

# Social Marketing & Reputation Management

A Managed Solution from  
ADP Digital Advertising

*Introducing a Dealer Solution from the ADP Digital Marketing team that provides the services and technology needed to grow a dealership's overall volume of business opportunities by tapping into the power of Social Networks and online Reputation Management...*

*This presentation will outline the following:*

- 1. Why should I consider it? Value Proposition**
- 2. What is it? Solution Components**
- 3. How does it work? Tactical Delivery Points**
- 4. What does it cost? Components and Costs**



# Autoblog

twitter

Linked in



KUDZU.com

AOL

WORDPRESS.COM

TypePad  
Inform. Influence. Inspire.

TAGGED

Ning

digg™



Dealers currently see  
the Social and UGC  
Online Landscape as  
a bewildering array of  
brands and sites!

com

WIKIPEDIA

YouTube  
DEAL CHECKUP.COM

YAHOO!

Blogger

Google  
metacafe

blogarama  
the blog directory

You Tube

del.icio.us

Google

Y! VIDEO  
THE CAR CONNECTION.COM  
YOUR FIRST STOP FOR VEHICLE SHOPPING

msn

myspace.com  
a place for friends

Easy as



1. It's as Easy as ADP to leverage the overwhelming growth in consumer use of Social Networks and User Generated Content (UGC) sites.
2. Develop your Social Marketing and Reputation Management Strategy utilizing "Positive Word of Mouth" amplified with the power of the Internet to enhance your good reputation.
3. Create top of mind awareness and elevate your dealership's brand in a more cost effective manner than either CRM or advertising alone.
4. Tap into consumer adoption of Social Networking and User Content Creation by creating your own online community of customers, employees and suppliers.
5. Update your community daily with high quality content such as Videos, Photos, the Latest Reviews, Road Tests, Interviews, Articles and content supplied by OEM, enthusiast publications and your customers!

6. ADP will build your dealership sponsored online community using the most powerful social networking platform technology available to make it easy, fun and rewarding for your customers to participate.
7. Using a combination of OEM and enthusiast publication content , ADP will incorporate highly desirable content which is automatically updated daily to create an engaging and rich experience for people in your local market area.
8. ADP Social Marketers will publish blogs, forum discussions, photos and videos that will stimulate your community members to respond and create their own content, triggering others to join in!
9. ADP will build and deploy a comprehensive content distribution strategy that uses Really Simple Syndication (RSS) and embedded HTML code (Widgets) built into your dealership sponsored community to push content and member activities out to the most popular sites on the web, such as:



Your dealership will achieve a highly positive presence within today's most popular sites where customers spend hours and hours of their online time. Your dealership sponsored content syndication will grab people's attention and pull them into your online community. ADP will use your online community's syndication power to connect your dealership to the millions of people using sites such as:

Social & Pro Networks	UGC Sites	Video & Photo	SMS & Favorites	Reputation
Facebook	Blogger	YouTube	Twitter	DealerRater
MySpace	TypePad	Flickr	Digg	Edmunds
LinkedIn	Wordpress	Vimeo	Delicious	Yelp

## Why use ADP Digital Solutions?

1. ADP has a staff of Social Marketing Analysts who stay on top of which sites are the most effective. We know where to get the best content to keep your online community and syndication fresh and relevant to your customers
2. ADP uses DMS, Lead Management and CRM data to invite customers to your community, an important part of creating high quality sales opportunities
3. ADP has access to OEM and independent sourced data feeds that leverage information, photo and video content to update your online community daily
4. ADP knows how to take advantage of powerful social network platforms as an online magnet to pull in and engage car shoppers, along with your current sales and service customers with your involvement and participation
5. ADP is the only dealership supplier that knows how to guide your community towards reaching critical mass needed to achieve the Web 2.0 alchemy that drives dealership opportunities to do business

# Social Marketing/Reputation Management Strategy<sup>9</sup>

## *ADP Organizes into Solution Component Categories*

1. Social Networks
2. Professional Networks
3. Video Hosting Sites
4. Photo Hosting Sites
5. DIY Publishing (Blogs)
6. Consumer Reviews & Ratings
7. SMS, Status & Bookmarking
8. Social Network Platform Tools



Easy as





**SANDERSON**  
*Ford*  
LINCOLN MERCURY

[www.SandersonCommunity.com](http://www.SandersonCommunity.com)  
Dealer Sponsored Online Community

DigitalRalph says:

***“Use a network of Web 2.0 sites connected to your online community as a social marketing strategy”***

Easy as



*ADP connects and manages components to deliver turn-key Social Marketing/Reputation Management ...*

DigitalRalph says:

