

What are people seeing and saying about your Dealership, your brand, and your service?

# Reputation Management

Build a Reputation That Will Influence the Next Buyer



The AutoSweet Reputation Management System within the Marketing Hub gathers, analyzes, and delivers local marketing and reputation metrics for your dealership.

## Reputation Management

Benchmark each location along with competitors, and receive daily alerts of new reviews to respond and engage customers.

## Social Media Analytics

Track the chatter across the social web, analyze sentiment, and have one-click access to participate in the conversation.

## Marketing & Local SEO

Get analysis and recommendations to improve listing accuracy and rankings on local and general web search sites.

## Reputation Management

Our dashboard allows you to easily monitor and respond to reviews, comments, and conversations, all in one convenient location.

### Competitive Benchmarking

Spy on competitors, see how you compare, and learn from the leaders in your area.

### Daily Email Deliveries

Receive daily email alerts when you have a new review or content that requires your attention.

### Sentiment Analysis

Easily understand and determine the attitude of the reviews your customers are posting.

### Be Part of the Conversation!

One bad review can cost you 30 new customers! (*Convergys, 2012*). In today's connected world, you need to engage with customers to create loyalty and let them know you are listening. Turn a negative into a positive and respond before it drives away business.

### Improve Customer Service

Reviews are a great way to monitor your customer service and your competitors. Our platform enables marketers to own the customer experience at every location.

### Earn Consumers Trust

Respond to reviews online and demonstrate that your brand cares about the customer to drive loyalty and referral business.

## Why Should You Care?

### Reviews

1 Negative review on a social media site can cost 30 new customers!

84% of Americans say online customer evaluations have an influence on their decision to purchase a product or service.

### Dealership Impact

73% of car shoppers now consult online dealership reviews

1 in 5 consumers change their original dealership choice based on reviews read

### Fragmentation of Local Search

The average consumer looks at 7.9 forms of digital media before they make a decision about a product or service.



# Reputation Management

## Social Media Analytics

Most vehicle shoppers rely on social media and online review sites for guidance on purchasing decisions. If you aren't monitoring your online reputation and shaping how you are viewed in your local market, you could be losing business without even realizing it.

### Social Media Monitoring

Our dashboard allows you to easily monitor the social web and participate in the conversation, all in one convenient location. Add filters to monitor specific competitive dealerships, your manufacturer, or areas of concern.

### Social Sentiment

Our analytics tool will perform sentiment analysis and summarize what customers are saying about your dealership and your brand.

### Performance Metrics

Tie your social strategy to your dealership business objectives by easily adding target and filter mentions about key categories and customer experiences. You are also able to see how you are performing against the competition.

## Marketing & Local SEO

Accuracy of listings is crucial for an effective local SEO strategy. Listing management is nearly impossible when you might have multiple locations...until now.

### Business Listing Monitoring

Our online dashboard will aggregate your listings across the web and identify inaccurate listings and notify you of sites you should be on.

### Rank Tracker (Track Multiple Keywords)

See where you are in the rankings and learn how you can improve. Improving in rankings will lead to more customers to your business.

### Recommendations

Your online dashboard will provide you with customized recommendations to help improve your overall online reputation.



Now your Dealership Internet Manager, GM, and a Sales Managers have a clear, concise and unified look at all of their marketing activities and how your social network responds – the results of your results and your return on investment. An industry first!

**Dominate your local market – at a killer ROI**



**autosweet**

**We Create Leads and Move  
Your Inventory at a Killer ROI!**

**614.459.3558**

autosweet.com