

Marketing Plan Workbook

Digital Dealer 19

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KRUSE
CONTROL
I N C .

Your Epic Social Media Marketing Plan

Average dealerships have wishes and hopes. Confident, successful dealerships today create goals and a plan.

The lack of a marketing plan and clear goals is like turning on your car's ignition for an important road trip and not using navigation. Sure, you might get to your destination at some point, if you drive around long enough. But without a solid plan to guide you, how will you know for sure when or if you've made it to the right place? After all, without a plan, how do you know what social marketing success actually looks like for your business?

In today's climate, I'm certain this misconception is why many dealers fail at social marketing (and all other marketing too). Why not leverage the processes and the tools available to ensure your success?

There's never enough time (and money) to do it right but always enough time (and money) to do it over.

Is what you're doing today is getting closer to where you want to be tomorrow?

Don't Take Off Without a Runway

- Living, breathing entity
- Change many times as you shift your goals.
- This will be difficult. Anything worthwhile always is.

Social Media Marketing Goals/Objectives:

What do you want to accomplish?

Examples:

- Build a successful social media presence
- Increase traffic, leads and sales
- We'd like to sell in a new or underserved market (opportunities)

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Key Social Media Marketing Strategies

Content Strategy

Global Question: What types of content will help us achieve each of our goals?

- 1) _____
- 2) _____
- 3) _____

7 Questions to Draft a Winning Content Strategy

1. What Do We Bring to the Table?

Why Buy Here? (Why do people choose us over our competitor?)

- 1) _____
- 2) _____
- 3) _____

Let's dig deeper to find out exactly WHY....

Your Value Proposition

A clear statement of the tangible results a customer gets from your product and service.

What do you do better than anyone else?

- Explains how your product and service solves customers' problems or improves their situation (relevancy)
- Delivers specific benefits (quantified value)
- Tells the ideal customer why they should buy from you and not from the competition (unique differentiation)

What It's Not:

- A slogan
- The awards you've won
- The length you've been in business
- Generational ownership "family owned and operated since..."
- Size of Inventory "Biggest..."

Warning: Do NOT be white bread!

Examples:

- Uber
- CarMax
- Bidsketch
- Synthesis

- Evernote
- iTunes
- JetBlue

Dealership Example: "We make car buying simple, straightforward, and enjoyable."

Exercise: Uncover Your Brand Personality

What you want customers to perceive and/or come away thinking about your dealership.



Uncover Your Brand Personality

A 10-Minute Exercise for Clearer Marketing

Your brand is the experience customers have when doing business with you. Your brand's personality (attributes) is what you ideally want customers to perceive and/or come away *thinking* about your dealership.

Directions: Place dots closest to wherever your organization falls along the spectrum. Try to not over think this and don't be afraid to envision where you'd like your company to be, even if it's not there now. Draw your dots and read on.

BRAND PERSONALITY SPECTRUM

Personable and friendly _____ Corporate, professional

Spontaneous, high-energy _____ Careful thinking, planning

Modern or high tech _____ Classic and traditional

Cutting edge _____ Established

Fun _____ Serious

Accessible to all _____ Upscale

Where Does Your Company Live on the Spectrum?

Are most of your dots toward the left?

Your company is contemporary, fast-moving and energetic. You like to make ideas happen quickly, and you don't mind taking risks. Your communication style is friendly and approachable.

Are most of your dots toward the right?

Your company is traditional, relies on solid planning and established ways of getting things done. You might be trying to appeal to upscale clientele, and your communication style is corporate and professional.



What Does It Mean?

Knowledge is power: defining these brand personality traits means you can apply them consistently in your verbal and visual communication.

A clear vision of your brand personality will guide your choice of colors, typography, words and actions.

A company that is traditional and established will use classic typefaces that have been around for centuries. The color palette chosen leans toward conservative, rich hues. The communication style is formal and corporate. This company's brand image stands the test of time because it relies on elements that have been in use for decades, the style will still look fresh five years from now.

A company that is contemporary and high energy will have colors, typography and a communication style that reflect this. The color palette might be vivid and trendy. The typefaces used have been released in the last ten years. The graphic style is open, airy and asymmetrical. The copywriting voice is friendly and approachable. This company will likely have to re-make their image more often than the traditional one to stay ahead of visual trends.

What If Your Company is In Between?

If your dots are mostly in the middle, I urge you to take a stand about how you'd like your brand personality to be perceived. When it comes to marketing your business, the middle is the worst place to be. You're guaranteeing that your brand will be entirely forgettable, because it's not one thing or the other.

The middle is Blandsville. Avoid it at all costs.

If your dots are all over the place, with some on one side, and some on the other, you have a quirky brand that doesn't fit easily into a box. That's good! Feel free to mix and match traits from the list above. For example, you might use traditional typography and colors, but a very friendly and approachable copywriting style.



Uncover It and Let It Shine

Every brand has a personality. One personality isn't "better" than another. Once you identify your company's brand personality you can use that knowledge in all the marketing work you do.

Your communications will look and sound like they're coming from the same source over time, and your decisions about how to express your brand verbally and visually will be right on target.

Create Your Brand Value Proposition: Use no more than 2 sentences:

Your Brand Promise: What Tangible Benefits Do You Promise Deliver?

