



# Social Media Marketing



On average, people spend at least 2.5 hours per day across eight social media networks.

This provides excellent opportunities for dealerships to expand their reach and audience across platforms like Snapchat, TikTok, and Pinterest.

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## Snapchat

- All Snapchat ads are shown in fullscreen.
- On any given day, 40% of Snapchat users are not logging on to Facebook, and 45% are not logging on to Instagram.
- About 80% of users have their location enabled, allowing increased targeting.
- About 90% of shoppers aren't sure what brand they are looking for, which gives dealerships an opportunity to put their best foot forward.
- Snapchat can be used to enhance the customer experience in many ways. Snap a picture after a customer purchase capturing the happy moment. Custom filters can be created for the dealership or any events they hold.

## TikTok

- A user spends an average of 89 minutes per day on TikTok. That's more than Facebook, Netflix, and YouTube.
- 83% of the US Audience is over the age of 18.
- TikTok has one of the fastest growing audiences as the most downloaded app in 2021, with over 656 million downloads.
- With the best content "winning" on TikTok, it's an opportunity to test what works best organically and adjust accordingly.
- There are no limits to the amount of organic content businesses can post on TikTok!

## Pinterest

- Pinterest users are typically looking for inspiration on something to buy!
- 52% of adult Pinterest users have a household income of over \$100k.
- There are about 8 million automotive "Pinner."
- Pinterest users are three times more likely to support local businesses.
- Vehicle inventory feeds are rolling out on Pinterest starting in 2022!



# TIKTOK GUIDE



**Create your account** - Create a TikTok Business account on TikTok Ads Manager using a desktop computer. If your business already has an existing TikTok account for the business, select "Sign up with TikTok" and log in with your same username and password.

**Enhance your profile** - Add a profile photo, bio, email, category, and location. Get started by selecting 'Edit Profile' on your 'Profile' Management menu within the mobile app.

**[PRO TIP]** Include a link in your bio to drive traffic to a desired destination through your TikTok channel.

**Cross-promote your TikTok account** - Have a loyal following on other social media platforms? Share your TikTok profile on other channels to make sure your audience is aware of your presence on TikTok!

**Find your TikTok Community** - Start following users and engaging with relevant content on the app. Get inspired by what your audience (or competition) is posting!

## How Will Users See My Dealership's Posts On TikTok?

Rather than placing content within a single feed full of posts from users' friends/family, like Facebook, Instagram, and Twitter, **TikTok's content preference delivery methods place your content in front of users based on their interests.**

But where will your content be circulated? **On the "For You" page of a TikTok user's account.**

## How can I Reach TikTok users' For You page?

Making it on TikTok's For You page is the holy grail and true measure of successful TikTok marketing - but it's not all that simple to do!

Your content travels freely on TikTok. TikTok's content preference delivery method is the ultimate decision maker on where your content is placed. Here are some tips for getting on a user's For You page!

**Use proper hashtag etiquette:** Increase your chances of appearing on a user's For You page by using the following hashtags in your content: #fyp, #foryou, #foryoupage.

**Create short-form, sound-on videos:** Short-form, sound-on videos perform better and are ranked higher by TikTok's algorithm. Stick to 15-second videos for the best results.

**Think about it** - 60 seconds is a long time. The content should be extremely personalized and resonates with a user enough that it prevents them from consuming fresh content with just a simple swipe.

**Post high-quality videos:** TikTok's algorithm recognizes when a video is low-quality, pixelated, or blurry. Poor quality videos will likely not make it on the For You page. The higher the quality of content that you post, the better.

**Deliver new content when your audience is active:** Timing is important when it comes to the For You page. TikTok's analytics will help you determine when your followers are most active! Posting when your TikTok audience is most active will increase the chances of TikTok showing your ad on a user's For You page.

# Creating Content

TikTok is the perfect way to grow your audience. The platform's community is hyper-engaged and full of auto shoppers who are ready to be entertained and inspired by your dealership's content.

