

TeamVelocity®

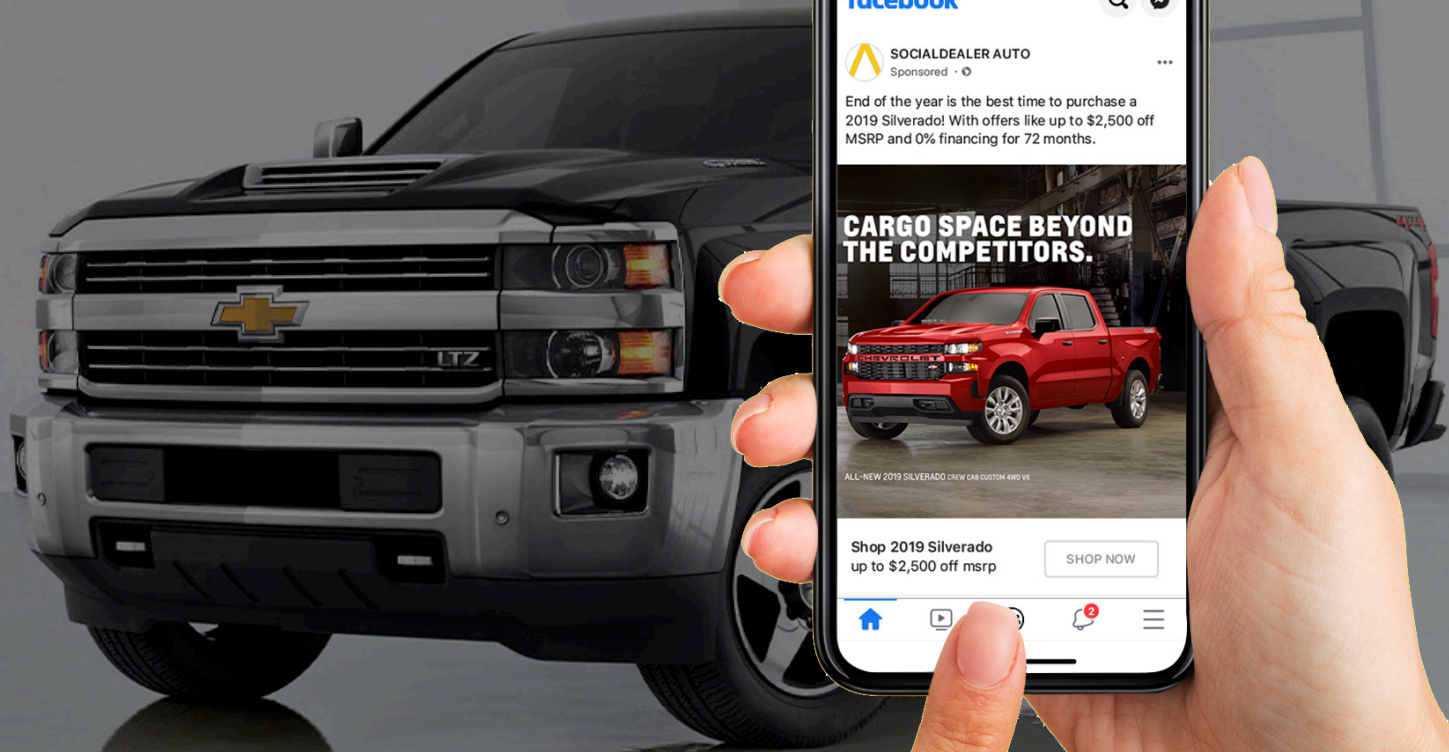
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SOCIALDEALER®

GM 2020 Program Guide

Last Revised 11.26.2019

GENERAL MOTORS



Starter Package

Managed Response

Services include:

- + Professionally-managed reputation services
- + Human response to all positive & negative reviews
- + Survey response
- + 3rd party review response included but not limited to:



*Provided dealer has login credentials to these additional sites



- + All responses will be provided within three calendar days for all positive and negative reviews
- + Monthly performance and coaching calls with dealership
- + Provide global social guidelines and industry best practices within the scope of GM

Pro Package

Managed Social

Services included from Starter Package PLUS:

- + Distribution of meaningful positive reviews to alternate sites
- + Professionally-managed organic social postings
- + Five organic posts per week
- + Social media page optimization
- + Social media targeted paid advertising
- Monthly spend is dealers discretion**
- Management fee capped at 20% of ad spend**
- + Facebook Blueprint certified management
- + Monthly goal and KPI setup
- + Monthly reporting & review

Premium Package

Managed Premium Social

Services included from Starter and Pro Packages, PLUS:

- + Use of third party data for hyper-targeted audience marketing*
*Utilization of first party and third party data allows SOCIALDEALER to hyper-focus on selected target audiences with auto intent. This narrows the audience search beyond what social media channels offer creating a richer audience set to target.
- + Integrated reporting of Facebook analytics, Instagram analytics and Google analytics
- + Managed response to all social posts within 48 hours



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Standards For Excellence



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#BeASOCIALDEALER

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We look forward to serving General Motors with the highest quality reputation and social management.