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

2. Who are our Target Customers?

Describe your target customer(s) as thoroughly as possible:

What do you hear? What are your customers saying? What are the recurring themes on challenges and desires?:

Describe the community they live in (metro area, rural, somewhere in between):

Demographics (income, interests, ages, races): _____

What are their most frequently asked questions when they're ready to buy?:

3. What Content Do We Already Have?

We use the following to educate and promote:

- Blog
- Ebooks
- Workshops
- Testimonials
- Video
- Podcast
- Newsletter
- Email Drip Campaigns

We use the following to build trust:

- Employee-generated content
- Customer-generated content
- Prospect assessment tool
- Free “how to” content
- Customer training/orientation
- Loyalty programs
- Customer-only events
- Customer feedback tools
- Customer workshops

4. What Foundation Will We Build From?

- Wordpress (self-hosted)
- Rainmaker
- Keyword Research
 - Google Keyword Planner
 - Great Tool (Paid): <http://keywordtool.io/>
It's based on autocomplete results as well, enter a phrase and check out the depth and breadth of the results. Great for building content around your topics.
Key: Post or Page needs to be as contextual as possible rather than just stuffing it with exact match phrases.
 - Wordpress SEO by Yoast (Plugin)
- “Problems We Solve”
- Storytelling
- FAQs: To gain traction, start with content that addresses "The Big 5":
 - Cost/Price
 - Problems/issues/concerns
 - Comparisons (Your product #1 vs. product #2; your product vs. competitor's product)
 - "Best" choices (depending on needs, concerns, desires)
 - Review/opinions (what other customers are saying)

- Employee-generated content
- Customer-generated content (ie: Reviews)

5. How often should we publish & post?

Content Calendar

Publishing tools:

- Post Planner
- Hootsuite
- Agora Pulse
- Sprout Social

6. What Resources Do We Have (to create content)?

Who will produce our content?

Who's in charge of our content?

Who will maintain our content?

Examine and describe what forms of content are most comfortable right now (written, video, images, etc):

What types of content do we want to leverage for next 12 months?

What do we need in order to get there?

7. Where Will We Distribute Content?

What channels do we feel most excited about?

Where do our target customers spend their time online?

Engagement Strategy

Who will manage our community?

What are the attributes they must possess?

- Empathy & Patience
- Social Media Savvy
- Branding/Marketing Experience
- Ability to Recognize Leads
- Emotional Maturity
- Clear, Concise, Professional
- Ability to Resolve - Not Inflamm

Engagement Tactics:

- Monitor
- Listen
- Respond
- Ask Questions
- Network
- Recognize & Foster Leads
- Social Customer Service

Promotion Strategy

Grow Your Online Community

Social Advertising:

- How will we grow our online community?
 - Facebook Ads: Promote Your Page
 - Twitter Followers
 - Instagram
- How will we promote our content?
 - Facebook Ads: Boost Your Posts

Conversion Strategy

Convert fans into customers

- Facebook Ads
- Landing Pages
- Design
- Tools: Thrive Content Builder, Thrive Landing Pages (Wordpress plugin)
- Facebook Tracking Pixel

Facebook Ads

Always state your goal first:

- Promote Page
- Boost Your Posts
- Send People to Your Website
- Increase Conversions on Your Website

Goal: Increase Conversions on Your Website

Tactic: Use a Landing Page

4 Must-Haves:

1. Image
2. Copy
3. Call-to-Action
4. Lead Form

Conversion Tracking:

Where will leads go?

Who will field the leads?

How will we track conversions?

Facebook Tracking Pixel

<http://bit.ly/FBConversionTracking>

10-Minute Exercise: Create a Facebook Ad with landing page copy for conversion

What Are You Promoting? _____

Headline for Ad: _____

Copy & Call-To-Action: _____

Image: _____

Blog Strategy & Implementation

Wordpress (self-hosted) with Genesis Framework

Plugins:

- Akismet (keep out spam)
- Google Analytics by Yoast
- Wordpress SEO by Yoast
- Social Share Buttons Plus
- Disqus comment system
- Thrive Content Builder w/ Landing Pages
- Car Dealer Press
- CoSchedule (Content Calendar)

Employee Engagement & Participation

- Culture Cannot Suck
- WIIFM
- Encourage Growth of Personal Brand
- Weave It Into Job Duties & Pay Plan
- Recognize & Reward 4-5 Star Reviews
- Make Submission Easy
- Show Evidence, Reinforce Value

[Read More Here:](#)

[7 Steps to Engage Employees in Content Creation](#)

One of the challenges for business owners and marketers is coming up with enough relevant content that customers either need or want to engage with. Taking a collaborative approach to these challenges often produces outstanding results and you've got your best "brand experts" at your fingertips. Employees possess the knowledge your customers need and their seasoned expertise fosters more trust than any ad you'll ever run.

Employee generated content is so powerful because there's a personality layer inherent in each piece. It allows your business to provide varied, expert information that matters to your customers.

Consider your own experiences as a consumer. If you go to Lowe's and ask the guy in the blue vest how to work on a project, you listen and believe it more than if you just read something on their website.

