

# socialondemand®

VERTICAL OVERVIEW: AUTOMOTIVE

Drive more car and part sales through  
your car dealerships social media networks.



## socialondemand in numbers

In 2012, one of our clients made 460 posts available to their partners through socialondemand. 8,849 reposts were made by partners resulting in 131,930 downloads, clicks and retweets – that’s an average of 287 per post!

460 posts



8,849 partner posts



131,930 clicks, downloads and retweets by consumers



## MANAGING THE CUSTOMER LIFECYCLE MORE EFFECTIVELY

Albeit tentatively, car manufacturers have embraced social media as a mechanism to build stronger brand relationships with their target audiences. Yet this approach to social media needs to go much further to ensure stronger consumer engagement and loyalty.

Whilst it is relatively easy to broadcast social media messages targeting buyers directly via YouTube, Twitter or Facebook, it is more of a challenge to actually and properly engage with buyers when there are intermediaries involved in the sales cycle. With large dealership networks between you and the end-user, how do you effectively reach and influence your prospects and customers with your valuable social media content?

**socialondemand® is a dynamic and unique solution that enables car manufacturers to target and deliver social media content to more potential buyers and customers via the social media networks of its direct sales teams, dealerships and distributors.**

## WHY USE SOCIALONDEMAND?

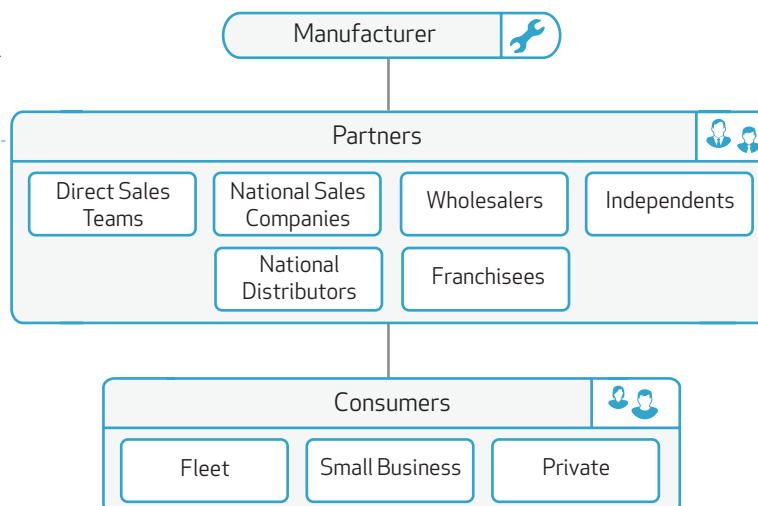
Social media within the automotive industry is less about selling cars and parts than it is about building relationships. Buyers, both B2B and B2C, prefer to make in-depth comparisons online, making forums and groups important sources of information. socialondemand enables automotive manufacturers to:

- Empower their dealer networks to contribute to the brand’s social success.
- Assign, track and standardise metrics to enhance message effectiveness.
- Build, manage and measure relationships with more customers.
- Reach and influence the followers of its trusted dealerships and distributors.

## HOW DOES SOCIALONDEMAND WORK?

Via an easy-to-use online interface, socialondemand enables manufacturers to create compliant social media posts which are filtered to the relevant dealerships, distributors or internal sales staff, based on their profiles, preferences, sales territories and target customers. These dealerships and distributors and staff then repost the content, as their own, onto their social networks for their followers to read and interact with.

Manufacturer signs up partners and internal sales teams, providing a vehicle to disseminate content directly to consumers.



partners and sales teams receive manufacturer posts that are relevant to them and their target consumers. They can edit posts before republishing them on their own social media accounts.

Manufacturer creates posts and tags them according to territories, languages, categories / types (product news, WP's, case studies, etc) and consumer audience.

Consumers access relevant and targeted manufacturer content via the partners they follow.

# FEATURES AND BENEFITS OF SOCIALONDEMAND



## Global and Multi-lingual

Enable multiple teams of car dealers and distributors in different geographies to share content relevant to their connections in their own language.

**How?** Socialondemand is available in 25 languages with a content approval and delivery process designed for distributed and global organisations.



## Targeted Posting

Syndicate filtered, targeted, compliant social media content relevant to your own sales teams, dealerships and distributors and their preferences.

**How?** Tag and segment posts based on territory, language, content type and buyer type.



## Reporting and Analytics

Track and analyse your social media footprint and ROI amongst your user base.

**How?** Extensive analytics engine reports the success of each user, post, campaign, and region.



## Personalised

Drive loyalty and engagement through the value-added service of social media content provision.

**How?** Seamlessly integrate socialondemand as a fully branded service into your own suite of sales tools.



## Social APIs

Simplify the user experience and drive adoption uptake.

**How?** Seamlessly link with global and local social media platforms, leveraging network APIs.



## Compliance

Ensure your sales staff, card dealers and parts distributors only share content that is compliant and approved.

**How?** Multi-level content creation and approval workflow to meet compliance and corporate social media usage requirements.

## HOW COULD YOU USE SOCIALONDEMAND?

### Sales Team Scenario:

Marketing managers at XYZ Automotive company use socialondemand to give their direct sales teams valuable and targeted social media content to share with their own socially connected B2B corporate clients. Content is targeted based on different criteria including geographies of their sales teams and their type of accounts. Benefits:

- Shared content is compliant with company social guide lines as socialondemand contains comprehensive approval workflows.
- Frees sales teams from time spent on content creation to focus on revenue generating activities.
- Raises brand awareness for XYZ Automotive and influences B2B decision makers with timely, relevant content.

### Partner Scenario:

ABC Automotive company uses socialondemand to syndicate and target social media content via its network of partners to reach and influence consumers. Benefits:

- ABC Automotive strengthens its relations with its partners by adding value through the provision of useful social media content.
- Dealerships and distributors gain credible penetration into the social conversation, positioning ABC Automotive exactly when and where decision making is taking place.
- Using socialleads, ABC Automotive is able to directly connect any interested social connections with the partner to facilitate quicker sales closure.

**Connect your prospects directly with your dealerships and distributors by adding on socialleads.**

socialleads is an innovative social lead generation module that works with socialondemand, generating trackable leads for your dealerships and distributors directly from prospects that interact with shared content. Taking you one step closer to proving the ROI of social media, socialleads enables you to unobtrusively collect, distribute and track leads within your distribution network.



Find out how socialondemand could drive more sales for YOUR business:

Visit us at [www.purechannelapps.com](http://www.purechannelapps.com) - Speak to us on UK +44 (0)1424 241 024 / US +1 (713) 489 3373 - Email us at [info@purechannelapps.com](mailto:info@purechannelapps.com)