



Move more inventory and build your brand: CDK Social and Reputation Management

CDK Reputation and Social Media solutions help you sell and service more vehicles. We build and protect your reputation and brand to convert more shoppers into buyers and repeat customers. No matter what your needs, CDK Global has a solution to help reach your goals.

80%

of car buyers are more likely to turn to social media for car buying advice than a sales associate.³

6X

Dealers with a vendor managed reputation solution experience six times the number of Google reviews than dealers without a solution.³

Feature	CDK Managed Response	CDK Managed Social	CDK Premium Managed Social
Managed reputation: response to 100% negative + 50% positive survey reviews within five days and to third-party reviews on top five sites within three days	●	●	●
Stay up to date on strategy and best practices via monthly support calls and webinar training	●	●	●
Grow your third-party reviews via automated CDK SMS / text requests ¹	●	●	●
Facebook Marketplace – have your used inventory seen and searched by millions of active shoppers on Facebook Marketplace	●	●	●
Connect with more shoppers where they are: Facebook Marketplace & Chat - CDK can connect Facebook Messenger to your chat provider ²		●	●
Reach more active shoppers with your valuable posts – optional Facebook boosted posts (\$100 increments – no mgmt. fee) ⁴		●	●
Engage more shoppers with your inventory and build leads - VIN-level Facebook advertising (media spend at dealer discretion. 20% mgmt. fee) ⁴		●	●
Drive social traffic to your site inventory with a content strategy and assets based on your inventory priorities and promotional needs		●	●
Build shopper confidence – promote your meaningful positive reviews on Facebook + Twitter		●	●
Stay top of mind with managed social publishing five times a week		●	●
Tailor your branding with social media page enhancements		●	●
CDK aligns your social strategy to land your dealership goals and objectives at the beginning, and reevaluates status after six months		●	●
Generate more leads – Google My Business ‘Click to Message’ set up (your dedicated SMS number in Google Maps listings)			●
Protect your brand – CDK consults with you on your negative review strategy and response management			●
New! Grow your social site to website conversions. One seasonally topical blog per month shared on your social channels			●
New! Achieve consistency with comprehensive strategy + content creation for brand promotion across digital channels			●
New! Monitor social media strategy performance across marketing channels with Google Analytics support			●
New! Brand management via Google My Business posting			●
New! Deliver a consistent shopper experience on your digital and social channels using images and copy that align with your go-to-market strategy			●
Control the conversation – managed response to social posts on your social pages within 48 hours			●
Monthly calls to stay aligned on multichannel marketing strategy and results			●

Visit gmpackageguide.com/primary-reputation-management/opt-in or call 877.333.3138

¹ Requires dealer provided dedicated SMS number. ² Requires a chat vendor that supports API integration with Facebook Messenger. ³ Sources: CrowdTap, 2015. CDK Insights 2018
⁴ Available for an additional cost at dealer's discretion. No budget/spend dictated by Social package.
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