Developing an environment to engage employees in content creation is no easy task. There are certain components that must be present in your organization in order to start a program of capturing your employees' knowledge and expertise.

- Culture must be part of your marketing toolbox. A happy, healthy work environment cultivates happy, healthy employees. Happy employees deliver outstanding customer experiences.
- New media marketing buy-in must come from the top and permeate throughout management.
- Communication channels must be open to exchanging information no matter who's involved - from the CEO to part-timers.

When you're ready to engage employees in content creation, you'll need a strategy and a system to be successful. Here are 7 steps to get you well on your way:

1. Always start with a real-life, amazing customer experiences

Not to sound redundant but you really must start with authentic customer experiences. Telling the stories of those experiences is the cornerstone of your content strategy.

Build a culture that rewards and supports the kind of experience you want your customers to have.

2. Establish WIIFM

Employees are not just sitting around waiting for you to give them more work to do. Ultimately, they'll have to understand and embrace how providing content helps THEM, not you.

- Google themselves. More and more, customers are Googling salespeople and other employees. Do your employees know what's out there? Do you? Presenting a positive persona is key and contributing content is a great way to look good.
- Provide incentives. The right mix of incentives gets employees eager to share their ideas. Some people like money, so give them a spiff for every piece of content published. Other people relish status, so a month of parking by the front door might be cool.

3. Encourage growth of employees' personal brand

Great brands start from within. Your company's brand is only as strong as your people make it. Each employee has a personal brand, whether they know it or not. If they're not proactively managing it, then their allowing others to define it for them.

Don't risk your reputation by ignoring this company asset. Instead of letting your employees' brand be dictated by others, make a commitment to provide resources and guidance to help them build a strong personal brand.

4. Weave content participation into their job description and pay plan

Incentives are one way to reward employees for content they create. Taking it a step further by incorporating content creation into their daily activities can not only boost your marketing success but it can pave the way to more sales.

More positive exposure through content drives traffic and conversation for both the company and the employee.

5. Recognize and reward authentic 4-5 star reviews

Online reputation management is a component of content strategy and marketing. Reviews tell the stories of your customers' experience. Salespeople often see even more sales because they're mentioned in a positive review.

In sales meetings, acknowledge employees named in 4 and 5 star reviews. Recognize and reward those who've received positive mentions. Discover and discuss why someone was mentioned in a negative review. Then, reiterate the "WIIFM" component for those employees who aren't participating yet.

6. Make submission easy

It's nice to imagine that old saying, "If you build it, they will come" applies in your efforts to engage employees in content creation, but it's a pipe dream. If you build it, you must make it easy for them to deliver it.

Not everyone is tech savvy so keeping it as simple as possible works best. Here are some cost-effective solutions that are working for our small business clients:

- Dropbox. Simply create a folder in Dropbox for content and share it with each employee/content creator. They can submit pictures, video, audio and written docs. Cost: approx. \$100/year for Dropbox Pro account.
- Wordpress. Create individual user accounts for each employee and allow them "Editor" status. They log into Wordpress and add their content as a draft. Cost: nearly zero if you're already using Wordpress.
- Email submission. Create a specific email address (ie: content@yourcompany.com) for submitting content. This makes it one place for your marketing team to access great content.
- Weekly Brainstorm. I have a client who's got a team of very creative salespeople. They work in the same office together everyday and come up with new ideas for content.

7. Track and analyze to show evidence and reinforce the value

Once you begin to publish employees' content, you'll need to track and analyze the results of your program. Set up your goals and define the key metrics that represent success to you. Reaching your goals will reinforce value and help provide more evidence that you have real experts delivering the greatest customer experience.

When you engage employees in content creation they have a vested interest in your success. They will be your most committed and enthusiastic ambassadors. Providing them the opportunity and support to be visible spokespeople on behalf of your brand drives employee engagement, inspires collaboration and improves customer experiences.

Create Great Headlines

- Clickable
- Contain Keyword/Phrase
- Compelling Adjectives
- <http://www.aminstitute.com/headline/>
- <http://coschedule.com/headline-analyzer>
- Number + Adjective + Keyword + Rationale + Promise
- *Example: 6 Savvy Facebook Marketing Steps to Increase Traffic, Leads and Sales*

Read More Here:

Anatomy of a Great Blog Post

Everybody wants to be in shape. Whether it's your business or your body, achieving good health isn't always easy. When it comes to answering your customers' questions, solving their concerns and converting sales, your blog is a key component to a healthy regimen. A great blog post has many moving parts and it's your decision whether you want to put forth a half-hearted attempt or strive to be the best you can be.

I've been conducting an informal study on how car dealerships have integrated blogging into their overall marketing strategy. I've asked a simple question of the attendees in the national training workshops I've been facilitating. "Do you have a blog?" Sadly, the answer as of today is 2 out of approximately 50 dealers. Considering that fresh, relevant content is how you reach customers today, this shows there's room for improvement.

In essence, blogs serve two audiences. The first is live humans who are interested in your business and may eventually purchase what you sell. The second is search engines who must ascertain if your site is functioning and if your content is relevant. To be successful, you have to earn the respect of both audiences.

