



Dealer.com Social Relationship Manager™

Build a solid reputation and create customers for life.

The Social Relationship Manager™ (SRM) conveniently brings every major social media channel to your ControlCenter platform. A suite of easy-to-use tools designed to work together seamlessly, SRM proactively builds, monitors, and maintains your online reputation, helping you deepen customer loyalty and engage new buyers on the social sites they visit every day.



2011 Automotive Social Media award (Automotive Website Awards)



Ask

for feedback – automatic reviews from your customers

Listen

to buzz – social monitoring and market research

Talk

to shoppers – your voice: where you want, when you want

Connect

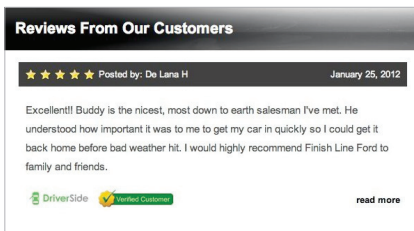
with customers – building your brand into their social world

Develop lasting relationships with customers and potential buyers on social networks

SRM lifts your online reputation and helps you convert fans of your dealership into brand influencers right from ControlCenter. Social Relationship Manager engages customers in four critical ways:

- By soliciting customer reviews and automatically posting the most positive reviews to your website.
- By monitoring in real time what people are saying about your dealership online.
- By syndicating relevant content to car shoppers in your social network, and building rapport with fans and followers
- By connecting your customers to your inventory, incentives, rich media and much more within the familiar Facebook framework

Dealer.com SocialRelationship Manager™



Dealer Review

Reputation Building

RepDriver Communication: Automatically emails your Sales and Service customers to ask them to review their experience, and allows you to communicate directly via PowerMail integration. Flag problem reviews for follow-up, and capture all correspondence with each review. 4-5 star reviews get published immediately, and reviews with 3 stars or below are incubated so you can follow up with your customers to keep them loyal. **NEW**

Analytics

Dealer.com's social analytics provide a quick view of your dealership's reputation. Our analytics are scalable, from the single-point to group level.

Reputation Monitor: Allows dealers to track their reputation across all social networks and take action on any post.

DealerRatings: Compiles all dealerships ratings from multiple review sites into ControlCenter.

Social Dashboard Analytics: Provides dealers with a quick view of their social media analytics.

Content Creation

Content tools allow you to create, schedule, customize and deploy content on Facebook, Twitter, WordPress, or your blog — all from ControlCenter.

Social Syndicator: Manage your social strategy from one login, whether it's one store or an entire Group. New approval process allows you to monitor your team's social posts to protect your brand.

Content Suggestor: Share rich content across social networks from OEMs, blogs, review sites, or any favorite content location, in a click.

SmartBlog with User Reviews: Create blog articles right from ControlCenter and synchronize your website and social media content.

Real Time Social Feeds: Monitor your dealership's Facebook wall and Twitter timeline in SRM, and like, share, comment and retweet directly from ControlCenter. **NEW**

Social Engagement

Our SmartBar Social Toolbar integrates your social sites with your dealership website to keep customers from clicking out, and a suite of integrated Apps work together to provide inventory, rich media, and incentives to your customers on Facebook:

Inventory App: Delivers up-to-date inventory to the Facebook Places Page.

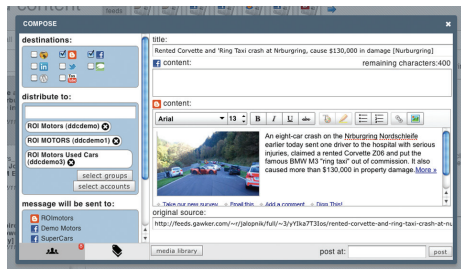
FanPricer: A Dealer.com exclusive, this tool offers a unique discount to shoppers after they "Like" the dealership.

Incentives App: Synchronizes valuable OEM and dealership data directly to Facebook.

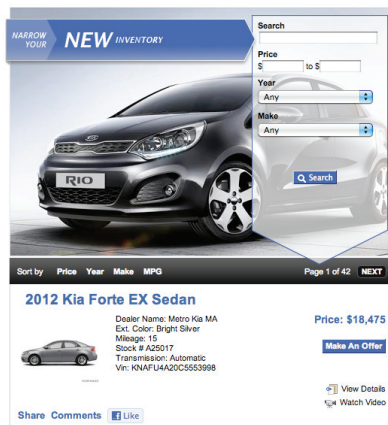
Video App: Makes it easy to incorporate rich media assets onto your Facebook page.

Reviews App: Showcases your rave reviews from RepDriver.

LikeDriver: Asks 4 and 5-star reviewers to "Like" your dealership on Facebook. **NEW**



Social Syndication



Facebook Inventory App