

FACEBOOK ORGANIC GUIDE

For Automotive
Dealers &
Agencies



CREATING CONTENT FOR FACEBOOK

Digital and mobile are fundamentally changing the experience of researching and purchasing a car. Your social media profile is one of the first places that potential customers go before making a purchasing decision, and your dealership can show off your brand AND earn trust and by consistently sharing relevant and engaging content on social media.

Facebook can be a powerful (and fun!) tool in your marketing toolbox. However, it is a **"use it or lose it" system**. If you nurture it, it will bring rewards. If you let it sit, it won't do anything for you.

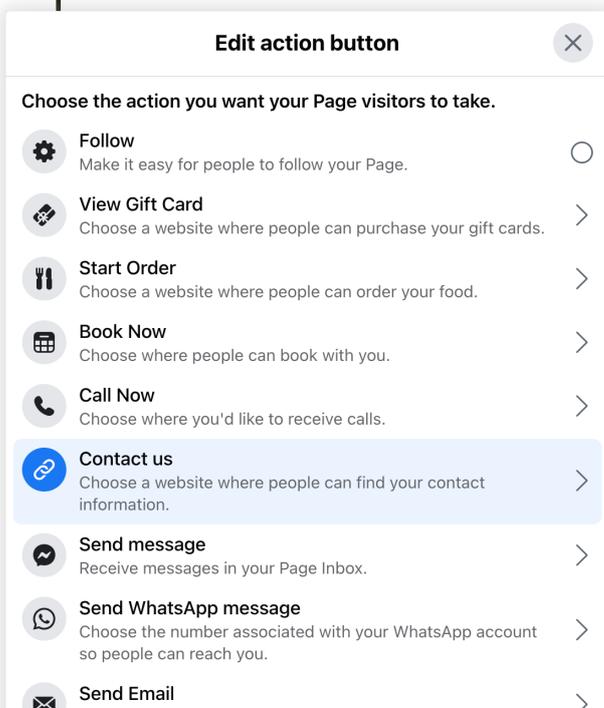
With a little bit of effort and strategy, Facebook has the potential to enhance your reputation and local connections.

Get Social

Social media is all about being, well, *social*. The more you interact with people via Facebook, the more interest you will gain. Reply to every comment or question. Like, share, and comment on other people's and page's posts.



[PRO TIP] Personalized replies let your followers know that you're listening and can highlight your brand personality.



Complete Each Section

Many car dealers' Facebook pages are not completely filled out. Be sure to include:

- Addresses for every location
- Phone number & hours of operation
- Mission statement
- Direct links to the website
- Upload inventory to Vehicles Tab
- Set the Action Button to "View Inventory" or "Send Message"

BEST PRACTICES

All About Timing

If you want to gain more “likes” and followers on Facebook, you need to share consistent, quality content. When it comes to ideal posting times, different times work for different audiences. To understand what is best for your dealership’s audience, try the tool in the “Insights” tab, called “When My Fans Are Online.”

Come up with a content calendar and determine a posting frequency. Regular updates send a signal to Facebook that says you’re looking to participate in their platform and this results in reach.

According to several studies, the best to post is between 12PM and 4PM.

Stay In The (Facebook) Lane

A best practice is to strive to keep your interactions and engagement on Facebook.

Facebook prioritizes and ranks content that keeps people on the platform. While link-based posts that drive to a blog or website help with traffic, they tend to get very little engagement.

On the other hand, posts that inspire engagement like videos, asking questions, or conducting polls do very well!

To maximize organic reach on videos, upload them directly to Facebook – the algorithm prefers native video over third-party links such as YouTube or Vimeo.



GET CREATIVE

Content & Creativity

Make posts actionable: Try different tactics to grab your audience's attention and drive them to take actions you care about.

It's all about finding a balance between positioning yourself as an industry player and entertaining your audience.

Here is a list of ideas to inspire your next Facebook post:

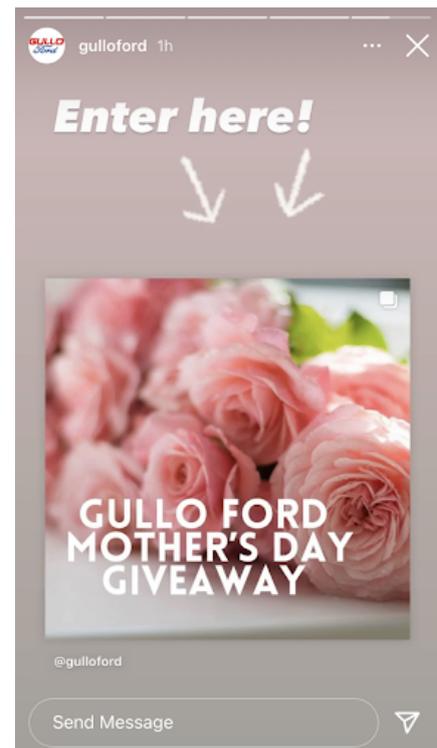
- Videos, images, memes, or infographics (that don't link out anywhere)
- Personal anecdotes, testimonials, reviews, and success stories
- Meaningful tips, guides and resources
- Ask questions! Post a "this? or that?" or "Caption this!"
- Video testimonials from recent customers
- Inventory presentations and vehicle walk-arounds
- Explain cool features and tech
- Highlight charity and community involvement (don't forget to tag them!)