The goal is to produce content that prospects and customers will love, remember, and share, but at the same time earn the signals that enable that content to be easily found by a larger audience. But you can't begin unless you know how it all works.

Anatomy of a Great Blog Post

The following are the anatomical components to a great blog post. It's time to get healthy, serve customers, attract prospects and beat your competitor.

Headline

Headlines are tricky. They need to be clickable and get your point across quickly. They must appeal to your target customers and promise to provide value. If your headline isn't compelling, you'll lose 80% of your audience.

You only get one chance to capture your reader's' attention. One of the my favorite formulas is this:

Number + Adjective + Keyword + Rationale + Promise

Example: 6 Savvy Facebook Marketing Steps to Increase Traffic, Leads and Sales

More winning formulas:

- List posts: *10 Tips to...*
- "Best" posts: *The Best Ways to....*
- "Make Life Easier" headlines: *The Easiest Way to...* (if possible, add personal stories)
- *"What to Do When...."*
- Make a promise, such as *10 Powerful Tips to help you...*
- Don't Be Stupid headlines: *3 Big Mistakes to Avoid When...*
- Comparison posts: *Sedan vs SUV: Which One is Right for You*

First Paragraph

The key to writing a great first paragraph is expertise and empathy. You want to make it clear that you understand your readers' concern and that you're the expert is solving their problem. A very simple way to look at first paragraph structure is as follows:

1. People come to us with _____ problem.
2. We understand and empathize with this problem.
3. Here is the answer to your problem.

Every Paragraph After the First

Storytelling is the absolute best way to keep your readers (ie: customers) engaged. Whatever you're writing about, make it relatable by sharing a story. Example: If you're writing about your customers' problem, tell a story about how you solved that problem in real time.

Wrap Up

Just like all good stories, it's important to supply the proper ending. Wrap things up with a call to action. It can be simply the next step in your customers' process or a link to take advantage of a special offer.

Optimize with an Image

Make sure to include a relevant image with your post. Visual content is just as important as written, especially when your posts are shared on social media. I use [Canva](#) to create my blog post images and sometimes use [Fotolia](#) or [BigStockPhoto](#) for images. The cost is minimal and the benefits are ideal.

Please DO NOT use Google Images. I find it's best to pay for images rather than run the risk of using someone's copyrighted mage by mistake. The penalties can be very costly.

Optimize for Search

As we discussed earlier, you're writing for search engines. You need to ensure your posts are speaking their language.

Keywords and phrases should be a focal point of your posts. Most of us are not experts in optimizing content. I use a handy Wordpress plugin called [Wordpress SEO](#) that makes it effortless to optimize your posts.

Share and Re-Purpose

"Social Signals" (clicks to your blog/website from social media) are key to increasing organic traffic and thereby building your authority online. Relevant, informative blog posts should be "syndicated" (published) regularly on social media.

Re-purpose your posts through email marketing. Compile a few related posts into a "Whitepaper" or Ebook and give them away for free in exchange for a prospect's email. You've already supplied value to the relationship and that's your best chance at developing a sale down the line.

Take Action

If you don't have a blog (or if you've half-heartedly started one), it's time to stop procrastinating. These tips will help your business' online presence get in the best shape of its life. What are you waiting for?

Exercise: Create Ten Blog Post Topics

- "Problems We Solve"
- FAQs
- Storytelling
- Employee-Generated Content
- Customer-Generated Content

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

Budgetary Considerations and Buy-In

Our Monthly Marketing and Advertising Budget is:

If you don't have one, make that one of your goals. Back into the amount taking into consideration the tools, software and Facebook ads budget.

Current assets available (financial, manpower):

Why Businesses Fail at Social Media

- Fear of Social Media
- No Written Marketing Plan
- Distrust Employees, Don't Empower Them
- Never Establish WIIFM
- Lack of Organizational Development

[Read More Here:](#)

[4 Bedrock Reasons Why Dealerships Fail at Social Media](#)

Social media is like cotton - it's become the fabric of our lives. It permeates throughout our culture and not a day goes by without 100+ media outlets reporting stories that have originated on social media. It's grown into a preferred form of communication. Why then do so many businesses fail at social media marketing?

Social media has made it possible to:

- Stay connected with and retain current customers
- Attract and engage potential customers
- Show the human side of the business
- Break down walls between buyers and sellers
- Laser target ads to people who are interested
- Drive traffic, leads and sales
- Respond to customer concerns quickly

With all that's available, one would think businesses would adopt social media as part of their web presence and marketing methods, but that's not been the case. I, along with many others, have been publishing insights and touting the value of social media for years. In some scenarios, the needle has barely moved.

This failure to adopt social media is leaving a lot of marketers, salespeople and employees pretty frustrated with their company's leaders. They see the value and, in some cases, have taken social media on themselves.

But the buy in and adoption of something, even when it seems like the best, most awesome logical move, doesn't always happen. In the case of social media, it's 'not happening' often at all levels of business.

A rampant epidemic of connection resistance.

Over the past five years, I've informally analyzed business' behaviors around social media and online marketing in general. I've discovered that one or more of the following four conditions are why businesses fail at social media marketing.

1. Fear of Social Media

There's an overriding, if misguided, pressure to get things "perfect" on social media. This sometimes expands into an excuse to avoid getting involved at all.

