

Smith Motors

White Paper

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Social Media is all about Communication and Dialogue

The purpose of this white paper is to inform my client about new and social media to better their marketing and advertising strategy. My purpose is to educate my client to make the right decisions. As well as keep costs down with our new plan.

My client: I am putting together various types of social networks for Smith Auto Group. Smith owns three different types of car dealerships one is strictly Chevrolet, Ford, and Chevrolet/Pontiac. Smith Chevrolet is Located in Hammond, IN, near the Indiana/Illinois border, Smith Chevrolet is a premier Chicago Chevrolet dealer offering superior Chevrolet sales and service to the greater Chicago area including Porter County and Gary Indiana (Smith Auto Group).

Right now Smith Chevrolet is committed to the Chicago area customers this makes them the leading Porter County Chevrolet dealer and Gary Chevrolet dealer in customer satisfaction (Smith Auto Group).

Smith Chevrolet offers a large selection of new and used cars, trucks and SUVs at competitive prices. Smith Chevrolet won't be satisfied until you find the Chevy vehicle you have been searching for (Smith Auto Group)!

Smith Chevrolet/Pontiac or also referred to as Smith Motors of Lowell offers a large selection of new and used, Chevrolet and Pontiac, cars, trucks and SUVs in Lowell, IN. At Smith Motors of Lowell, they strive to make the sales process as simple as possible by matching our customers to the new or used vehicle that best fits them. Their knowledgeable, professional staff wants to make the purchase experience an enjoyable one (Smith Auto Group).

Smith Ford is a No Bull dealer. They want you to come see why they are the one and only "No Bull" dealers in the area! Smith Ford, a dealer in Lowell, IN offers new and used cars to Northwest Indiana. We offer new and used Ford cars, trucks, SUV, and Crossovers (SmithAutoGroup).

Target audiences:

Female aged 16-60

Male aged 16-60

College students, union workers, construction workers and companies, business owners

Their need is their own transportation whether it be a new or used vehicle. It can be a Chevrolet, Ford, or Pontiac. They will get whatever you are looking for color, interior, satellite radio, on star and more.

What I want to accomplish:

Build marketing and advertising at a lower cost

Increase sales by 15%

Have over 1,000 members register for the blog

Measure how effective the new technologies worked

Bring in more traffic to the stores

Have employees communicate better throughout all three stores

Make managers communicate to all employees not just those in their store

Get customers and employees more involved

Have customers communicate in a different way than e-mail and telephone

Make customers more aware of all the products and promotions that are going on

What social media would work:

Viral Marketing- Get referrals, use word-of-mouth (This will help bring people in because of interest and curiosity), Use your business cards to get information out there, have friends and family pass them out (Will get your name out there and the card will get

passed on or bring people in), Get e-mail addresses from customers, send out e-mail blasts and have them pass them onto friends (Let people know about new products or specials you have going on) it will have customers bring in potential customers.

Benefits: This will get the sales people more involved, it will get the word out, you can also update customers faster than having to send out letters. It will save money and a lot of time.

Measurements: Count how many people come in from a referral offer employees incentives for referrals, measure how many come in from the e-mail blasts, make sure each salesperson asks what brought them in.

RSS Feeds- RSS solves a problem for people who regularly use the web. It allows you to easily stay informed by retrieving the latest content from the sites you are interested in. You save time by not needing to visit each site individually. It ensures your privacy, by not needing to join each site's email newsletter. RSS feeds will help you update your blog entries or update you when someone has written a blog back to you. It will make people aware of Chevrolets new products and promotions, or every time Smith is in the news, it will make you aware of what is happening to GM (General Motors) right now and what is happening with the bailout plan. This will save you a lot of time instead of having to search the web for hours to find the information you are interested in, you can sign up, and get them when the topic hits the news.

Benefits: This will bring more traffic to your website, since all three stores are connected to one site you will be able to see which one is gone to most often. RSS feeds will update customers faster, information is easier accessible and you receive the information you are interested in.

Measurements: Measure how many people sign up for the RSS feeds, it will help determine which stores site is visited most often, you will be able to put more information on the site that people want to read and hear about. Measure the traffic of the site before adding RSS feeds and then measure how many hits the site receives when the RSS feeds are available.

Podcast- Some people prefer listening to a podcast rather than reading a blog. A podcast is one of the newest forms of social media. When using a podcast you can discuss a topic in-depth, there is a minimal start-up cost. Podcasts are easy to create and easy for the community to download and listen to your information. Programs are available to download long after their original broadcast dates. Podcasters have the ability to track listeners, this would help you measure how many hits you receive daily on your podcast. Users can subscribe to or download them to a personal computer, iPod or other digital music player so they can listen to them on the go. This will be especially helpful to people who are very busy but are in the market and want to learn all they can about a product before walking into the store. This may save them a lot of time they would be spending talking to the salesperson. This gives people information when they want it, when using this tool people want information that is directly relevant to them, this is focused on your niche audiences.

