

so, are you
ready to
get **involved**
with your
social pages



HERE are some things you can TRY:



YOUR PARTS DEPARTMENT

Launch a "Guess a Part" contest. Post a picture of a part and see if anyone is able to guess the part and where it belongs. Winner could receive a discount on the parts they need!

Introduce followers with **fun facts about each of your parts employees.** This will give your customers an inside look at employees who usually operate 'behind-the-scenes'.

Is there a particular part that seems to always cause your customers trouble? **Post some images and tips** on how to maintain it to avoid bringing it into your dealership.

Capture customer testimonials! If someone takes the time to review your dealership, go ahead and share it! You can even ask a customer who had a great experience to write a testimonial and then take their photo.

YOUR FRONT DESK TEAM

Attending any **community events?** Be sure to let your followers know so they can meet you there!

Highlight company events and/or special occasions. For example, if you are having an employee appreciation lunch/party, take some photos and share it out to your followers.

YOUR SALES DEPARTMENT



Do you have a team member celebrating a birthday? **Give them a shout out on social media!**

Is a customer celebrating a special event, such as 10 years in business? See if you can get a story about them along with their picture. **Ask them how they have been successful and share these tips out to your followers.**

Test out new contests to bring people into your dealership and/or interact with you online. For example, you could have a dirtiest truck/tractor/skid steer contest, and ask your followers to post images. The winner could win a free wash!

Have a new customer? Ask if you can **take a photo of them next to their new purchase!** Then, tweet it or post it on Facebook thanking them for their business and tagging them in the post.

Aside from posting, there are **OTHER** ways you can **ENHANCE** your social page's presence.

THESE TIPS WILL HELP YOU GET STARTED:



Share content created by others

Many OEM lines have their own social accounts and create great videos showcasing the products your business may sell. Follow these accounts and share content you think may resonate with your customers! Everyone loves a good video!

Listen to your followers

Respond to comments, shares and messages as quickly as possible. By showing followers that your business is listening to them, followers will be more willing to engage with your page.



Promote your social pages everywhere

And by everywhere, we mean everywhere: On multiple pages of your website, on your blog, on signage in your storefront, in print advertising, on your business cards, and in your email marketing messages.



Follow & Engage with other brands

A great way to attract followers to your page is to follow other businesses, brands, and leaders in your industry on social media and interact with their content. Taking this step can help expand the reach of your own page.



Have a spare 5 minutes? Login to Twitter and **follow local businesses** in your area!



Login to your Facebook and **leave comments** as your business page on posts from OEM lines your business carries.



Share the social media love and watch the engagement on your business page skyrocket!

Have **Questions?**
Want **MORE ideas?**

Contact your **Social Media Specialist** for help **TODAY!**