The permanent nature of anything that's posted on the web tends to freak out the "control the message" crowd, who have their fingers poised over the delete button to instantly erase ill-advised comments or content.

We're never far removed from the latest social snafu by a public figure, or the next one to come, and that fear can be paralyzing.

2. No Written Marketing Plan

- 39% of companies who have a documented content marketing strategy are more effective in nearly all aspects of content marketing than their peers who either have a verbal-only strategy or no strategy at all.
- Companies with a documented marketing plan are more than twice as likely to be successful at charting the ROI of their marketing efforts than those with only a verbal strategy.

I'll admit it, planning is tough. There are so many moving parts to social media that tie back to business processes like leadership and operational development. Many businesses skirt the issues thinking they can take a shortcut to social media success.

3. Distrust Employees, Don't Empower Them

Many businesses are still blocking social media in the workplace. That's tantamount to unplugging the phone and taking down your email server.

Are there a lot of horror stories out there? Sure. Could someone say something stupid? Of course. What if our perfect reputation is trashed by one Facebook post or tweet? There are so many what if's.

Establishing a social media policy mitigates the potential horrors. Empowering employees comes with a solid training and orientation on the components of social media. Customers see employees as the most trusted representative of the company. Why sell yourself short when you can implement processes to take advantage what's available today?

4. Never Establish WIIFM

Some businesses do dip their toe into the social media stream. Some embrace it a little but then brazenly (often naively) ask their employees to share the company's updates on their own personal profiles. Just this week I heard about a business who was making it *mandatory* to share company updates.

You're doing it wrong!

Asking employees to participate in the company's marketing without establishing what's in it for them, leads to nothing worthwhile. The result can often be harmful.

More and more, customers are Googling salespeople. When an employee fully grasps what's in it for them, and he/she has received social media knowledge and training, they start collaborating with the brand message and act as an advocate. They often start coming up with content ideas and those ideas are what shoot engagement, leads and sales through the roof.

Businesses fail at social media when they don't focus on connection. Connecting is what social media is for and when customers prefer it, your business should be there with a welcome mat. Don't miss out by trying to be all things to all buyers. Connect well and often with your target customers and never hear the word fail again.

Organizational Development

- Buy In
- WIIFM
- Social Selling

Buy into Change: Identifying Resistance

- Who does and who doesn't?
- What are their main sticking points?
- How Can I Facilitate Buy In?

Resistance to "Fringe" Ideas

"The mistake idea merchants make is that they bring their fringe ideas to people who don't like fringe ideas, instead of taking their time and working their way through the progression."

~Seth Godin

Getting Others to Buy Into Change

- Consistent, Useful Information
- Speak Their Language
- Numbers Don't Lie
- Address the Emotional Quotient
- Know Who to Shut Out

Read More Here:

[The Secret to Digital Marketing and Social Media Buy In](#)

There are a great many individuals - business owners, managers and employees - who struggle with full-scale adoption of proven, elementary digital marketing strategies that they *know* are crucial to the future viability of their company. The struggle in getting digital marketing and social media buy in often becomes so overpowering that amazing opportunities soon scatter in the wind.

Those of us who are on the "front lines" of digital marketing often forget that we live in a bubble. We pride ourselves on knowing the latest digital marketing techniques; we keep ourselves informed of the perpetual changes because we thrive in that world. It's easy to migrate into an early-adopter tribe and forget that most people are nowhere close to adopting the ideas we advocate.

Most everyone can name at least 2-3 people who don't buy into the benefits of digital marketing. It might be your boss but it could be your employees, too. The inevitable frustration takes its toll and leads to unhealthy consequences.

Once again, a Seth Godin *sentence* that he strategically placed at the end of his [blog post](#), inspired me to look deeper into my attitudes on digital marketing and social media buy in. Until I read Seth's words, I didn't realize just how cavalier I've been in underestimating the pace of evolution from fringe idea to mass idea adoption.

"The mistake idea merchants make is that they bring their fringe ideas to people who don't like fringe ideas, instead of taking their time and working their way through the progression." ~Seth Godin

Buying Into Change

When I first started Kruse Control, it was an operational consulting firm. I'd spent many years managing successful car dealerships and after some significant events in my life, I decided to use my knowledge and experience to help struggling auto dealerships find their way to more revenue.

I've always had a knack for spotting issues quickly that impede profit. A few hours walking around and a concise review of a financial statement is pretty much all I need to see where improvement can be made. I'm not a savant - the car business is part of my DNA.

When the recession hit, I found myself at a crossroads needing a pivot. I could see social media playing a crucial role in customers' decision making process. I pivoted Kruse Control to address the shift, but I didn't realize how much the changing, customer-to-customer communications would effect my target clients.

I wish I would've known then what I know now. I mightily underestimated the time and effort it would take clients to adapt. We often get so entrenched in our fringe ideas and how "great" they are, we forget to research, investigate and test the likelihood of our target clients' or employers' will to change.

Fast forward 6 years. I've pivoted a few times since those early days and through my shortcomings, I've learned to focus my efforts on products that deliver the greatest customer value.

