

# DIY MARKETING TIPS LEVERAGING SOCIAL MEDIA



## DONT MISS OUT ON THE CONVERSATION

Conversations happen whether you're there or not. Social media is a great way to have a two-way conversation with your customers and reach new prospective customers.

- Start with a Facebook and LinkedIn account. Add in Instagram and Twitter next.
- Don't forget about your local social networks too. They often have social media outlets that you could leverage to expand your reach.
- Join communities. Whether it's Facebook Groups, Twitter Chats, or LinkedIn Groups, there are plenty of opportunities for you to connect with like-minded people.

## BE RESPONSIVE

It's the most important thing you can do!

- Check your social properties every day.
- Respond to every review - good and bad. It's ok to delete offensive comments and posts. Don't delete a negative post or comment if someone had a bad experience. Instead, respond and try to fix it.
- Follow your customers and engage with their posts (like, comment, etc.).

## MAKE A PLAN

- Create a monthly calendar and plan to post at least once per week on each platform - an account with no activity is worse than no account at all.
- Think about creating posts for holidays, anniversaries, customer birthdays, quarterly incentives, and model year changes.
- Involve your whole team. Encourage sales and service teams to share posts created by your dealership.
- Keep an eye on the competition. It's always a good idea to see what your local competition is up to on their social media platforms and websites.

## MEASURE AND OPTIMIZE

Social media is measurable! Use social media to help reach your marketing and sales goals. All social media platforms have analytics so you can get hard data on how your content is doing. Learn what works for your specific audience by keeping an eye on metrics.