***"Use your network of connected Web 2.0 sites for push-pull syndication of OEM supplied and User Generated Content assets. Leverage your car company's daily updates and get your customers to create content that provides most of the updating work needed to keep your site relevant!"***



# ADP SM/RM Solution Component Deployment Example



# Social Marketing & Reputation Management

## Value Added ADP Solution Components



- Manage Your Online Reputation
- Reach In-Market Customers
- Increase SEO Value



flickr™ LOVES YOU



BMI



Digital Advertising  
Flash Presentation



OpenSocial

Easy as



## SOCIAL MARKETING SOLUTION COMPONENT COSTS AS SHOWN

Easy as 

1. Automotive Community Ning Premium services bundle - **\$195 a month**
2. DealerRater Certification and Advertising- **\$295 a month**
3. Network Solutions Domains & DNS Hosting (5) **\$35 a month**
4. Facebook - **\$500 a month** for business profile account and PPC advertising
5. MySpace - **\$500 a month** for profile, blog and CPM advertising
6. YouTube - **\$500 a month** for Dealer Channel and CPM advertising
7. Flickr - **\$25 a month** (premium business package)
8. Video Syndication Service - **\$295 a month**
9. BMI commercial music fair use licensing - **\$35 a month**
10. Rebate and Incentives iFrame web service - **\$50 a month**
11. Member Rewards Program plug in app - **\$50 a month**
12. Google Analytics (Premium) in community site - **\$25 a month**

**Supplier List above = \$2,505 monthly “Subscription & Advertising Costs”,**  
plus additional ADP resource costs of providing :

- **32 Hours** Initial Setup Labor (4 days of Social Marketing Analyst)
- **16 hours** monthly maintenance (4 hours/week ADP analyst )
- **4 hours** monthly report creation, metrics review and analysis
- **1 hour** monthly conference call w/dealer to review results/reports

**Dealer Cost : \$4,995 a month @ 12 month term...**

# Dealership Communities

Easy as **ADP**

Your Dealership Community “Social Network” site is the hub of your Hub-and-Spoke Social Marketing and Reputation Management Strategy



# Ford Of Kirkland Community

Welcome to Seattle's Community for Ford Customers, Employees and Suppliers!

Main My Page Members Photos Videos Events Groups Blogs New Vehicles Savings

Ford of Kirkland's Online Community and Forum



Welcome to Ford of Kirkland's online community and information website that serves our customers, employees and suppliers.

Ford of Kirkland has enjoyed a wonderful relationship with the Kirkland, WA and Seattle metro area community for many years. Our Dealer Principal (Jim Walen) and the entire team of dedicated professionals who are employed by Ford of Kirkland are members of this community and, as such, we make every effort to maintain its goodwill. We accomplish this task in many ways, one of which is this online community where our customers, employees and suppliers who participate will have access to vehicle, service, parts, financing and accessory information in an open forum that encourages dialogue, questions, opinions and answers in an

Shown Below are the Most Recent Actual Customer Reviews of Ford of Kirkland as Posted by Consumers at DealerRater.com

3/30/2009

I have a difficult credit situation and was quite fearful of even looking for a new (used) vehicle. I did not have very high hopes of being able to find both a vehicle I would be proud to drive and could afford or be loaned. I was realistic in knowing that I would have a higher interest rate.

Dan showed me many options, which was different from another dealership who said I had the choice of 1, very ugly vehicle at 23% interest. I was treated very respectfully by Dan, given many options and ultimately found me a vehicle that I am truly happy with and I'm not paying 23% interest.

The happiness I felt was overwhelming and still feel it each time I get behind the wheel of my new (used) car.

I plan on coming back to Dan for future purchases and will definitely be referring him to people in the market.

I'm grateful for this experience and that I met Dan in the process.

Kindest regards,

Debra McBride

dmcbride

3/8/2009

I recently purchased my eighth vehicle from ford of kirkland in ten years. They're not close

Powered By DEALER RATER

Welcome to  
Ford Of Kirkland Community

[Sign Up](#)  
or [Sign In](#)



[LEARN MORE >](#)

# Ford Of Kirkland Community

Welcome to Seattle's Community for Ford Customers, Employees and Suppliers!