Manage Change for True Digital Marketing and Social Media Buy In

Buying into change disturbs some very primal, entrenched beliefs and it's often resistance to this disturbance that keeps people stuck. Often when we ourselves see the value of the change, we neglect to consider the impact it will have on those who see fringe ideas as dangerous. The secret to digital marketing and social media buy in is taking the time to *work through* the idea progression within yourself and your organization.

Before you foist your "fringe ideas" on the boss or your team, make sure you've got your house in order. I meet many digital marketers who themselves are not fully bought into the value of what they're doing, simply due to a lack of confidence, solid information and/or failure to track results that prove their "fringe ideas" are sound.

Getting Others to Buy Into Change

Here are 5 tips to help you facilitate challenges to the status quo and effectively achieve digital marketing and social media buy in:

1. Consistent, Useful Information

The current climate of skepticism in organizations, and certainly with consumers, means the majority of people need to hear information 3-5 times before they believe the message. This is particularly important when you're trying to convince people of the merits of the change.

As people grapple with emotions, they're less receptive to believing what they hear. Consistency and repetition are key.

Provide the information that makes their desire to change greater than their desire to stay the same.

2. Speak Their Language

The best way to convey the merits of something that's seen as fringe is to use an analogous example or story that's familiar to the audience or person.

Having been in the car industry in the 80's, I saw the first cell phones, which were actually considered "car phones" because they were too big and cumbersome to carry around. Soon after, there was a version you could carry around but it was so expensive that only the "trendsetters" could afford one.

As technology shifted, and the general public began to crave the advantages and status that cell phones provided, the masses soon had access to, and could afford their own, mobile phone. Today, most of us can't imagine life without our mobile device. What once was a fringe idea, is now widely adopted.

3. Numbers Don't Lie

Buy in on change's biggest obstacle is often a perceived financial burden. The GM or CFO isn't going to approve expansion into digital marketing without the promise of ROI, a return on their financial investment.

If you're pleading your case to the boss, set some attainable goals and objectives and share them with him or her. I know that when I was a GM/CFO, if someone approached me with an idea and could back it up with a good-looking plan, I would seriously consider moving forward with it.

Collect data to prove your idea is viable. If you get a small budget to work with, track what you're doing and report the results. Never stop tracking and reporting. Even if the answer is no every time, the yes can come at some point.

4. Address the Emotional Quotient

Understanding the emotions that come up for people is key to getting others to buy into change. Do your homework to understand how each person might feel about the change. We're all human and we've all objected to change at some point in our lives. If you can come from that viewpoint, it will be easier to address these emotions that are triggered in your efforts to get buy in:

- Lack of enough information
- Comfort with the status quo
- Suspicion
- Skepticism
- Shifting priorities
- New expectations
- Frustrations
- Need for structure and certainty
- Feeling threatened

5. Know Who to Shut Out

Having been a change-agent most of my life, the one thing I know is that somebody will always try to sabotage your efforts. Resistance to change is normal but these anti-change-agents incite discontent and cast doubt; they actively recruit others to their negative camp.

Do everything you can to keep naysayers out of the conversation. If it's your subordinate, that's fairly easy. If it's your boss, it's much more difficult.

Leverage these tips and do what you can with the tools you have. If you find you're unable to overcome the obstacles, there's always other changes you can consider. "If you can't change the people, then change the people."

Whatever you do, don't give up. You and your "fringe ideas" have a home and there are many of us who are fighting the battle against complacency.

Great things never come from comfort zones. Raise your fringe flag and let it fly!

What In It For Me? (WIIFM) Strategies

- Leverage your "Teachers"
- Spiffs: ex. "Best Testimonial Video"
- Online Reviews
- Check in at Sales Meetings
- Track Metrics, Reviews & Leads from Social Networks

Social Selling

- Marketing is the New Sales
- Train & Develop to Leverage Social Media
- Great Salespeople are Great Content Marketers too!

Measurement & Analysis

Listen. Monitor. Measure. Analyze.

Tools:

- Google Analytics
- Raven Tools
- Hubspot
- Agora Pulse
- Sprout Social

KPI's to Track...

- Monthly Marketing Spend
- Number of Leads
- Source of Leads
- % of Leads Converted into Sales
- Website Traffic
- Social Media Reach
- Social Media Engagement
- Conversions from Social Media
- Social Media Mentions
- *Online Reviews*

Social Customer Service

- Proactive, Not Reactive
- Listen and Learn What You Need to Know
- A business culture that's rooted in service to customers always has staying power.

Social Customer Service Stats:

- 71% of consumers who experience positive social customer care are likely to recommend the brand to others, compared with just 19% of customers who do not get a response.
- Tech-savvy consumers want their online questions to be addressed promptly; 42% expect a response within one hour.
- 33% of users even prefer to contact brands using social media rather than the telephone.
- 83% of respondents in a recent survey said they liked—or even loved—when a company responded to them on social.

6 Ways to Fail at Social Customer Service

1. Suck in Real Life Customer Experience
2. Neglect to Appoint a Kingpin
3. Ignore Messages
4. Try It Without Software Tools
5. Underestimate the Power
6. Fail to Admit Your Mistakes

Now, The Deer Have Guns....

