

GM Dealer Social and Reputation

DEALER DIGITAL SOLUTION



WHY NAKED LIME?

- Proven success in past reputation program participation, and other current GM Dealer Digital Solutions.
- 10+ years of experience in automotive-specific reputation management.
- Strong team of field representatives to actively manage accounts.
- 300+ specialists trained and organized to provide unparalleled, uninterrupted service.

	Managed Response	Managed Social	Premium Social
Monitor alerts and survey reviews.	●	●	●
Assign dedicated specialists to manage your account and be your reference point for questions and support.	●	●	●
Manage responses to reputation management surveys.	●	●	●
Manage responses to reviews on dealership's top 5 sites, including Google My Business.	●	●	●
Provide monthly support calls and dealership training.	●	●	●
Respond to 100% of surveys and third-party reviews on the top 5 sites (as defined by GM, including Google My Business) within 24–48 hours.	●	●	●
Set goals and objectives with the dealer, evaluate performance, and recommend adjustments for continuous improvement.	●	●	●
Manage dealer's chosen social media sites (Facebook, Twitter, Instagram, LinkedIn, Google My Business, etc.), posting a minimum of 5 times per week.		●	●
Post at optimal times based on machine learning and when fans are most likely to engage with content.		●	●
Curate local content for posts that are meaningful to your specific audience.		●	●
Provide social media strategy and direction with content calendar.		●	●
Optimize social profiles with updated and accurate dealership information and images.		●	●
Create custom social media graphics to coordinate with campaigns and branding.		●	●
Advertise inventory with VIN-level Facebook ads (at dealer discretion).		●	●
Expand social media reach with boosted Facebook posts (at dealer discretion).		●	●
Distribute meaningful positive reviews to Facebook and Twitter.		●	●
Reply to social post comments and engagements within 48 hours.			●
Provide consolidated reporting of Facebook analytics and Google Reviews in Google Data Studio.			●
Create and distribute "Review Us" video to encourage reviews and customer engagement.			●
High quality point of sales material to increase online reviews.			●