

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. Both your current and potential customers are spending significant time everyday on the platform - making Facebook a crucial place to efficiently reach and connect with them. By providing first-class service and value now, you can build the long-term relationships needed to cultivate customers for life.

PINNED POST

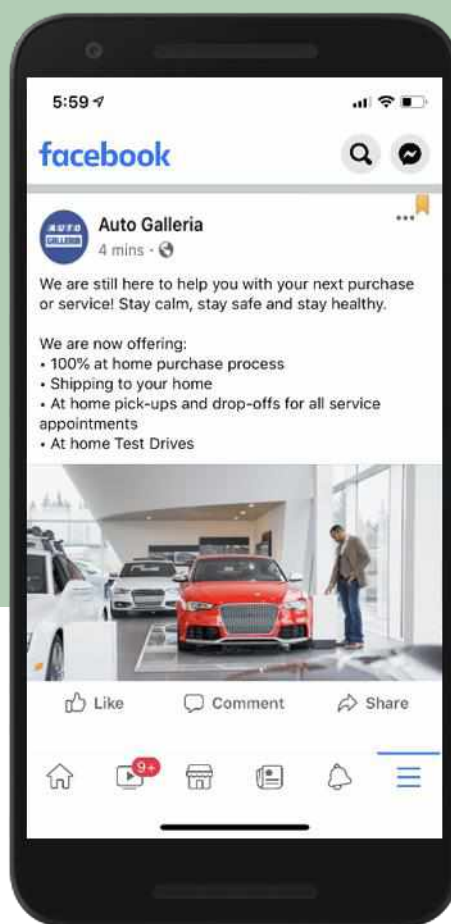
A pinned post is a post that you make on your Dealership's Facebook page that stays at the top of the timeline. Other posts that you make will then be posted below your pinned post. Pinning a post ensures your visitors can find important information about your business quickly.

Examples of important information:

- Have you updated your hours of operation?
- What precautions are you taking to make your customers 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.](#)



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people on Facebook visit a business page or event listing weekly¹

223M

people access Facebook every month in the U.S.²

FACEBOOK

FACEBOOK MESSENGER

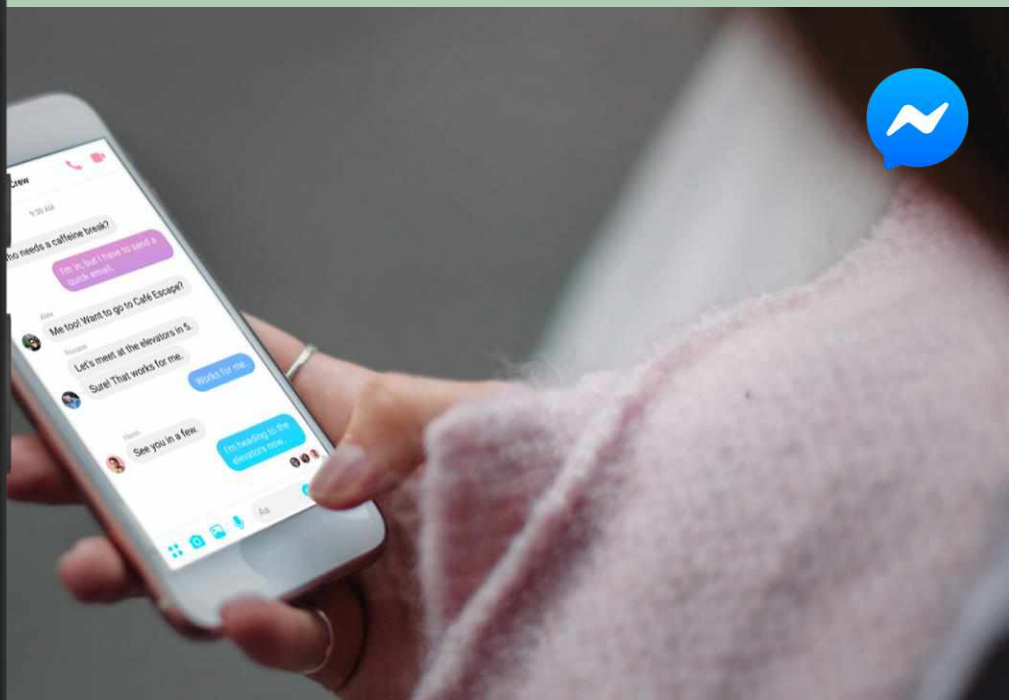
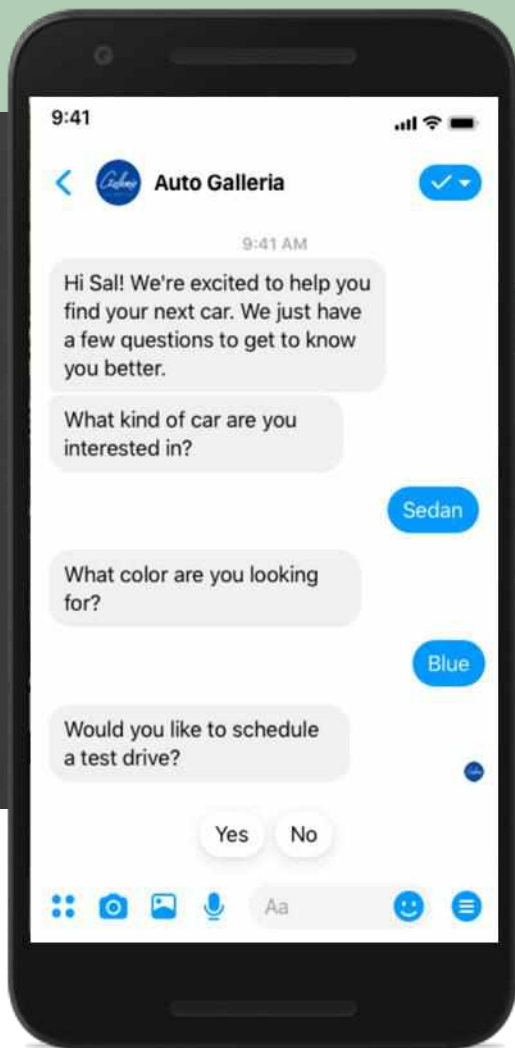
Messenger is an instant messaging platform built into your Dealership's Facebook Page. It is just like texting but with the difference of not having to pay for every message or the use of the platform. Messenger allows your dealership to build relationships and inspires trust. In fact, in a recent Facebook-commissioned study, 69% of people surveyed said that being able to send a message to a business made them feel more confident in the brand¹