Main Invite My Page Members Photos Videos Events Groups Blogs New Vehicles Savings Manage

All Videos My Videos My Favorites

+ Add Videos

Ralph Paglia

Sign Out

Inbox

Alerts

Friends – invite

Settings

Quick Add... ▾

## Featured Videos



[2008 Ford F-150 Foose Edition](#)



[Watch What a Day with Crazy Greg is Like at Ford of Kirkland, WA](#)



[Ford of Kirkland's Crazy Greg sells a new 2008 Ford Mustang](#)



[Miracle Auto Finance at www.MiracleAutoFi.com](#)



[Ford of Kirkland F-150 Trucks at www.BestChanceAu](#)

[View All](#)

## All Videos (7)

Sort by: Latest ▾



[SET Towing Reposses Maserati Quattroporte](#)

SET Towing Reposs 120K Maserati Quattroporte

[SET Towing](#)

4 views

Jan 23



[2008 Ford F-150 Foose Edition](#)

01:37

2008 Ford F-150 Foose Edition sold by Ford of Kirkland in the Seattle, WA area.

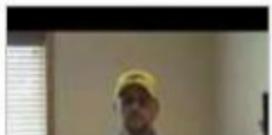
Tags: [Kirkland Ford](#), [Seattle Ford Dealer](#)

[Ralph Paglia](#)



Dec. 23, 2008

13 views



[Watch What a Day with Crazy Greg is Like at Ford of Kirkland, WA](#)

Watch What a Day with Crazy Greg is



[Ford of Kirkland's Crazy Greg sells a new 2008 Ford Mustang](#)

Ford of Kirkland's Crazy Greg sells a

With online advertising, every part matters!

[LEARN MORE >](#)

on Recession Sale.

Chat

# Ford Of Kirkland Community

Welcome to Seattle's Community for Ford Customers, Employees and Suppliers!

Main Invite My Page Members Photos Videos Events Groups Blogs New Vehicles Savings Manage

All Photos All Albums My Photos My Albums My Favorites

+ Add Photos

Ralph Paglia

Sign Out  
Inbox  
Alerts  
Friends – Invite  
Settings

Quick Add... ▾

## Featured Photos



09FlexGridGrab 04

by Ralph Paglia



09FlexGridGrab 12

by Ralph Paglia



09FlexLightsGrab

03 by Ralph Paglia



09FlexLightsGrab

08 by Ralph Paglia



09FlexLightsGrab

10 by Ralph Paglia

[View All](#)

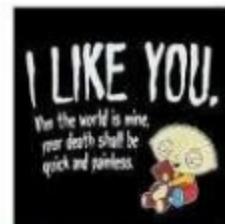


With online advertising,  
every part matters!

## All Photos (128)

▶ [View Slideshow](#)

Sort by: Latest ▾



NVTGDZCAI27Y3ICA

by bob



2 by bob



attachment by bob



100 0435 by TOM OLSON



family photos 016 by SHEILA

LIN

Chat



[NVTGDZCAI27Y3ICA](#)

by [bob](#)

[2](#)

by [bob](#)



[attachment](#)

by [bob](#)



[100 0435](#)

by [TOM OLSON](#)



[family photos 016](#)

by [SHEILA](#)



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every part  
matters!

[LEARN MORE >](#)



[Shop](#)  
by [SET Towing](#)

[Impound Sign](#)  
by [SET Towing](#)

[Burnside](#)  
by [SET Towing](#)

[Truck @ Lake](#)  
by [SET Towing](#)

[Original 1968 Ford Mustang Bullitt in Action](#)  
by [Ralph Paglia](#)

## About

 [Ralph Paglia](#) created this social network on Ning.

[Create your own social network!](#)

This online community was created to be a networking and information exchange for Ford of Kirkland's customers, employees and suppliers.



[Ford's History of Developing Intermittent Windshield Wipers](#)  
by [Ralph Paglia](#)

[Ford Develops Automated Parallel Parking Feature](#)  
by [Ralph Paglia](#)

[2009 Ford F-150 at Kansas City Assembly Plant](#)  
by [Ralph Paglia](#)

[2009 Ford F-150 Job One with Bill Ford](#)  
by [Ralph Paglia](#)

[2010 Ford F-150 Raptor](#)  
by [Ralph Paglia](#)

## Text Box

[Edit](#)

[+ Add Text](#)

## Text Box

[Edit](#)

[+ Add Text](#)

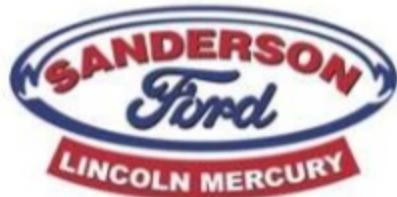


[Next](#)

# Sanderson Ford Lincoln Mercury Community

Welcome to Arizona's Leading Ford and Lincoln Mercury Dealer's Online Community

Main My Page Members Photos Videos Forum Events Groups Blogs Notes



Welcome to Sanderson Ford Lincoln Mercury's online community and information website that serves our customers, employees and suppliers.

Sanderson has enjoyed a wonderful relationship with the Phoenix metro area community for many years. The reason is simple. We are members of this

community and, as such, we make every effort to which it is entitled.

