

FACEBOOK ORGANIC GUIDE

For Auto Marketers



CREATING CONTENT ON FACEBOOK FOR DEALERS

Digital and mobile are fundamentally changing the experience of researching and purchasing a car. Every dealers social media profile is one of the first places that potential customers go before making a purchasing decision.

With this in mind, dealers have the chance to show off their brand AND earn trust by consistently sharing relevant + engaging content on social media.

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

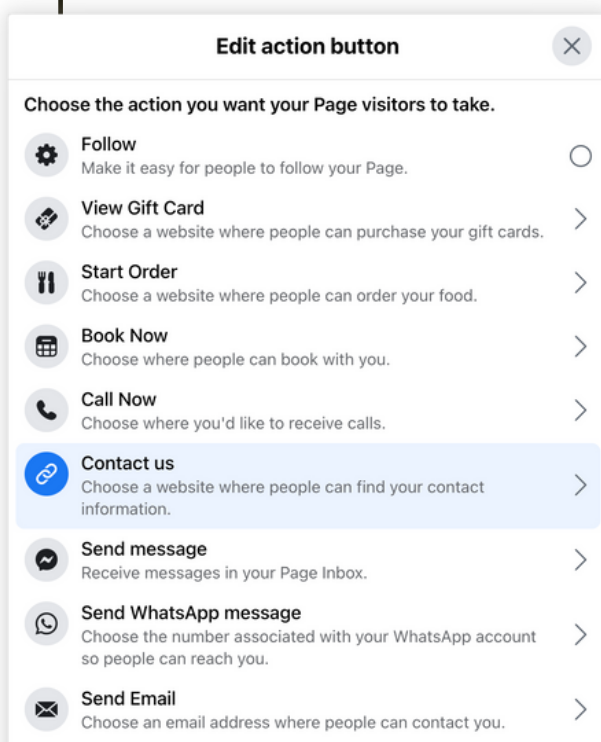
With a little bit of effort and strategy, Facebook has the potential to enhance every dealers reputation and local connections. It's a win-win!

Dealers Need To Get Social

Social media is all about being, well, *social*. The more dealers interact with people via Facebook, the more interest they will gain. Dealers should reply to every comment or question + like, share, and comment on other users and page's posts.



[PRO TIP] Personalized replies from dealers let followers know that the dealer is listening and can highlight their brand personality.



Each Section Should Be Complete!

Many car dealers' Facebook Pages are not completely filled out. Be sure to fill out the following:

- 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 a dealer wants to gain more “likes” and followers on Facebook, it's important to share **consistent, quality content**. When it comes to ideal posting times, different times work for different audiences.

To better understand what is best for their audience, dealers should try out the tool in the “Insights” tab, called “When My Fans Are Online.”

Dealers need to come up with a content calendar and determine a posting frequency - regular updates send a signal to Facebook that says they'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*.

Dealers: Stay In The (Facebook) Lane

A best practice for dealers to follow is to strive to keep interactions/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 dealers with traffic, they tend to get very little engagement.

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

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



HELP DEALERS GET CREATIVE

Content & Creativity

Dealers need to make their posts *actionable* and try different tactics to grab the audience's attention and drive them to take actions they care about.

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

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

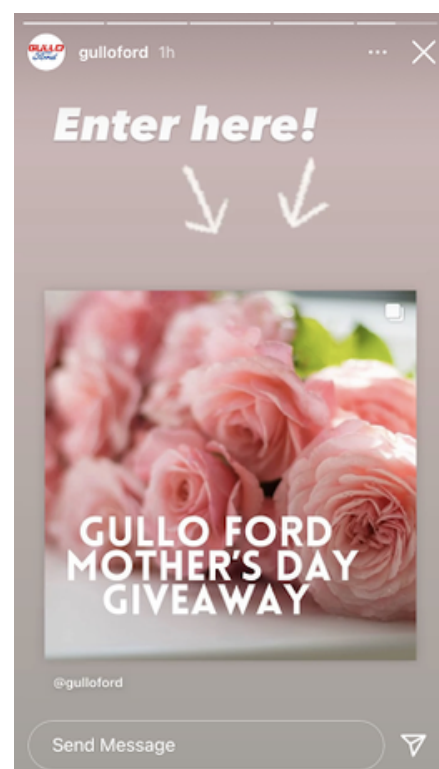
- Videos, images, memes, or infographics (that don't link out anywhere)
- Personal anecdotes, testimonials, reviews, and success stories
- Meaningful tips, guides and resources
- Ask questions and post a "this? or that?" OR "Caption this!"
- Video testimonials from recent customers
- Inventory presentations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

Dealers - Say It On Stories!

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

Stories allow dealers to publish short-form, off-the-cuff content that puts their brand front-and-center in their followers' news feeds.

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



GROUPS ARE KEY

Dealers Need To Join "The Group!"

