



# Free tools to keep your community informed

More than ever, people are coming to Facebook to connect with the people and communities they care about. By providing first-class service and value now, you can build the long-term relationships needed to cultivate customers for life.

## PINNED POST

To ensure visitors to your dealership's Facebook Page can find important information about your business quickly, consider creating a pinned post that stays at the top of the timeline. Other posts that you make will then be visible below your pinned post.

### Examples of important information:

- Have you updated your hours of operation?
- What precautions are you taking to make your customers feel comfortable?
  - Cleaning schedule of dealership & vehicles
  - Pick-up and delivery for test drives and/or service
  - Virtual appoints using Messenger, text, phone, etc...
- Special financing and/or other incentives

### Resources:

- How do I pin a post to the top of my timeline? [Click here.](#)



# 2 of 3

people on Facebook visit a business Page or event listing weekly<sup>1</sup>

# 223M

people access Facebook every month in the U.S.<sup>2</sup>

# FACEBOOK

# FACEBOOK MESSENGER

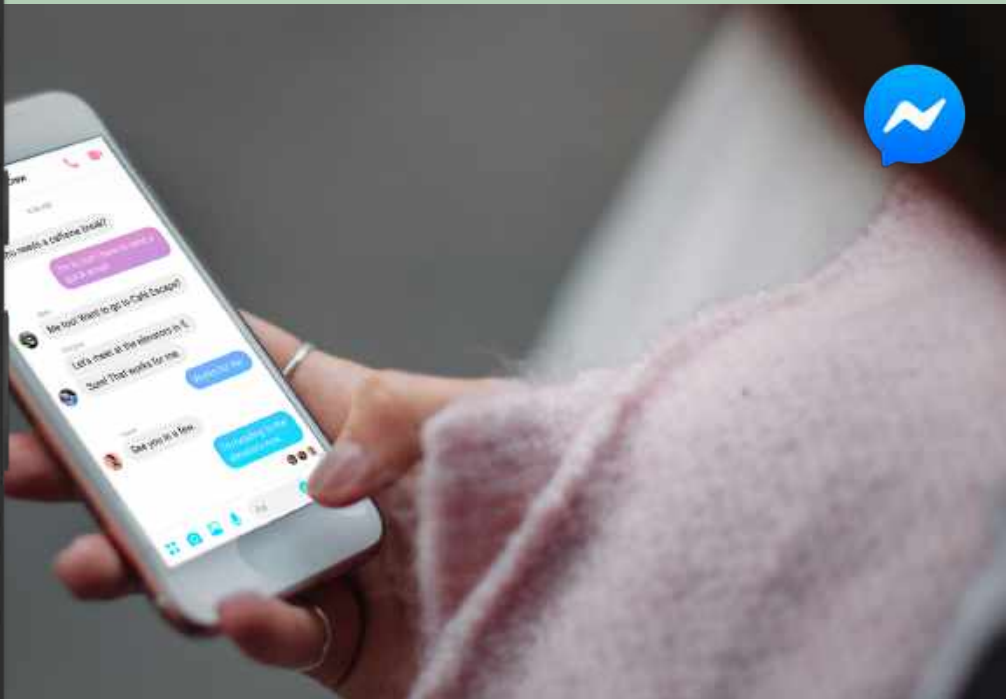
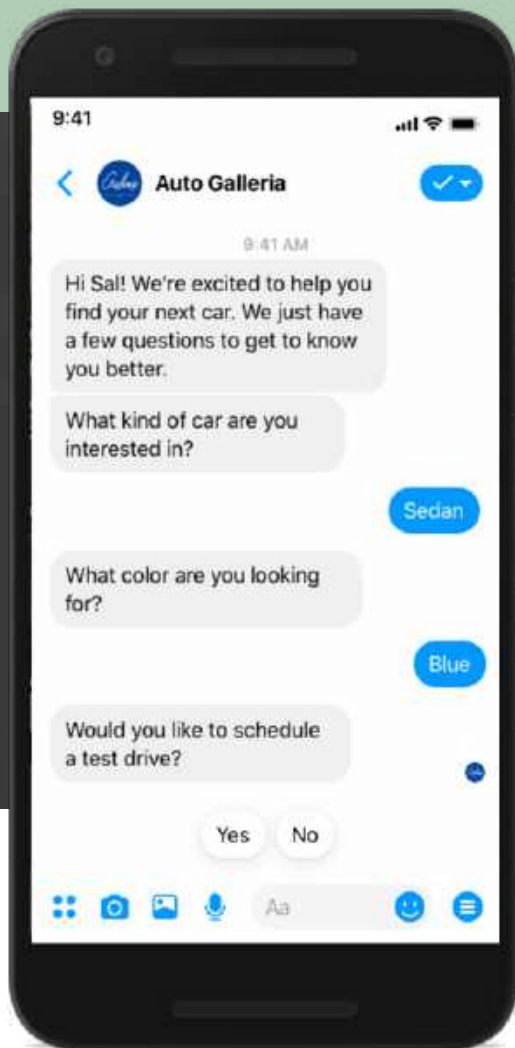
Messenger is an instant messaging platform built into your Dealership's Facebook Page. It is just like texting but with the difference of not having to pay for every message or the use of the platform. Messaging allows your dealership to build relationships and inspires trust. In fact, in a recent Facebook-commissioned study, 69% of people surveyed said that being able to send a message to a business made them feel more confident in the brand<sup>1</sup>

