

# Enhance Your Online Reputation

## With our Managed Service Plans

	Turbo	Supercharged	Nitrous
<b>BOOST YOUR REVIEW VOLUME AND QUALITY</b>			
<b>SMS Text Messaging Mobile App</b> - Send text message review requests either individually or in bulk (10 days after the survey).	✓	✓	✓
<b>Organic Search Accelerator</b> - Take advantage of our Private Google API to have customer surveys pushed to Google. <b>New! Reputation.com Exclusive</b>	✓	✓	✓
<b>Dispute Resolution Assistance</b> - We will work with Google and Facebook on your behalf to remove reviews that violate their terms of service. <b>Bonus Feature</b>	✓	✓	✓
<b>OPTIMIZE YOUR SOCIAL MEDIA PRESENCE</b>			
<b>Managed Social Publishing</b> - We will create and publish attractive and engaging posts on sites like Facebook.	4/wk	7/wk	7/wk
<b>Social Media Page Enhancements</b> - We will optimize your profiles by conducting an audit, providing best practices guidance, and helping you implement changes.		✓	✓
<b>Facebook Boosted Posts</b> - We will identify and boost your top performing organic content to increase visibility and drive more traffic to your store. <b>New! Bonus Feature</b>		\$50/mo (included)	\$100/mo (included)
<b>Review Sharing</b> - We will identify and distribute meaningful positive reviews to sites like Facebook on your behalf.		✓	✓
<b>Social Activity Management</b> - We will monitor sites like Facebook and Twitter, delete spam, and alert you to items that need your attention. <b>Bonus Feature</b>			✓
<b>Facebook Posts in Spanish</b> - We will create and publish up to two Spanish language posts each week. <b>New! Bonus Feature</b>			✓
<b>Facebook Job Postings</b> - We will help you tap into the biggest social community in the world to find talent and meet staffing needs. <b>New! Bonus Feature</b>			up to 4/mo
<b>ENHANCE YOUR ADVERTISING EFFORTS</b>			
<b>Paid Search Accelerator with Google Seller Ratings</b> - As a Preferred Google Partner, we will integrate surveys with your Google AdWords campaigns to enhance your ads and optimize results. <b>Reputation.com Exclusive</b>		✓	✓
<b>Google My Business Posts</b> - We will create and publish posts to drive traffic to your website, promote sales events, and more. <b>Bonus Feature</b>		1/wk	1/wk
<b>Digital Advertising Advisor</b> - An experienced advertiser will help you optimize social media advertising by analyzing your marketing budget, making recommendations and identifying cost-savings and enhancement opportunities. <b>New! Reputation.com Exclusive</b>			✓
<b>Waze Local Ads</b> - We will help bring drivers to your dealership by creating and publishing a meaningful local ad experience via the world's largest community-based navigation app. <b>New! Reputation.com Exclusive</b>			\$180/qtr (included)
<b>Social Media Advertising Add-On</b> - Increase your reach and enhance your results with a package that best matches your goals and budget. See page 3 for details.	✓	✓	✓

Plans continue on the next page

# Managed Service Plans

(continued)

## IMPROVE ENGAGEMENT WITH CUSTOMERS AND PROSPECTS

**Managed Survey and Review Responses** - Our team of experts will respond to surveys and reviews on the top five review sites within three days.

**Review Response in Spanish** - If a customer posts a review in Spanish, we'll respond in Spanish. **New! Bonus Feature**

**Conversation Management** - We will respond to people who engage with you on sites like Facebook, Instagram and Twitter within 48 hours.

## OPTIMIZE YOUR DEALERSHIP'S PERFORMANCE

**Dedicated Customer Success Manager (CSM) and Training** - Your CSM will make sure we're helping you meet your goals. Once you're up and running, they will check in with you each month to provide updates and guidance and will be your main point of contact for questions and issues. We will also provide monthly webinar training.

**Reputation Manager Mobile App** - Get survey and review alerts, access the dashboard and manage your dealership's reputation on the go.

**Analyze the Local Competition** - See how your dealership's online reputation stacks up against other local dealers like Ford, Honda, Chrysler, etc. **Reputation.com Exclusive**

**Reputation Score Optimization** - Work with your dedicated CSM to identify actions you can take to improve your Reputation Score. **Bonus Feature**

**Traffic Insights** - Understand how customers find and act on business listings, then use that information to drive traffic and engage customers. **Reputation.com Exclusive**

**Operational Insights** - View trends and sentiment analyses to gain actionable insights for both your sales and service operations. **Reputation.com Exclusive**

**Customized Management Reporting** - Work with your CSM to create, generate and distribute meaningful reports for key decision makers. **Reputation.com Exclusive**

**Expert Consulting & Quarterly Performance Review** - Your CSM will set goals with you at the beginning of the year and reevaluate them with you after six months. In the Quarterly Performance Review, they'll take a deeper dive into your dealership's reputation activity and results and provide related recommendations.

	Turbo	Supercharged	Nitrous
Managed Survey and Review Responses	All	All	All
Review Response in Spanish			✓
Conversation Management			✓
Dedicated Customer Success Manager (CSM) and Training	✓	✓	✓
Reputation Manager Mobile App	✓	✓	✓
Analyze the Local Competition	✓	✓	✓
Reputation Score Optimization	✓	✓	✓
Traffic Insights	✓	✓	✓
Operational Insights	✓	✓	✓
Customized Management Reporting	✓	✓	✓
Expert Consulting & Quarterly Performance Review		✓	✓

### Enroll in Turbo and Get:



OR



Omaha Steaks gift card

Amazon Echo

### Enroll in Supercharged and Get:



OR



Amazon Echo Show

Google Home Hub

### Enroll in Nitrous and Get:

Nintendo Switch



**Don't Forget about our Social Media Advertising Add-On Packages!**

# Social Media Advertising Add-On Packages

**Effective advertising not only promotes your business, increases traffic to your dealership, and drives revenue - it can also improve your online reputation.**

**Our Social Media Advertising packages are designed to do all of the above!**

- Available to all GM dealers.
- No set-up fees!
- Led by a Facebook-certified Campaign Manager.
- Service fee capped at 20%.

## Jump Start

Introduce more in-market shoppers to your dealership and get their eyes on your vehicle detail pages.

## Accelerate

Give your sales team more contacts and hot leads to close more deals in a shorter timeframe.

## Top Speed

Earn a better return on investment by utilizing additional optimization tactics, unique creative and ad placements, in combination with additional conversion tracking.

## Overdrive

Make your social ad dollars unbeatable with an all-encompassing social ad strategy that keeps your competitors out of sight from in-market shoppers in your area and your sales pipeline full.

	Jump Start	Accelerate	Top Speed	Overdrive
<b>Spread the word about your vehicles and services with...</b>				
Sales and/or service ads on Facebook and Instagram	1/mo	Up to 2/mo	Up to 3/mo	Up to 10/mo
Lead ads (either sales or service) on Facebook, with customer information provided to your dealership		1/mo	Up to 2/mo	Up to 4/mo
Dynamic Inventory Ads*			✓	✓
Custom ads on Facebook and Instagram			Up to 2/mo	Up to 12/mo
Extended advertising to additional social channels for maximum reach to drive incremental site visitors				✓
<b>Optimize Your Efforts with...</b>				
Strategic review and reporting insights calls	1/mo	2/mo	3/mo	4/mo
A/B Testing for optimal performance		✓	✓	✓
Offline conversion tracking to see how your ads drive in-store visits**			✓	✓
Access to Facebook advanced features and beta testing				✓

\*requires integration with inventory management system

\*\*requires provision of customer sales data