[www.SandersonCommunity.com](http://www.SandersonCommunity.com)

**Dealer Sponsored Online Community**

Sanderson are treated with professional courtesy and respect. Our business practices must be beyond reproach.

Excellent service is the foundation of the reputation we enjoy.

Sanderson Ford Lincoln Mercury  
6400 North 51st Ave.  
Glendale AZ 85301  
866-797-3235

**Sanderson**  
Lincoln • Mercury



## Members



[View All](#)

Current Sanderson Ford Lincoln Mercury Volvo Online Ad Campaigns

**Created and Managed by ADP & Dealer**



Welcome to  
Sanderson Ford Lincoln  
Mercury Community

[Sign Up](#)  
or [Sign In](#)



[Sign In to Ch](#)



s Johnny Cash - The C



2 of 23



# Title

- 1 Alan Jackson - Mercury...
- 2 **Johnny Cash - The City...**
- 3 Steve Miller...
- 4 TheComplexBlueManGro...
- 5 Everclear - I Will Buy you...
- 6 16 - Freeway Jam
- 7 Taj Mahal - Statesboro...

#### Get Your Kelley Blue Book Value!



**Kelley Blue Book**

kbb.com - guiding the car buyer

#### Groups



**Dealership Suppliers**

a...

8 members



**Sanderson Dealership**

A...

1 member



**Ford Vehicle Owners**

11 members

[View All](#)

#### 2009 Ford F-150 Promotional Offers and Factory Incentives

[View Details](#)

Ralph Paglia added a blog post April 5

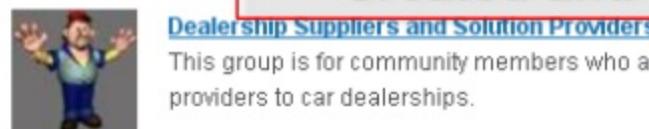
[Sanderson Ford Advantage Plan and 0% APR on New Ford Lincoln Mercury](#)

#### Vehicles

Ford is different and people are not buying cars. The reason is simple, we all know all too well, the car buying public still has concerns about spending money on a new car or truck in today's challenging economy.

**[www.SandersonCommunity.com](http://www.SandersonCommunity.com)**  
**Dealer Sponsored Online Community**  
**Created and Managed by ADP & Dealer**

Curtis A. DeGroote joined a group



#### [Dealership Suppliers and Solution Providers](#)

This group is for community members who are suppliers and service providers to car dealerships.

Curtis A. DeGroote commented on the blog post '[Auto Purchase Tax Credits Authorized by US Congress - Buy a New Ford, Lincoln, Mercury or Volvo and Get a Tax Credit!](#)' April 5

" Here is a screenshot of the quotes where we are calculating the exact amount of deduction on the model we are quoting them. "

2 new members joined Sanderson Ford Lincoln Mercury Community April 5



Curtis A. DeGroote commented on the blog post '[Auto Purchase Tax Credits Authorized by US Congress - Buy a New Ford, Lincoln, Mercury or Volvo and Get a Tax Credit!](#)' April 5

" Great visibility! Here is an example of how we have incorporated into the database marketing side as well in our quotes to past new purchasers Click here for the press release explanation. Click here for the provider website & other press rele... "

A discussion by Ralph Paglia was featured April 5

**[Do The New Federal Tax Credits Available at Sanderson Ford Lincoln Mercury Volvo Make a Difference?](#)**

Buy a New Car and Get a Tax Credit: President Obama and the IRS promote write-offs for new vehicle buys The tax write-off passed by Congress in February and mentioned Monday by President Barack Obama is helping dealers close some new-car sales, s...

3 blog posts by Ralph Paglia were featured April 5

[Auto Purchase Tax Credits Authorized by US Congress - Buy a New Ford, Lincoln, Mercury or Volvo and Get a Tax Credit!](#)

[www.SandersonCommunity.com](#)  
[/coupons/](#)

[... Continue](#)

Created by [Ralph Paglia](#) Dec 25, 2008 at 10:31am. Last updated by [Dave Tedder](#) Mar 30.

#### [Thanks from Sanderson Ford](#)

Hello Everyone,

We would like to thank everyone who helped us out with our annual Operation Santa Claus 2008 this year. We collected about 25,000 items and gave the St. Mary's Food Bank the equivalent of 8,393 meals! Proceeds were distributed to:

[... Continue](#)

Created by [Dave Tedder](#) Jan 20, 2009 at 11:43am. Last updated by [Dave Tedder](#) Jan 20.

#### [Notes Home](#)

Welcome! To view all notes, [click here](#). [Continue](#)  
Created by [Ralph Paglia](#) Dec 18, 2008 at 8:14am. Last updated by [Ralph Paglia](#) Jan