Online Reputation Management

A brand is no longer what you tell consumers it is, it's what consumers tell each other it is.

5 Step to 5 Stars

Improving, Protecting and Promoting your Online Reputation

Company Culture

- Earn the Right to Invite
- Stick with Your Why
- Radical Transparency
- Employees are "Most Trusted"

Impact of Online Reviews:

67% of customers are deterred from doing business with your dealership after seeing just three negative reviews.

⅓ of Your Profits Are at Risk!

Current Studies Say...

- 85% say they consider online reviews extremely/very important when making a purchase.
- 91% of women consumers consider an online review more important than input from a salesperson in a store.
- Nearly 60% of consumers check online reviews of a product from their Smartphones while shopping.

5 Steps to 5 Stars

Improving, Protecting & Promoting Your Online Reputation

1. Invite
2. Monitor & Listen
3. Respond
4. Improve
5. Promote

5 Steps: The Do's and Don't's

1. Invite:

Do:

- Establish an Internal Process
 - Create a Review Funnel (software tool: Grade.us)
 - Employee Engagement
- Leverage Software (Example: Grade.us)
- Make It Easy
- Provide Word Tracks for Employees:

*“Mr./Ms. Customer, our business is based on referrals. I'd really appreciate it if you'd take a few minutes and share your feedback here. * It would really help me out.”*

- Establish WIIFM: Review, SEO, Authority
 - Motivate
 - Recognize
 - Incentivize
 - Reward
- Content Creation
 - Ask for Reviews
 - Video Testimonials

Don't:

- Specifically Ask for a Positive Review
- Pressure or Coerce
- Offer Anything In Exchange for Review

2. Monitor & Listen

Do:

- Set Clear Goals
- Assign the Right Person
- Distribute & Read Reviews Everyday
- Build an Escalation Protocol
- Follow up with People and Process That Appear in Reviews

Don't:

- Make It “Everyone’s Job” Without Accountability
- Ignore Negative Reviews & Mentions
- Relegate Reviews to Inexperienced Employees
- Focus on only 5-star and 1-star Reviews

3. Respond**Do:**

- Respond to Every Review
- Be Calm, Think It Through
- Leverage the Learning Opportunity
- Take It Offline As Needed
- Find Out What They Really Want & Do What You Can to Give It ‘Em

Don't:

- Be Defensive or Critical
- Use Cut-and-Paste Responses
- Assume You Know What The Customer Wants

4. Improve**Do:**

- Positive Feedback: Recognize Great Work
- Negative Feedback: Holes In Your Operation
- Share with Team Members
- Refine Your Process
- Turn a Hater Into a Customer for Life

Don't

- Try to Do Too Much, Too Fast
- Let the Trolls Get You Down
- Waste Time on Negative Emotions
- Give Into Extortion

5. Promote**Do:**

- Be Consistent
- Be Authentic
- Be Transparent
- Use Photos & Video
- Content Marketing: Re-Purpose Your Positive Reviews

Don't:

- Advertise One Experience and Provide Another
- Exaggerate, Fake, Buy or Manipulate Reviews
- Neglect Your Business Pages
- Reject Promotion Opportunities with Review Sites

Responding to Reviews**Characteristics of a Top-Notch Customer Experience Manager**

- Empathy & Patience
- Social Media Savvy
- Branding/Marketing Experience
- Ability to Recognize Leads
- Emotional Maturity
- Clear, Concise, Professional
- Ability to Resolve - Not Inflamm

Best Practices for Responding to 1 and 2-Star Reviews:

- Acknowledge
- Investigate
- Distribute
- Strategize
- Reinforce
- Follow Up

Best Practices for Responding to 3-Star Reviews:

- Acknowledge
- Investigate
- Strategize
- Refine Process
- Follow Up

Best Practices for Responding to 4 and 5-Star Reviews:

- Acknowledge
- Strategize
- Recognize
- Repurpose
- ☺☺☺Promote

★ ★ ★ ★ ★ 9/15/2015

Went in for my 1st service on my X5 on a saturday. Appointment was 1220pm. Left at 315pm. This in itself should be enough, but I think like most of the negative reviews here the people that work here must have a superiority complex and feel that they don't need to explain anything to their customers/clients.

When asked whether it normally takes this long for , basically an oil change, the service rep said no, but they were backed up and they had were light on staffing that day. That's all fine, IF IT WERE TRUE. There were a lot of employees just standing around and getting coffee and generally not working. This included the guys that actually work on the cars! It is very well known that these people hate their jobs (probably) and the last thing on their minds while working in a service industry, ironically, is providing service (good service).

All this may sound like simple ranting and complaining, but I wouldn't be writing this negative review had the service guy apologized or kept me updated on the status of my vehicle. He was just sitting at his desk and on his cellphone (gotta love glass cubicles). LOL. And when I finally did ask at the 2 hour mark, I was told that they were just washing the car and should be down in a "couple of minutes." Fast forward 30 minutes....car comes down. Not an ounce of water or evidence that a car wash ever took place "a couple of minutes" ago. Which leads me to believe my car was done a very long time ago (enough time for water to evaporate). Unless BH BMW invented a method of washing cars without using a drop of water and avoiding any scratches while removing all the dirt off my car.