Dealers need to network and actively participate in Facebook Groups - this provides a way for dealers to reach a smaller, but highly engaged niche audiences.

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

Make sure to think about more than just car groups (although those are great for dealers to join)! Dealers should really try and find out what is popular in the area - Are there outdoor activities? Are there a lot of dog parks and pet meet-ups? How about book clubs or history buffs?

Dealers need to respond and engage with other people's comments, but without being too salesy. This is the time for dealers to inspire brand awareness and trust among their audience.



[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 how dealers can get involved in what's going on at the local level.



"NEED-TO-KNOW" IMAGE SIZES FOR DEALERS

Images determine whether a dealer's posts are a scroll-stopper, or totally just scrolled past!

One of the biggest reasons for low quality images is because dealers haven't sized them 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," and a ton of dealers are unaware of that.

Newsfeed

- **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]

- Dealers need to use an Image that is at LEAST 1080 x 1080 pixels.
- Dealers should NOT upload an image that is less than 600 x 600 pixels – that is the MINIMUM width/height required for their image!
- Make sure that the file size does not exceed 30 MB.

Stories

- **Ratio:** 9:16
 - 1080 x 1920 pixels



[PRO TIPS]

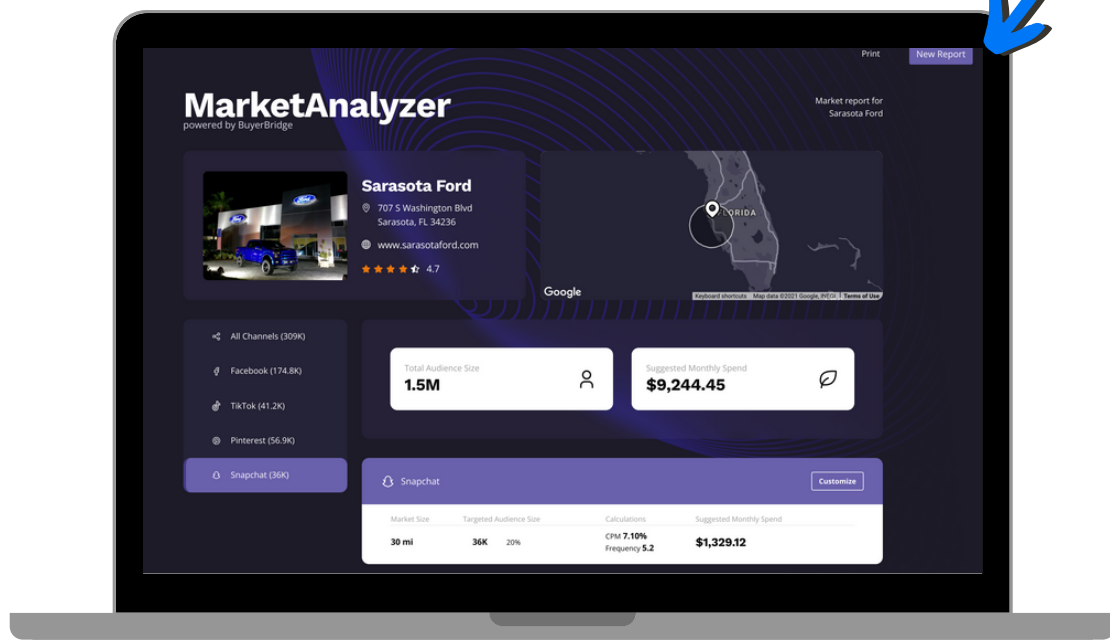
- Facebook Stories run from the top of a phone screen all the way to the bottom...so to avoid an image covering their call-to-action, be sure to leave about 14% (250 pixels) of the image free from any text or logos.
- Dealers need to use an Image that is at LEAST 1080 x 1080 pixels.
- Dealers should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

IN SUMMARY:

Maximize Facebook Organically

- ☐ Dealers should ask for Facebook reviews! Facebook reviews are a powerful way for dealers new followers (and customers!). Dealers need to be in the habit to ask any customers to provide a review online and training your staff to actively ask for reviews.
- ☐ Dealers should frequently ask questions and drive discussions among their followers.
- ☐ Emphasize the importance of education throughout Facebook content.
- ☐ Reminder: It's extremely critical to come up with a consistent content calendar and publishing frequency.
- ☐ Reply to questions and comments with personalization.
- ☐ Facebook Groups help dealers generate more organic reach and awareness.
- ☐ Dealers can learn about their audience with Page Insights.
- ☐ Dealers should pin significant posts to their Facebook Page: If there are any major news or an announcements, "pin it" to the top of the Page. This will encourage engagement or inform customers of upcoming changes or dealership events.

How many car shoppers are on any dealers Facebook Page?



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Want to learn more about how BuyerBridge can help your agency scale across social media platforms like Facebook? Visit buyerbridge.com.