Benefits: This will help get the word out about new products, it will also give you an opportunity to explain features the vehicle will have to offer, what you can get put in each vehicle. It can also help steer customers to purchase a certain type of vehicle. It can provide customers to hear from owners, as well as General Motors to get the buzz out about a new and coming car. You can hear interviews or learn more about what the car has to offer the customer. I think it would be useful to make a podcast about the instruction manual instead of having to read the book customers would rather listen to it, and then have to read a 200-page book.

Measurements:

Measure how many people listen to the podcast, measure how many people download it, get numbers from iTunes to see how many download it to their iPods, and measure how many people prefer a video podcast over a strictly talking podcast.

Facebook- There are four main sections of Facebook that this business could use they are: Facebook ads, Facebook pages, Facebook insights and Facebook platforms. Facebook ads promote your website and products. You can make your ads even more effective by attaching them to news feed stories. Facebook pages connect with your customers on Facebook similar to the way you connect with your friends. Through a Facebook page, users can show their support by becoming a fan, writing on your wall, and other actions

that automatically generate news feed stories. Facebook insights gather insights on who's engaging with your facebook pages and who's clicking on your facebook ads. You can also see how much your presence is spreading virally without promotion. Facebook Insights is a free service. Facebook platform enables you to create social applications that let users interact with their friends and your business. With many deep integration points, platform applications are effective ways for your business to leverage the social graph (Facebook).

Benefits: You reach a diverse mix of age ranges. You will attract college student's graduates, business owners, or business professionals, and the younger population.

Measurements: Measure how many people add your group on facebook, see how many people click on your facebook ad, Facebook also gives you a chance to get statistics about users and what their interests are, so it will be easy to figure out your target market.

Blogs- I think blogs would work well for this company because it gives the customer a chance to tell their story about the experience they had at the dealership, it gives the employee an opportunity to thank the customer in a social setting. It always gives customers the opportunity to ask questions about new products or blog to others about their experience. You are able to talk about a car someone bought and another person is interested to see what he or she like about it and what he or she don't. It gives employees a chance to read and see what people liked and didn't and maybe get advice on what a good selling point is on a car. Blogs act as a digital diary. Since blogs appeared, the relationship between companies on the market and their customers has seriously improved. Blogs create links between people and between different products. There are various types. New trends that are growing rapidly are: photoblog, artlog, vlog, MP3 blog, sketchblog, and podcasting blog. Blogs offer you freedom of speech, so you are able to say anything that is on your mind, share knowledge with other people, and make friends online by writing back and forth. This is a good tool to keep customers as well as attract them.

Benefits: Saves you time, instead of having to send out a survey people can blog their feelings to you. Will increase visits to your actual site, get e-mail addresses and instead of

sending direct mailers you can send out e-mail blasts, will save you time and money. It will also help your relationship with your customers and potential customers.

Measurements: Measure how much time each person spends on the blog, measure the bounce rate so you will know about how long each person spends on the site, see how much direct traffic you receive to the blog, measure new visits, which are the people who have never been on the site before, measure how many page views you receive in a day, in weeks and a month, measure how many people refer the site to others, and measure how many returning visitors you make.

LinkedIn- you are reaching the business professionals. The older demographic who probably have the funds to purchase a vehicle. This site helps you explore old co-workers, see where they are working meet new business owners, find people working in the same industry. You may find new employees looking for a job in your industry, talk to those who may have the same concerns in the auto industry, and share new tactics to boost business.

Benefits: You will find your target market and it will be easy to get them active. It lets you know a persons interest. It is a great way to meet potential customers. This site is great for networking.

Measurements: Measure how many people come in after meeting on the site, measure how many people you talk to each day, measure how many people are interested in the type of products you sell.

Website- (Have links on their to describe about each product offered and since their prices are the lowest make sure those are on there), Put your name on Google (Google searches are the most used) Have promotions and put them on your site so customers are aware. For example, the 0% financing is a huge hit for 9 months make your customers well aware of what you have to offer them. Everyone is always looking for a deal.

Benefits: Your business will be open 24 hours a day. Any time a customer wants to know your hours, location, directions, or any other details about your company, they can get it without disturbing you. Low costs. When you have a web site, you can offer your

products and services and improve your customer service response times. Unlimited advertisement. On the Web, there is no limit. You can add pictures, articles, newsletters, rates, product images and more. Improves communication. If you have employees or suppliers, your web site is the best way to communicate your message. Changes take effect as soon as you post them on the Web, and everyone can see updated information without having to wait. Online presence is very important to keep up with your competitors. If you are not there your competitors will be and will have one thing over you.

