



# Social Media & Your Dealership

## A Guide from Trader Interactive

In the current economic environment, many are turning to social media to stay connected to their family, friends, and even local businesses. Facebook has reported that usage across Facebook, Messenger, Instagram, & WhatsApp has **increased by more than 50%** over the last month.<sup>1</sup> Now more than ever, it's important to create or increase your social media presence to remain top of mind to your customer base and engage with your followers.

### Best Practices for Social Media:

Just having a social media presence isn't enough. You need to do it right. Below are some of the best practices for maintaining your social media presence during these trying times.

 **Select the channel that works best for your dealership** - Based on your customer demographics, we recommend starting with Facebook, YouTube and LinkedIn for Commercial/Equipment dealerships, and Facebook, YouTube and Instagram for Recreational dealerships such as RV and Cycle. It's important to not bite off more than you can chew, so start on one platform first. After you've mastered one, look to other social networks that your audience is on and try it out.

 **Post engaging content, not just content to make a sale** - Social media during these times has become a place to escape. Take time to ask how your followers are doing, share light-hearted, relevant content to help them escape and create a space for people to laugh during these tough times. Create videos on how to use your units during social distancing or at-home maintenance options. Sprinkle in new units that are on sale, create "stimulus" promotions, and share stories from satisfied customers every now and then. All of these things, or a combination of some, show you care about your followers and what they are going through.

 **Be consistent with your posting timeline** - You should post at least a few times per week, if not every day. Setting up a monthly calendar should help your dealership strategically plan out posts, including appropriate posts for dealership promotions, hours of operation, and servicing specials. Keep in mind that social media users are interacting in real time, meaning that to most dynamically engage them, some posts should be impromptu. Use free tools like Facebook Insights to see what time your followers are most active and on which days of the week, then engage with them during those times.

 **Use ads to target specific audiences that are likely to purchase** - Posting for-sale inventory to be seen by your followers is one thing, creating an actual ad that targets specific audiences is another. Extended advertising and retargeting campaigns are the bread and butter of social media sites, because they work. Start with a small budget, and see if it's worth increasing your spend when you're ready.

 **Respond to comments & messages in a timely manner** - Now more than ever, consumers are more inclined to engage now that they aren't distracted by external environments. As you are posting new content, don't just post and then forget it. Respond to questions, comments, and messages quickly so your followers know you're active and eager to engage with them. According to Lead Connect, **78% of buyers** will buy from the first business that responds to them.<sup>2</sup> Set up key team members with alerts on new comments, messages, etc., and make sure they are by responding within the first 5 minutes of an inquiry.

 **Set goals & measure effectiveness to ensure your social strategy is working** - Just like with any other strategy, you should have a goal in mind such as increased website traffic from social accounts. Then, track it. Knowing what is and isn't working will ensure continued success for your dealership.

Social media provides an invaluable avenue for you to reach consumers right where they are, especially these days as they sit at home on their phones or tablets. **The Top 3 Benefits of Social Media Are:**

-  **Build & Maintain Brand Awareness**
-  **Develop Reputation & Relationships**
-  **Grow Your Business**

**Connect With Us Today** For more information on how your dealership can be more successful on social media for your dealership, please contact us at Marketing@TraderInteractive.com or (800) 684-6104.

1 - <https://techcrunch.com/2020/03/26/report-whatsapp-has-seen-a-40-increase-in-usage-due-to-covid-19-pandemic/>  
2 - <https://www.vendasta.com/blog/lead-response-time>