Say It On Stories

Facebook Stories have finally become a staple of the platform and are widely used by brands.

Stories allows you to publish short-form, off-the-cuff content that puts your brand front-and-center in your followers' news feeds.

This essentially allows you to bypass the Facebook algorithm and grab your followers' attention as soon as you publish a new Story.



GROUPS ARE KEY

Join The Group!

Networking and actively participating in Facebook Groups allows you to reach smaller but highly engaged niche audiences.

Groups are a brilliant way to reach customers without being confined by the platform's algorithm. Facebook actually prioritizes content from Groups that users frequently engage with.

Don't just think about car groups (although those are great to join!), but try and find out what is popular in your area. Do you live in an area with outdoor activities? Are there a lot of dog parks and pet meet-ups? How about book clubs or history buffs?

Respond and engage with other people's comments, and don't be too salesy. This is the time to inspire brand awareness and trust.



[EXAMPLE] This Rocks!

This dealer knew that rock collecting and scavenging groups were popular within their local community. So, they made branded rocks and put together a Rock Hunt.

They not only shared this post on their page but also in the local rock groups.

This is a great example of getting involved in what's going on at the local level.



IMAGE SIZES 101

Images determine whether your posts are a scroll-stopper, or just plain scrolled past!

One of the biggest reasons for low quality images is because they haven't been sized correctly – which you think would be pretty straightforward, right? Wrong! When it comes to Facebook, it's not as simple as "one size fits all."

Newsfeed

Image Size

- Ratio: 1.91:1 to 1:1
- Landscape (1.91:1): 1200 x 627 pixels
- Square (1:1): 1080 x 1080 pixels* (Recommended)

Pro Tips

1. Use an Image that is at LEAST 1080 x 1080 pixels.
2. Do NOT upload an image that is less than 600 x 600 pixels – that is the MINIMUM width/height required for your image!
3. Make sure that your file size does not exceed 30 MB.

Stories

Image Size

- Ratio: 9:16
- 1080 x 1920 pixels

Pro Tips

- Facebook Stories run from the top of a phone screen all the way to the bottom...so if you want to avoid your image covering your call-to-action, be sure to leave about 14% (250 pixels) of the image free from any text or logos.
- Use an Image that is at LEAST 1080 x 1080 pixels.
- Do NOT upload an image that has a width less than 500 pixels – that is the MINIMUM width required!

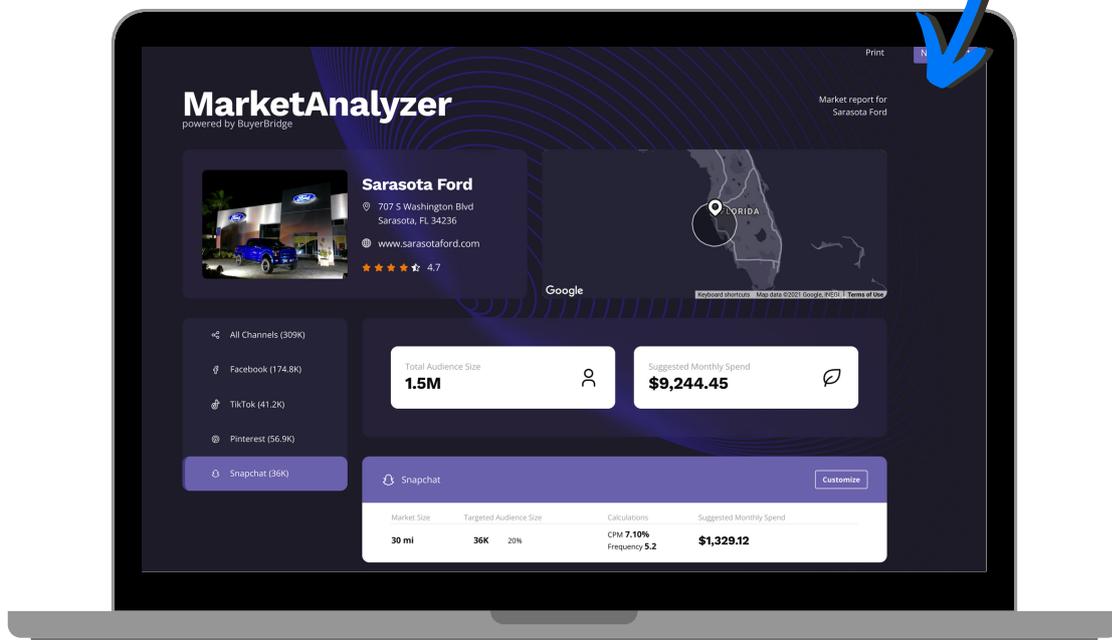
IN SUMMARY:

How to Maximize Facebook for Your Dealership

- Ask for Facebook reviews! Facebook reviews are a powerful way to gain new followers (and customers!). Make it habit to ask your customers to provide a review online and train your staff to actively ask for reviews.
- Frequently ask questions and drive discussions among your followers.
- Emphasize education throughout your Facebook content.
- Come up with a consistent content calendar and publishing frequency.
- Respond to questions and comments with personalization.
- Facebook Groups help you more organic reach and awareness.
- Learn about your audience with Page Insights.
- Pin significant posts to your Facebook Page: If you have major news or an announcement, "pin it" to the top of your Page. It can encourage engagement or inform customers of upcoming changes or events.

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HOW MANY AUTO SHOPPERS ARE ON FACEBOOK?



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