

Social Media

Build Your Community and Drive More Traffic to Your Website



Social Media can help you build rapport with your customers, change the perception of your dealership, and gain referrals.

To effectively build your social community, you need a solid strategy combined with a consistent and ongoing dialogue in the social media channels. That means implementing best practices such as updating your Twitter page 3x per week, Facebook 1x per day, and creating new blog content at least 1x per week.

It's time consuming, so while you and your staff focus on what you do best – selling cars – you can rely on an ADP Digital Marketing / Cobalt dedicated Social Media Specialist to drive your social media strategy.

We will:

- Work with you to build a social media strategy, and develop and post content on a consistent and ongoing basis
- Turn prospects, customers, and their families and friends into 'fans' who will recommend you by proactively and regularly engaging with your community on websites like Facebook, Twitter, and YouTube
- Increase your search engine rankings and drive traffic to your website through optimized content on your blog and your social media websites
- Educate your dealership staff on the best practices of creating and engaging your community through effective social media content



With our Social Media solution, other dealers have increased their fan base from **150 potential customers to 1050+ potential customers.***

Our social media solution helps you build, manage, and engage your community.

1-877-613-4993

Cobalt[®]

