



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.²

6X

Dealers with a vendor managed reputation solution experience six times the number of Google reviews than dealers without a solution.²

Feature	CDK Managed Response	CDK Managed Social	CDK Premium Managed Social
Monitor GM-identified platform for alerts and survey reviews.	●	●	●
Respond to reputation management survey reviews (which must use GM-identified platform) and 3rd-party ratings/reviews on the top 5 sites as defined by GM.	●	●	●
Manage all responses to reputation management survey reviews and 3rd-party reviews on the top 5 sites as defined by GM.	●	●	●
Provide monthly support calls/webinar training and provide.	●	●	●
Provide response to 50% positive surveys within 5 business days. Provide response to 50% positive 3rd-party reviews within 3 calendar days.	●	●	●
Provide response to 100% positive surveys within 10 business days. Provide response to 100% positive 3rd-party reviews within 10 calendar days.	●	●	●
Provide response to 100% negative surveys within 5 business days. Provide response to 100% negative 3rd-party reviews within 3 calendar days.	●	●	●
Provide Dealer Contact Report within first 15 days of contract and updated quarterly.	●	●	●
Stay up-to-date on strategy and best practices via monthly support calls and webinar training.	●	●	●
Facebook Marketplace: have your used inventory seen and searched by millions of active shoppers on Facebook Marketplace.	●	●	●
Manage and post (immediately or scheduled) to Dealer's social media sites 5 times per week.		●	●
Tailor your branding with Dealer social media page enhancements.		●	●
Engage more shoppers with your inventory and build leads - VIN-level Facebook advertising (media spend at dealer discretion. 20% mgmt. fee).		●	●
Build shopper confidence - promote your meaningful positive reviews on Facebook and Twitter.		●	●
CDK aligns your social strategy to land your dealership goals and objectives at the beginning, and re-evaluates status after 6 months.		●	●
Reach more active shoppers with your valuable posts - optional Facebook boosted posts (\$100 increments - no mgmt. fee).		●	●
Facebook Marketplace and Chat: CDK can connect Facebook Messenger to your chat provider.		●	●
Control the conversation – managed response to social posts on your social pages within 48 hours.			●
Generate more leads – Google My Business 'Click to Message' setup (your dedicated SMS number in Google Maps listings).			●
Grow your social site to website conversions. One seasonally topical blog per month shared on your social channels.			●
Monitor social media strategy performance across marketing channels with Google Analytics support.			●
Deliver a consistent shopper experience on your digital and social channels using images and copy that align with your go-to-market strategy.			●
Brand management via Google My Business posting.			●

Visit gmpackageguide.com/primary-reputation-management/opt-in or call 877.333.3138 press 7 for Reputation Management

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

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