## Examples of incorporating Messenger:

- Messenger Greeting: With the ability to have Facebook Messenger automatically appear on your Dealership's Facebook page, you can invite people to start a conversation with your dealership by showing a greeting like *"Hi Bob Lanham! Thanks for getting in touch with us on Messenger. Please send us any questions you may have."*
- Page Call-to-Action: Post a "We're here to chat" or "We have online services available" message to your timeline. Have technicians available to chat and answer service questions

## Resources:

- Messenger for Business [Click here](#)
- How to Turn on Messaging for your Page [Click here](#)
- 3 Tips to Master Messaging with Your Customers [Click here](#)



# 58%

of people feel more confident messaging a business than filling out a form on a website<sup>1</sup>

# 55%

of people feel more confident messaging than emailing a business<sup>1</sup>

# FACEBOOK

## FACEBOOK LIVE

Facebook Live is a fun, powerful way to connect with your customers. It's immediate, authentic and interactive. Facebook Live notifies your followers when your dealership goes live, let's you interact with viewers in real time, and brings your viewers behind-the-scenes in a way that feels different than any other form of media. All your live broadcasts are saved to your page and can be viewed later by those who may have missed it.

### Examples of incorporating Facebook Live:

- Dealership walkaround while meeting the staff
- Updates on specials
- Vehicle walkarounds
- Educational videos: DIY vehicle maintenance tips, etc.
- Employee spotlights and Q&As
- Push out "Shop from home" content both prompting the availability of the features of your website and educational content on how to use the tools efficiently
- Connect directly with customers who have messaged in about lease rates, specials and want to know more

### Resources:

- Facebook Live Overview [Click here](#)
- How do I go live on Facebook? [Click here](#)
- Tips for using Facebook Live [Click here](#)
- Create Live Polls [Click here](#)



# 4x

growth of Facebook Live watch time occurred over the course of a year<sup>1</sup>

# FACEBOOK

## FACEBOOK & INSTAGRAM STORIES

With Stories, you can share content that represents your brand or business directly from your mobile device. Stories engage your audience and allow you to develop deeper connections in a more frequent, authentic and casual way. You can share pictures and short videos to bring your audience behind the scenes.

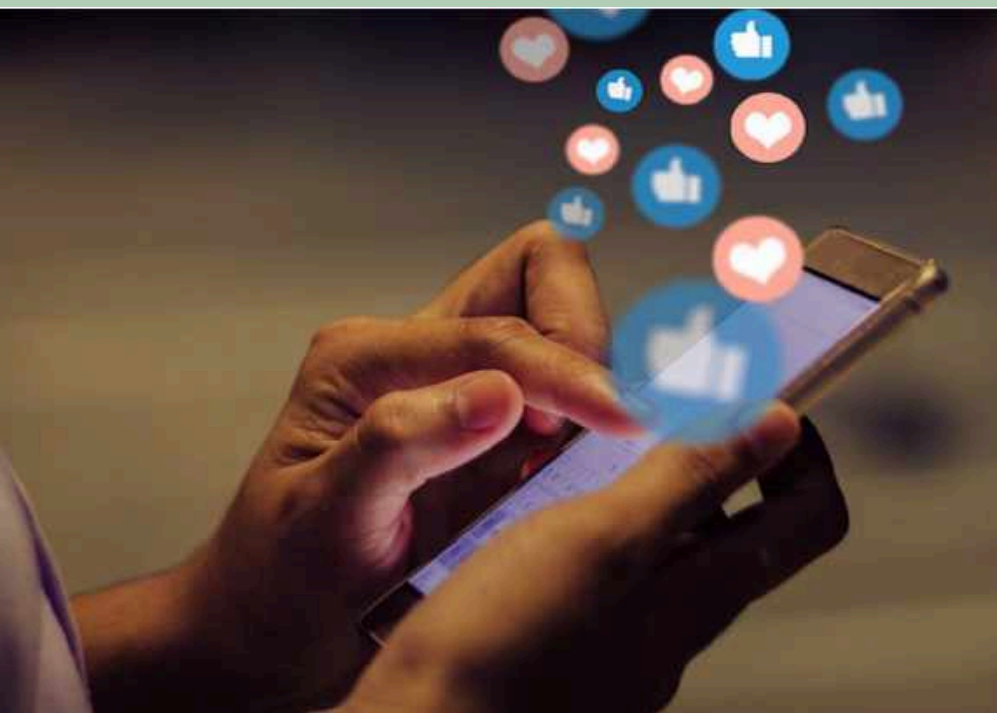
Stories appear at the top of feed on Facebook and Instagram. People can also tap on your Facebook Page's profile picture or Instagram picture to see your Story.

### Examples of incorporating Facebook Stories

- Similar to your Facebook Live content but in shorter length
  - Dealership / vehicle walkaround
  - Updates on specials & incentives
  - Add auto related stickers (see below)
  - Meet the staff
  - Dealership updates
  - Delivery photos/videos

### Resources

- About Facebook stories [Click here](#)
- About Instagram stories [Click here](#)
- Creating Compelling Stories [Click here](#)
- Why Stories for Marketers: [Click here](#)
- Video How To: [Click here](#)



Story above shown with GifMyRide Stickers

To add: search for "gifmyride" to access the Dealer Sticker Kit

# 62%

Of people said they have become more interested in a brand or product after seeing it in stories<sup>1</sup>

## FACEBOOK