

Reputation Management

Turn every customer interaction into a powerful selling tool.

Dealer.com offers dealers a coordinated consumer review and response management solution that reinforces your customer service commitment online, strengthens your local SEO, and delivers valuable content you can use to attract additional shoppers.

Dealer.com's expert Reputation Response Specialists monitor relevant digital properties and thoughtfully respond to all reviews (both positive and negative), in lockstep with established dealership processes. Our solution combines coordinated third party review response management, Google My Business review optimization, and dealer website syndication - with your best reviews showcased on your website.

COORDINATED REVIEW RESPONSE IS GOOD FOR BUSINESS

88%

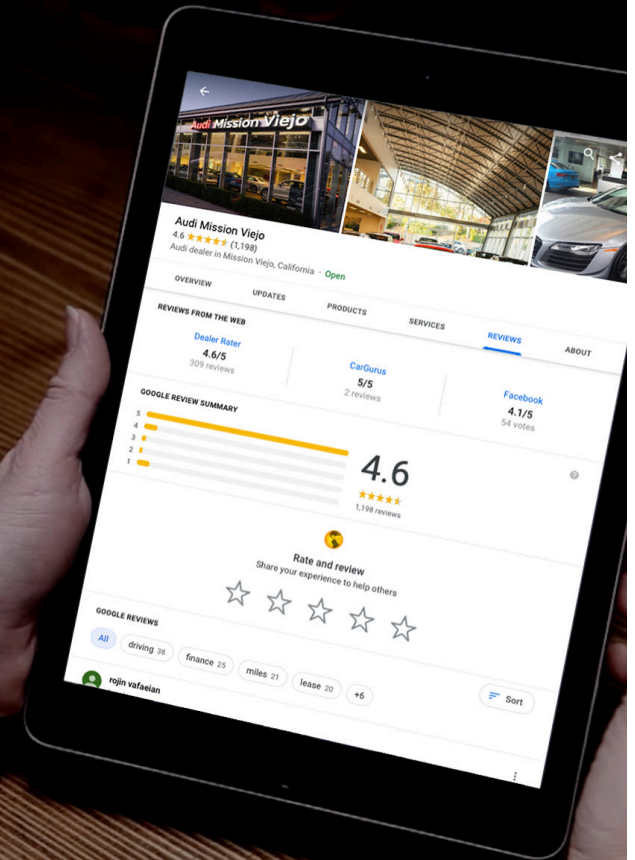
of online shoppers incorporate reviews into their decision making process.

January 2017 – <https://www.neocreative.com/why-ecommerce-customer-reviews-are-important/>

59%

of shoppers state that reputation is the single most important factor when choosing a dealership to work with.

<https://v12data.com/blog/59-auto-shoppers-choose-dealership-based-reputation/>



These combine to deliver consistent, high quality interactions with all dealership customers across all profit centers.

KEY FEATURES AND BENEFITS:

Complete Coordination: The only solution that manages coordinated response approval from a technology platform.

Real-Time Review Monitoring: Constantly monitor the most popular dealership review sites across the web.

Negative and Positive Review Response: Respond to every review, every time, showcasing your dealership’s unwavering commitment to customer service.

Turn Negative Sentiment into a Positive Outcome Every Time: Manage all negative reviews from one place with one established process, and receive SMS Alerts when a negative review is posted.

Build Stronger Local SEO: Fortify your Google My Business listing and expand your dealership’s SEO footprint—all under one roof.

Review Syndication to your Dealer.com Website: We’ll route your best reviews right to your Digital Storefront.

Profit-Center Review Segmentation: Promote reviews across different departments, and identify where operational improvements might be necessary across your dealership.

Receive Daily Review Alerts and Monthly Review Summaries: Receive a complete picture of your dealerships online reputation regularly to ensure awareness of all review activity.

Fraudulent Review Verification: Your Reputation Specialist will help mitigate fake reviews by bringing them to the attention of the website where they are posted. Supporting documentation will be provided to

help resolve any fraudulent review through the website’s established removal process.

THE LINK BETWEEN REPUTATION AND SEO:

Unique SEO content combined with a strategic approach to reputation management allows search engines to better identify your dealership and the areas in which you want to be recognized.

Search engines strive to send customers to responsible, relevant businesses. By effectively managing your reputation and content, dealers indicate to the search engines that they care about their customers and list those dealerships above their competitors.

Reputation Management Packages

| | SETUP FEE | MONTHLY |
|--|-----------|---------|
|--|-----------|---------|

RETAIL PRICING (FRANCHISE PRICING MAY VARY)

| | SETUP FEE | MONTHLY |
|----------------------------------------------------------|-----------|--------------|
| Reputation Management Service (a la carte) | \$399 | \$399/month |
| Advanced Social (Includes Reputation Management Service) | \$799 | \$799/month |
| Premium Social (Includes Reputation Management Service) | \$1399 | \$1399/month |
| Standard SEO Plus Reputation Management Service | \$999 | \$999/month |
| Advanced SEO Plus Reputation Management Service | \$1399 | \$1399/month |
| Preimum SEO Plus Reputation Management Service | \$2099 | \$2099/month |

To learn more about Dealer.com Reputation Management, contact your Dealer.com Representative by calling 888.717.9390