Measurements: Create a page of "Frequently Asked Questions". This way, before your customers contact you for help, they will come to your web site for answers. Measure how many people post a question. Measure what type of questions are asked and make them more clear on the site. Measure how many visitors visit the site, see what part of the website receives the most click troughs.

Metrics- Always have a plan of action when using these tactics to measure what is working for you and what isn't. After about 3 months you should have an idea so focus on what you're having the most success with and get rid of what is not working.

Benefits: you will know what parts of social media work best for your company; you will learn what to focus your efforts on.

Measurements: Measure how much money you have saved, survey employees and find out what they prefer working with compared to what received the most success.

You Tube- I think the auto industry does a good job with you tube. They have all their commercials on there; they have celebrities who endorse them. I think the way Smith Chevrolet could use you tube would be putting their commercials on there, introducing new products and the sales team.

Benefits: customers can catch up on things they missed while they were at work; this is a great time to show off new products, promotions, and ads. May help you improve your existing marketing strategy and come up with new product ideas and promotions. Doesn't cost money.

Measurements: measure how many people watch your video, measure the rating you receive by viewers. Measure how many video comments you receive, and measure how much market feedback you receive.

Most Useful Tactics:

Viral Marketing

Website

Blogs

Intranet

What social media wouldn't work:

Twitter- I don't think twitter would work because they wouldn't have enough updates and they don't really have one person that would update it all the time. The only thing it would be useful for would be getting people excited about an up coming product and trying to get people excited about it. Other then that I don't find it a daily tactic to help the business.

My Space- I personally don't like using myspace. It makes me uncomfortable so I wouldn't recommend it for my client. I think it is more of a socializing site then an actual social media site that will help out the businesses.

Social Bookmarking- . There are no standard set of keywords, Social bookmarking can also be susceptible to corruption and collusion. Due to its popularity, some users have started considering it as a tool to use along with search engine optimization to make their website more visible. The more often a web page is submitted and tagged, the better chance it has of being found. Spammers have started bookmarking the same web page multiple times and/or tagging each page of their web site using a lot of popular tags, obliging developers to constantly adjust their security system to overcome abuses. This is mainly used by the public (Social Bookmarking). This would be more helpful to customers who want to save your website on their computers. Hopefully, with the other tactics used by the company customers will remember your site and they have other ways

to find the site on the Internet. We will make sure the site is one that people won't forget. I don't find this a necessity to keep customers and having them come back for business. There are no standard set of keywords, Social bookmarking can also be susceptible to corruption and collusion. Due to its popularity, some users have started considering it as a tool to use along with search engine optimization to make their website more visible. The more often a web page is submitted and tagged, the better chance it has of being found. Spammers have started bookmarking the same web page multiple times and/or tagging each page of their web site using a lot of popular tags, obliging developers to constantly adjust their security system to overcome abuses.

Wikis- Are unusual among group communication because it allows the organization of contributions to be edited in addition to the content itself. You must always have someone who updates it constantly otherwise you will lose potential readers as well as bloggers. Blogs are also easy to start, but very hard to maintain. However it is possible to regulate user access. There are easy ways to restore a page however, and on Wiki Educator you must be logged in to edit pages so this reduces vandalism by automated spam bots. This requires Internet connectivity to collaborate, but technologies to produce print versions of articles are improving. The flexibility of a wiki's structure can mean that information becomes disorganized. As a wiki grows, the community plans and administers the structure collaboratively. You must always have someone watching the site and changing and updating it to assure customers are getting 100% accurate information. This will become very time consuming.

Measurement tactics:

Measure more than 'traditional' media, measure nearly all-online vehicles that people are using.

Provide real time alerts about a particular product, company, person, competitor or industry, and measure how many people subscribe.

Provide snapshot time reports that can benchmark changes across time.

Be flexible, in time it will be cost effective.

Make it easy for companies to listen to the voice of the people.

Focus on outcomes

Count the number of people who comment on the blog

Count the number of people subscribing to the RSS feeds

Count how many people link through directly to your website.

Compare with the number of people who come directly to your website, and those who come from google searches.

Give surveys to your employees

Find the favorite media tactic to focus on

Calculate the return on investment

In conclusion, I think that web 2.0 fits in well with my clients marketing and advertising strategy. Right now they use a lot of traditional strategies but are willing to expand their marketing and advertising options by saving money. I think they will find these tactics useful. The tactics web 2.0 offers will bring the sales people have a stronger relationship with their customer. Communicating in the right way is imperative if you want to be successful in your marketing and advertising strategy staying on top of technology is very effective. Communication and building relationships will keep you successful and well ahead of your competitors.

Websites Used:

<http://smartinternetmarketing.org/blog/marketing-with-youtube-brings-extra-benefits/>

www.smithautogroupusa.com

www.facebook.com

www.google.com

(Social Bookmarking)