



Monitor, Engage, and Grow Your Social Community

What is Social Roots™?

Did you know 94% of buyers gather vehicle information online? In fact, 50% of buyers will have their purchasing decision influenced by their Facebook friends, 43% will use Facebook to search for a local dealership, and 80% will not visit a store with negative social reviews. With more buyers turning to social media to gather purchase information before heading to a physical dealership, there is a growing demand for a reputable online social presence. OneCommand and Wildfire by Google have partnered to create a unique social offering for the auto industry, Social Roots™.

How Does Social Roots™ Work?

Social Roots™ is a turn-key solution providing access to OneCommand's Social Community Managers, dedicated resources who have access to industry-leading tools to monitor, engage, and grow your social community. Plus, our Social Roots™ solution complements your Customer Marketing & Loyalty Automation Platform™.

Enroll today to get started!

- 1. Learn What Motivates Your Social Community:** OneCommand's Social Community Managers will monitor your social communities to understand where your customers are spending their time, what type of content motivates them to engage with and follow your dealership, and respond to positive and negative posts in real time.
- 2. Create a Monthly Social Calendar:** Each month, your Social Community Manager will create a custom social content calendar for your dealership that will maintain a consistent message across all marketing channels. Through research efforts, this calendar will include seasonal, national, and product content. They will also schedule a 10-15 minute call each week to capture your dealership and community content.
- 3. Increase Awareness for Your Social Community:** With Social Roots™, you'll have the opportunity to grow your social audience by generating earned media with your existing database, developing fangated offer pages, and utilizing ads to boost engagement with non-fans.

What can I expect from Social Roots™?

Social Roots™ provides you access to a dedicated social media expert who will monitor, engage, and grow your social community through one comprehensive, turn-key solution. Don't miss this opportunity to make a meaningful improvement to your dealership's social presence. **Sign up for Social Roots™ today!**



BENEFITS OF SOCIAL ROOTS™

Create Consistent Messaging

When you couple OneCommand's Customer Marketing and Loyalty Automation Platform™ and Social Roots™ solution, you can disseminate consistent messaging and creative across multiple marketing channels and amplify your campaign's reach.

Develop Social Brand Awareness

By building a positive social media presence for your dealership, you gain an additional touch point with prospective buyers and are one step closer to winning their business.

Earn Greater Engagement

With OneCommand's Social Community Managers, you won't just add fans, you'll learn what engages them and influences them to act.

Become a Part of Your Community

Through consistent monitoring of your social media channels, you can reply to fans in real time, ensuring their needs are met, issues are resolved, and kind words are recognized.