects the idea of dualism. "No longer can we think of a 'real' world opposed to being 'online,'" he says.

Be that as it may, a life that crosses virtual and the physical boundaries raises new issues, and requires fresh approaches to understanding technology and culture. Recent debates about the ownership of virtual air, for example, demand new perspectives and resolutions.


[Read Full Story Here](#)




"What's the ROI of your Mom?"

~ Gary Vaynerchuk,
Crush It, in response to
the question "What's
the ROI of Social
Media?"






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GRAB A BADGE

Social Media At NADA 2012

By: [Rob Hagen](#)

When one of the most fun loving industries invades “Sin City”, the motto “What happens in Vegas, stays in Vegas” is tweaked or should I say tweeted a bit different. The auto industries top yearly convention will be back in Las Vegas from February 3rd to 6th with huge names like former President George W. Bush and Chrysler CEO Sergio Marchionne, people are sure to break the code. Where will they be sharing this experience?

No doubt plenty of people will be tweeting and updating their statuses on Facebook from Las Vegas, so social media will be in practice and there will be incredible workshops teaching how to make it work for your dealership. Shaun Raines, of DrivingSales.com, has accumulated a best practices agenda for his workshop entitled “Proven Social Media Strategies of Top Dealers” that will be a must attend. Everyone at DrivingSales.com is on the cutting edge of technology and has a huge database of dealers to pull results from. Shaun will do his workshop at three different times during the convention so make sure to catch one.

Another workshop to make sure to attend is Brian Pasch’s “Ten Digital Marketing Strategies That Work Now”. Brian is widely considered one of the top minds in the auto industry with expertise’s spanning the entire digital spectrum.

I had a chance to catch up to Brian and get a little more information about his presentation. He said “I want to give dealers ten things that are

proven successful and easy to implement, it will be up to them where they start.”

Brian said his presentation will be broader than just traditional social media and cover several aspects of digital practices but when asked what he was most excited about in regards to evolving social media technology he was quick to answer “Google +”.

“We are already seeing big results with Google + in regards to SEO (search engine optimization),” Brian said. “Google + is already providing great backlinks and first page search results, which is huge in any successful digital strategy.”

Sensing the excitement in his voice, I asked what one tip he could share with our readers was. He said “If you have a multiple franchises like Chrysler, Dodge, Jeep, and Ram make sure to set up a Google + account for each brand. Create content for each brand and Google + makes publishing and sharing this content very easy and has for reaching results.”

Brian’s workshop can also be seen at three different times during the convention.

There will be many vendors demonstrating their social media products in the grand hall but let me shed one word of advice, leave the people in your social media. Automation is a wonderful thing and is a great tool in social media but don’t count on your computer to have conversations and build meaningful relationships with people in your community.

There is never a lack of social events at NADA so have fun, learn a lot, and get ready for a fantastic 2012!