



CASE STUDY

PAIN POINTS:

- Increase engagement across social media platforms
- Reach customers and prospects on their preferred social platform
- Professional management of social channels
- Boost customer satisfaction reviews
- Grow online brand

HOW DID WE HELP?

Signing on to the OneCommand Social Roots™ solution resulted in:

- Increased customer engagement
- Growth in online social communities
- Improved online reputation and sentiment
- Boost in social media ROI
- Surge in customer satisfaction reviews

STATISTICS TO SHOWCASE

1,273%

Increase in Total
Facebook Likes
over 1 Year

3,343

Average Daily
Social Media Post
Reach over 1 Year

2.5%

Social Ad Click
Through Rate

*More than 3.5x the Global Average!

62

Average Number
of Daily Engaged
Users

96%

Increase in
Reviews

DWAIN "RUSTY"
JOHNSON
Owner



"Before OneCommand and their Social Roots™ solution, we didn't have a good handle on our social media marketing or online review sites. With their help, we have actually grown our online community, plus we have visibility to what is being said about our dealership online and have the ability to respond to negative and positive reviews when posted by customers. If you're looking for a way to improve your online reputation, attract new business, and stay top-of-mind with relevant content, with very little money and time investment, OneCommand's Social Roots™ solution is for you!"