

# Optimize Your Digital Dealership

Drive traffic and business online and in person by:

- ✔ Strengthening your Google presence
- ✔ Increasing leads resulting from online searches
- ✔ Expanding outreach and engagement
- ✔ Improving the customer experience

Now more than ever, consumers are going online to find and choose a dealership.

The new front door to your dealership is now digital. This means that attracting customers depends on how strong your presence is in search, your social media engagement, and more.

The existing services offered by INFINITI North America include access to the reputation management platform, accessible via NNAnet. No longer is there a need to visit multiple sites to engage with your customers, as the platform is your centralized hub for monitoring and responding to all online customer reviews. At no cost to you, INFINITI has provided full access to the Reputation.com dashboard (via both desktop and mobile), allowing you to evaluate changes in your Reputation Score, invite customers to leave reviews, see how your dealership ranks against local competitors, glean operational insights, receive tips on how to improve, and create custom reports.

Our supplemental optimization plans take things to the next level by enabling you to leverage our expertise with additional features, a designated Customer Success Manager, and managed services. We have three options to help you win online and gain more sales and service business.

## Feedback Optimization

\$299/mo

For the dealer who wants designated customer support, review responding (in English and Spanish), and review streaming. You also get dispute resolution assistance, customized reporting, Reputation Score optimization, and more!

## Google Optimization

\$599/mo

For the dealer who wants everything in Feedback Optimization, plus business listings management and traffic insights. We will also provide services to enhance and manage your primary Google My Business profile, including photos, Q&A, and other updates.

## Social Media Optimization

\$899/mo

For the dealer who wants everything in Google Optimization, plus social media profile enhancements, managed social publishing — including custom and boosted Facebook posts — and social community management. You can also feed your inventory into Facebook Marketplace.

**Reputation: The Trusted Solution for Automotive**

**10K+**

Dealerships

**300K+**

Locations

**100M+**

Reviews and Organic Social Posts

# Solutions for Your Digital Dealership

	Features and Services paid for by the OEM	Feedback Optimization \$299/mo	Google Optimization \$599/mo	Social Media Optimization \$899/mo
<b>INFINITI Sponsored Program</b>				
<b>Review Requesting</b> - Send text message review requests using our mobile app or in bulk via email or text (requires data upload).	✓			
<b>Review Monitoring and DIY Responding</b> - Use our dashboard to see your reviews from multiple sites, view average review rating across all sites, analyze sentiment trends, plus respond to reviews all in one place. With our Reputation Manager mobile app, you can access the dashboard and manage your dealership's reputation on the go.	✓			
<b>Reputation Score</b> - Use our dashboard to get an at-a-glance evaluation of your online reputation with a score that includes your star average, review volume and recency, listings accuracy and more.	✓			
<b>Operational Insights and Reporting</b> - View trends and sentiment analyses to gain actionable insights for both your sales and service operations.	✓			
<b>Analyze the Local Competition</b> - See how your dealership's online reputation stacks up against other dealers.	✓			
<b>Feedback Optimization</b>				
<b>Customer Success Manager (CSM)</b> - A customer success manager will be assigned to manage every aspect of your account, including regular status calls and updates.		✓	✗	✓
<b>Managed Review Responses</b> - Our staff will respond to reviews and monitor comments and responses on your behalf, according to your specifications.		✓	✗	✓
<b>Review Response in Spanish</b> - If a customer posts a review in Spanish, we'll respond in Spanish.		✓	✗	✓
<b>Review Streaming</b> - We will add customer reviews (and responses) from multiple sources to your website so customers can read them all in one spot. This will also enhance your website's SEO (search engine optimization).		✓	✗	✓
<b>Dispute Resolution Assistance</b> - We will work with Google and Facebook on your behalf to remove reviews that violate their terms of service.		✓	✗	✓
<b>Voice of the Employee</b> - We will pull in reviews from sites like GlassDoor to enable you to monitor feedback from current and former employees.		✓	✗	✓
<b>Reputation Score Optimization</b> - Work with your CSM to identify actions you can take to improve your Reputation Score.		✓	✗	✓
<b>Customized Management Reporting</b> - Work with your CSM to create, generate and distribute meaningful reports for key decision makers.		✓	✗	✓

# Solutions for Your Digital Dealership

(continued)

	Features and Services paid for by the OEM	Feedback Optimization \$299/mo	Google Optimization \$599/mo	Social Media Optimization \$899/mo
<b>Google Optimization</b>				
<b>Business Listings Management</b> - We will fix data conflicts on online sites, as well as create and claim listings at key sites. We will also help you manage the listings over time, including making requested updates to your Google My Business profile.			✓	✓
<b>Traffic Insights</b> - Understand how customers find and act on business listings, then use that information to drive traffic and engage customers.			✓	✓
<b>Google Posts</b> - We will create and publish posts to drive traffic to your website, promote sales events, and more.			1/wk	1/wk
<b>Google Photos</b> - We will add photos to your Google My Business profile to ensure that high-quality photos appear among ones being added by consumers.			✓	✓
<b>Google Profile Updates</b> - We will ensure that suggestions to change your Google profile are reviewed within 24 hours and either accepted or rejected to keep your data as accurate as possible.			✓	✓
<b>Google Q &amp; A</b> - We will help you populate the questions and answers section of your Google My Business profile for frequently asked questions. We will also ensure that future questions are answered within 24 hours.			✓	✓
<b>Google Dashboard</b> - We will add a custom Google-centric dashboard to our platform that will help you see how your dealership is performing on Google.			✓	✓
<b>Social Media Optimization</b>				
<b>Social Media Profile Enhancements</b> - We will optimize your profiles by conducting an audit, providing best practices guidance, and helping you implement changes.				✓
<b>Managed Social Publishing</b> - We will create and publish attractive and engaging posts on sites like Facebook.				3/wk
<b>Facebook Posts in Spanish</b> - We will create and publish up to two Spanish language posts each week.				✓
<b>Custom Posts</b> - We will work with you to create up to 4 custom posts (including INFINITI promotional posts) each month on sites like Facebook and Instagram.				✓
<b>Facebook Boosted Posts</b> - We will identify and boost your top performing organic content to increase visibility and drive more traffic to your store.				\$50/mo (included)

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(continued)

	Features and Services paid for by the OEM	Feedback Optimization \$299/mo	Google Optimization \$599/mo	Social Media Optimization \$899/mo	
<b>Social Media Optimization (Continued)</b>					
<b>Facebook Marketplace</b> - We will integrate used-vehicle inventory feeds with Facebook Marketplace, provide monthly results reporting, and work with you to optimize listings on the world's largest social marketplace. <i>Inventory management system integration required and included in monthly price.</i>					✓
<b>Social Activity Management</b> - We will monitor sites like Facebook and Twitter, delete spam, and alert you to items that need your attention.					✓
<b>Conversation Management</b> - We will respond to people who engage with your posts on sites like Facebook, Instagram and Twitter.					✓
<b>Snap and Engage</b> - Use our mobile app to take and share pictures of happy customers, special events and more!					✓
<b>Social Publishing and Livestreams</b> - Use our platform to create and schedule posts, using your own content. Monitor social media activity and engage with consumers on your posts.					✓
<b>Insights and Reporting</b> - Analyze and generate reports on your social media activity and customer engagement.					✓