Examples of incorporating Messenger:

- Messenger Pop-up: 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

55%

of people feel more confident messaging than emailing a business

FACEBOOK

FACEBOOK LIVE

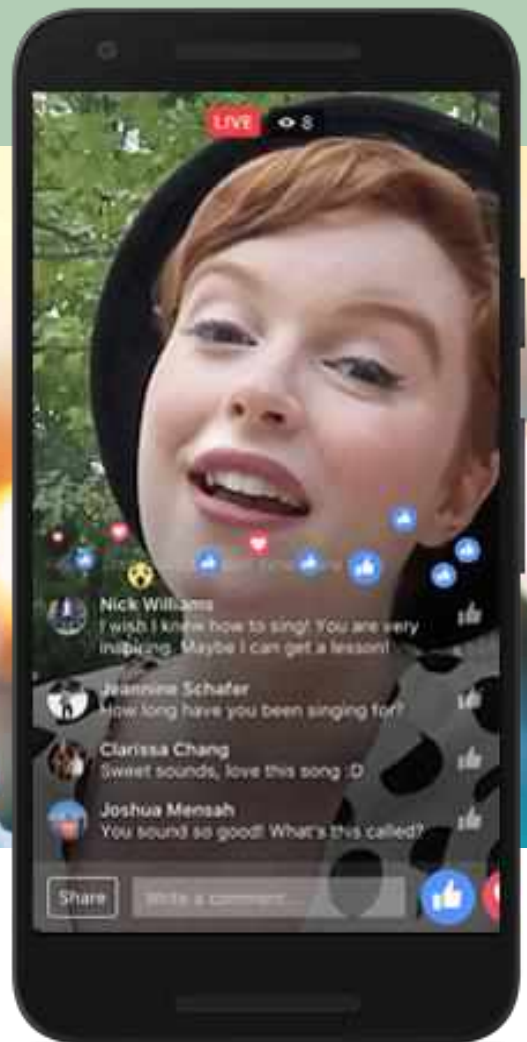
Facebook Live is a fun, powerful way to connect with your followers. It's immediate, authentic and interactive. Facebook Live notifies your followers when your dealership goes live, let's you interact with viewers in real time, and brings your viewers behind-the-scenes in a way that feels different than any other form of media. A great benefit of Facebook Live is that 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

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 your Feed in a highly visible area. People can also tap on your mobile Page's profile picture to see your Page 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 Page Stores on Facebook [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 simply 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

FACEBOOK