



# GM Dealers benefit from Managed Services!

Our GM Dealer Digital Solution managed service packages are designed to improve your online reputation through increased review volume, greater customer engagement, an enhanced social media presence, optimized reporting, and more!

**A great online reputation drives prospects and customers to your dealership and increases business.**

All three GM Dealer Digital Solution packages focus on driving dealer success with dedicated Customer Success Managers, on-demand training, advanced reporting and dealer tailored, interactive education.

**+88**

Higher Rep Score on average

**+77%**

Greater review volume on average

**+81%**

More survey responses on average

**+76%**

Increase in positive reviews on average

All Metrics are based on YTD performance of dealers on a Managed Service compared to dealers not, from January 2023-September 2023

	Managed Response	Managed Response Plus	Managed Social
<b>Core Features</b>			
<b>Dedicated Customer Success Manager (CSM)</b> - Your Reputation point of contact who will partner with you to ensure your ongoing success and provide you with white glove support	✓	✗	✓
<b>Monthly Check-In Call</b> - Your CSM will meet with you to review your dealership's performance and provide feedback	✓	✗	✓
<b>3rd Party Review Response</b> - Our team of experts will monitor and respond to 100% of positive and negative reviews on the top GM review sites within 3 days	✓	✗	
<b>Program Review Request Response</b> - Our team of experts will monitor and respond to 100% of positive and negative program review request feedback within 5 days	✓	✗	
<b>Social Conversation</b> - We will respond to people who engage with you on sites like Facebook, Instagram & Twitter within 48 hours	✓	✗	✓
<b>Review Dispute Resolution</b> - We will work to remove reviews that violate terms of service on sites, including Google & Facebook	✓	✗	✓
<b>Review Sharing</b> - We will distribute meaningful positive reviews weekly on sites including Facebook, Twitter, Instagram & TikTok		3X/week	3X/week
<b>Social Media Page Enhancements</b> - We will optimize your profiles by providing best-practice guidance and help you implement changes on sites including Facebook, Twitter, Instagram & TikTok		✗	✓
<b>Social Content Publishing</b> - Ensure your dealership is thriving with always on brand content on sites including Facebook, Twitter, Instagram & TikTok	3X/week	7X/week	7X/week
<b>Setting Goals and Objectives</b> - Your CSM will take a deep dive into your dealership's reputation activity and results and work with you to identify areas for improvement		✗	✓



# Boost Performance with More Features and Services

	Managed Response	Managed Response Plus	Managed Social
<b>Core Features</b>			
<b>Facebook Boosted Posts</b> – We will identify and boost your top performing organic content to increase visibility and drive more traffic to your dealership		\$25	\$100
<b>Instagram Reels Posts</b> – We will publish at least one engaging Instagram reel per month		✓	✓
<b>Facebook Story Posts</b> – We will publish at least one engaging Facebook story per week		✓	✓
<b>Quarterly Social Performance Reporting</b> – We will schedule reporting that focuses on how your posts and boosted posts perform, as well as engagement across sources		✓	✓
<b>Reputation Optimization</b>			
<b>Voice of the Employee</b> – We will pull in reviews from sites like GlassDoor to enable you to monitor feedback from current and former employees	✓	✓	✓
<b>Reputation Mobile App</b> – We will help you customize your mobile app dashboard to maximize how you manage your online reputation on the go	✓	✓	✓
<b>Reputation Score X Optimization</b> – We will help you identify prescriptive recommendations to improve your Reputation Score	✓	✓	✓
<b>Reputation Strategic Dashboard</b> – Work with your CSM to create and schedule meaningful reports for key decision makers	✓	✓	✓
<b>Analyze the Local Competition</b> – Select dealerships that you compete with to monitor how your online reputation stacks up against theirs		✓	✓
<b>Monthly Performance Reporting</b> – Your CSM will schedule customized reporting focused on reputation activity and results	✓	✓	✓
<b>Trending Topics</b> – Let your CSM help you analyze customer comments to identify strengths & weaknesses and change month over month	✓	✓	✓
<b>Social Media Optimization</b>			
<b>Survey and Review Response in Spanish</b> – If a customer posts a review in Spanish, we'll respond in Spanish		✓	
<b>Facebook Posts in Spanish</b> – We will create and publish up to two Spanish language posts each week		✓	✓
<b>Social Advanced</b> – Your CSM will schedule custom content, such as special events and offers, to be published as requested by your dealership		✓	✓
<b>Consolidated Message Center (Inbox)</b> – We will enable inbox for managing conversations generated from SMS, Facebook and Google Business Profile		✓	✓
<b>Connections Health Check</b> – Your CSM will alert you and schedule reporting displaying the status of your social connections on the Reputation platform	✓	✓	✓