

Response to COVID-19 for Auto Advertisers



The outbreak of COVID-19 has impacted the automotive industry in a number of ways—from constricting supply to unforeseen declines in dealership traffic and vehicle sales. Facebook is committed to supporting the global response to COVID-19, and has launched a focused

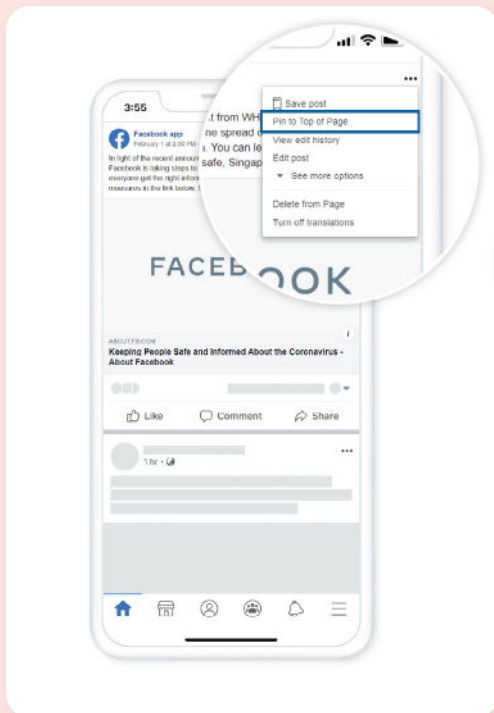
effort to provide help to businesses like yours. In the guide below and on our [Business Resource Hub](#), you'll find resources and recommendations to help you communicate with your customers throughout this difficult time.

01 Help keep yourself and your employees safe and informed

Stay up to date on the situation by monitoring official sources like the World Health Organization ([WHO](#)) and the Centers for Disease Control and Prevention ([CDC](#)). To help people get access to the latest news and information, we're also sharing real-time updates through [the Coronavirus \(COVID-19\) Information Center on Facebook](#) or [WhatsApp information](#) hub. Staying informed means you can respond quickly to developments that may affect your business.



02 Highlight important information and announcements



To proactively inform and educate your customers, consider creating an announcement post on your company or dealership website, [Facebook Page](#) and/or Instagram Business Profile. You can “pin” important announcements to the top of your Facebook Page for ease of viewing.

Your post might include information about the measures you’re taking to make your premises and products safe, as well as your approach to handling customer queries during this period. Or post to create awareness around company-wide programs and offers addressing the situation, updated sales and service hours for dealerships, pick-up and drop-off options, and any digital channels available to customers as they are shopping.

03 Leverage technology to stay connected to customers

In case you should need to postpone or cancel any planned events or major reveal moments as a result of the outbreak, you could consider using alternative channels for hosting or facilitating these events, while still keeping your customers engaged. For example, you could turn in-person events, such as launch reveals or showroom experiences, into virtual ones, through doing a live session hosted on social media channels. Learn more about hosting a Live session on [Facebook](#) or [Instagram](#).



04 Respond to customer service questions

Equip your customer service team with guidelines and resources on how to best handle queries. Consider drafting template responses across FAQs, email newsletters, Facebook Messenger, Instagram Direct and any other communication channel where your business has a presence.

It's vital to be responsive and to provide your customers with visibility and transparency during this period. Handling a high volume of inquiries whilst ensuring responses are timely and accurate is key. Learn more about managing [Direct Messages on Instagram Direct](#), [setting up your presence](#)

[on Messenger](#) and creating a [WhatsApp Business profile](#).

While the road ahead may appear to be a long one, we believe that we will be able to overcome the difficulties by banding together, staying vigilant and showing up for each other. We would like to remind everyone to stay safe, take sensible precautions and protect yourselves first and foremost. We are with you for the long term and are committed to provide proactive, responsive and real-time support and develop new solutions as this complex situation continues to evolve.

