



ONECOMMAND®

TAKE COMMAND OF YOUR CUSTOMERS' EXPERIENCE



## Get Noticed by Potential Buyers with Higher Local SEO Ranking

### What is Social Roots™?

The way people talk about brands has changed from private conversations to posting reviews on popular sites like Yelp and Google Reviews. These postings, along with regular social content and correct, accurate directory listings across the web, are what fuels your ranking on local search. Here's why this is important to you. You already know the typical consumer is internet savvy and they are turning to the web before stepping foot into a brick and mortar business. Local SEO looks for relevant and trusted locations whereas organic SEO is looking for relevant and trusted content. Since your dealership is a physical location, you need high local SEO ranking so potential buyers can find you. OneCommand's Social Roots™ is a revolutionary solution that protects your online reputation, increases your brand's online buzz, and ensures business listing accuracy to increase your website's local SEO ranking.

### How Does Social Roots™ Work?

With Social Roots™, you get access to a dedicated Social Community Manager who takes the burden of social media, online reputation, and directory listings off of your staff and maximizes your potential to attract potential buyers. **Get started today!**

- 1. Correct Directory Listings:** Our team will measure your dealership's local listings and keep them up to date and consistent so your website is viewed by search engines as a trusted location.
- 2. Generate Online Chatter:** Each month, you'll receive a social content calendar that will be a mix of dealer-specific, community, product specific like new model releases or enhancements, and national OEM generated content.
- 3. Leverage a Unique Approach:** By leveraging your dealership's database along with OneCommand's AutoIntelligence solutions, we determine your ideal buyer, then create look-alike audiences to grab potential buyers' attention.
- 4. Know Your Brand's Reputation:** Your Social Community Manager monitors up to 54 sites for chatter, buzz, and reviews with OneCommand's proprietary technology to understand what is being said about your brand online.

### What can I expect from Social Roots™?

Social Roots™ creates a positive online presence for your dealership so it is seen as a trusted and relevant location by search engines to increase your website's local SEO ranking and attract internet-savvy buyers in your market area.

**Sign up for Social Roots™ today!**



### BENEFITS OF SOCIAL ROOTS™

#### Increase Local SEO Ranking

The real power of Social Roots™ is higher ranking on local SEO searches, allowing potential buyers to find your dealership quickly and easily.

#### Save Marketing Dollars

With Social Roots™, your dealership targets only consumers who are just like your best customers and most likely to purchase or service.

#### Work with an Expert

Social Roots™ provides you access to our social media experts to monitor your online reputation, manage your social channels, and fix directory listings, so you don't have to worry about it.

#### Create Consistent Messaging

By leveraging OneCommand's Customer Marketing and Loyalty Automation Platform™ and Social Roots™ solutions together, your dealership delivers a consistent message across all marketing channels to amplify your reach.

#### Protect Your Reputation

Nobody wants to visit a business with a bad reputation. Build a positive brand reputation with Social Roots™ to stand out from your competition and attract internet-savvy buyers.

Connect  
with us on:



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