Obviously, I will definitely be going elsewhere for my service from this point forward. With all that one this stealer ship made to move to such a great facility is a shame. Maybe another story of enlarged ego? Who knows. But they should be more grateful to their customers. If anyone from BH BMW reads this, I suggest sending your staff to a training course on how to provide good service. They're losing you customers.

Was this review ...?

 Useful 2

 Funny

 Cool 1

  

★ ★ ★ ★ ★ 9/25/2015

Beverly Hills BMW seems nice. Nice looking place friendly faces but they don't know anything. I went in there to ask for the previous service records of my car and they told me they have no way of accessing the service records by VIN number. Anybody who knows anything about these cars knows that they have access to the service history of the vehicle based on the number they just didn't want to help me. I suggest if you want knowledgeable honest, service to go somewhere else. When I get ready to buy my next BMW I will drive somewhere else that is much farther away from my house to avoid coming back here.

Was this review ...?

 Useful 1

 Funny

 Cool





Aaron E.
Orange County, CA
142 friends
618 reviews
Elite '15

☆☆☆☆ 10/7/2014

1 check-in

Tustin Hyundai's service department gets the job done.

I received a coupon for a \$20.00 oil change and figured I may as well take advantage of the offers once I was in the area. The service was swift considering that I walked in on a Saturday afternoon plus the technicians were friendly enough and even hooked me up with a small discount on the synthetic up charge, which was great.

The waiting room is terrific boasting a large flat screen television, several desktop computers and free high speed wifi. I would most certainly return next time I score another discount for service.





Romuel Dave C.

Irvine, CA

👥 293 friends

★ 261 reviews

Elite '15

★★★★☆ 10/15/2014

There aren't too many dealerships that take care of both customers who have purchased their vehicle there, AND those who purchased elsewhere, and decided to take their cars into service there...I'm the latter.

The great thing about Hyundai is maintenance is cheap. \$30 oil changes, etc, paired with great service techs, service reps, and all around employees that make the place run smoothly.

Did I mention BBQ's (burgers and dogs) on the weekends at 12pm? Wow. I always try to service my car around that time, because hell, it's free food!

Close by there is a Costco, so you can walk over and grab some food, or they have a shuttle that will take you where you need to go in the general vicinity (tustin marketplace has ALOT to offer)

Other than that, I haven't run into any real problems with them... they are always informative, polite, and willing to help you out when you need it.

Pair that with a 10/100 warranty, you can tell they'll be seeing alot of me! (or wait...)



Anna F.

Irvine, CA

👥 23 friends

★ 17 reviews



9/15/2015

Had a great experience here! Robert Chong was awesome!

The lease on my 2012 Mazda3 was up, and I loved that car, but knew it was time to upgrade rather than buy it out because of all the new standard features in the 2016. The first place I went to was the Mazda dealership in Lake Forest, but walked away feeling like all they cared about was upselling me, and complimenting me on every little thing to put me off my guard.

But at Huntington Beach, Robert treated me with respect from the moment my husband and I walked up. He showed us both the Sport and the Touring editions, and stayed very objective about the costs and benefits between the two.

When we sat down to calculate the lease, he was very up front about the Cap cost, the miles, the lease length-- everything. He showed us every number and every lease configuration we asked for (We needed 15k miles, and prefer 36 months rather than 33 months) We negotiated the price down a bit, and ended up with a much better deal than the other dealership. We did end up deciding to go with the Sport because, while the features on the Touring are awesome, it wasn't quite worth the extra money to us right now. Maybe in 36 months when we come back for our next Mazda ;)

All in all, we were there for about two hours, turned in our old car, and drove off in a nice upgrade.

Your Epic Social Media Marketing Plan

(Don't forget to breathe!)

- Start Simple
- Recognize Accomplishments
- Always Know Your ROI
- Always Report Your Results
- Enjoy Yourself!

Addendum A

Employee Interview Questionnaire

Name: _____

1. What is your title and job description here at (Dealership Name)?

2. How long have you worked at (Dealership Name)?

3. What do you love the most about working for (Dealership Name)?

4. What do you like to do when you're not at work?

5. What brought you to the automotive industry?

6. What kind of car do you drive? What do you like most about it?

Addendum B

(Dealership Name)
Sales Customer Video Testimonial
Script

Intro: Tell us about yourself--what's your FIRST Name and City you live in?

1) Is this your first (Brand of Vehicle)? (or make of Used Car they bought)
If yes: Why did you choose (Brand of Vehicle)?

If No: What made you decide to switch brands?

2) Why did you decide to buy your car at (Dealership Name)?

3) What did you like best about your experience today?

4) What's the ONE thing you would tell your friends & family about (Dealership Name)?

Thank *YOU!*

Addendum C

(Dealership Name)
Service Customer Video Testimonial
Script

Intro: Tell us about yourself--what's your FIRST Name and City you live in?

1) Is this your first time here at (Dealership Name)?

If yes: Thanks for coming in!

If No: Welcome back!

2) Why did you decide to service your car at (Dealership Name)?

3) What did you like best about your experience today?

4) What's the ONE thing you would tell your friends & family about (Dealership Name)?

Thank **YOU!**