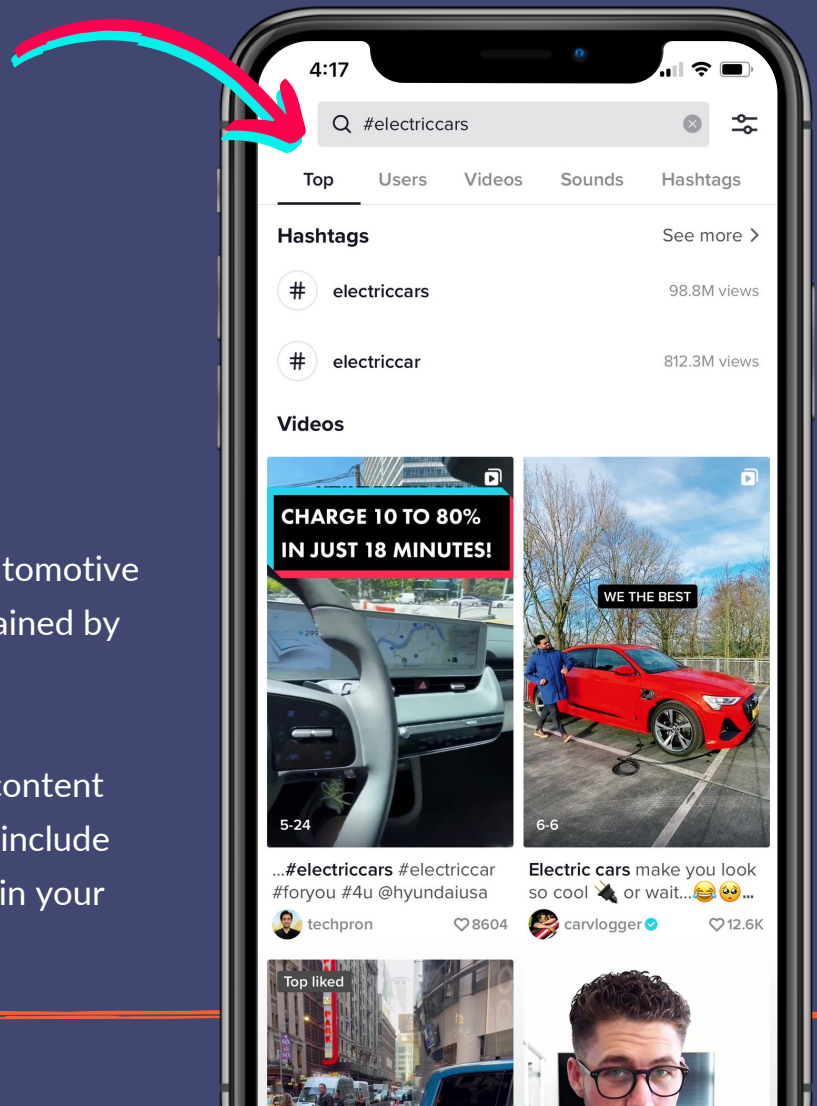
This is a unique opportunity for your dealership to tap into your creative side. Play around with tools that you won't find anywhere else, and make content on the app that takes your dealership's marketing strategy to the tip top with TikTok.

**Listen to your audience:** Absorb as MUCH content as you can. Utilize the 'Discover' tab to search top automotive hashtags, like:

#electriccar  
#cars  
#SUV  
#carlovers  
#offroad  
#driving  
#roadtrip  
#truck  
#carsoftiktok

Find out what type of content the automotive community on TikTok is most entertained by and engaged with.

Once you do that, you can produce content that's similar (but not the same!) and include those popular auto-related hashtags in your captions where they are relevant.



**Identify & capitalize on trends:** Your dealership needs to adapt to the ever changing trends on TikTok. The "Discover" tab will be a go-to place for you as you begin marketing on TikTok.

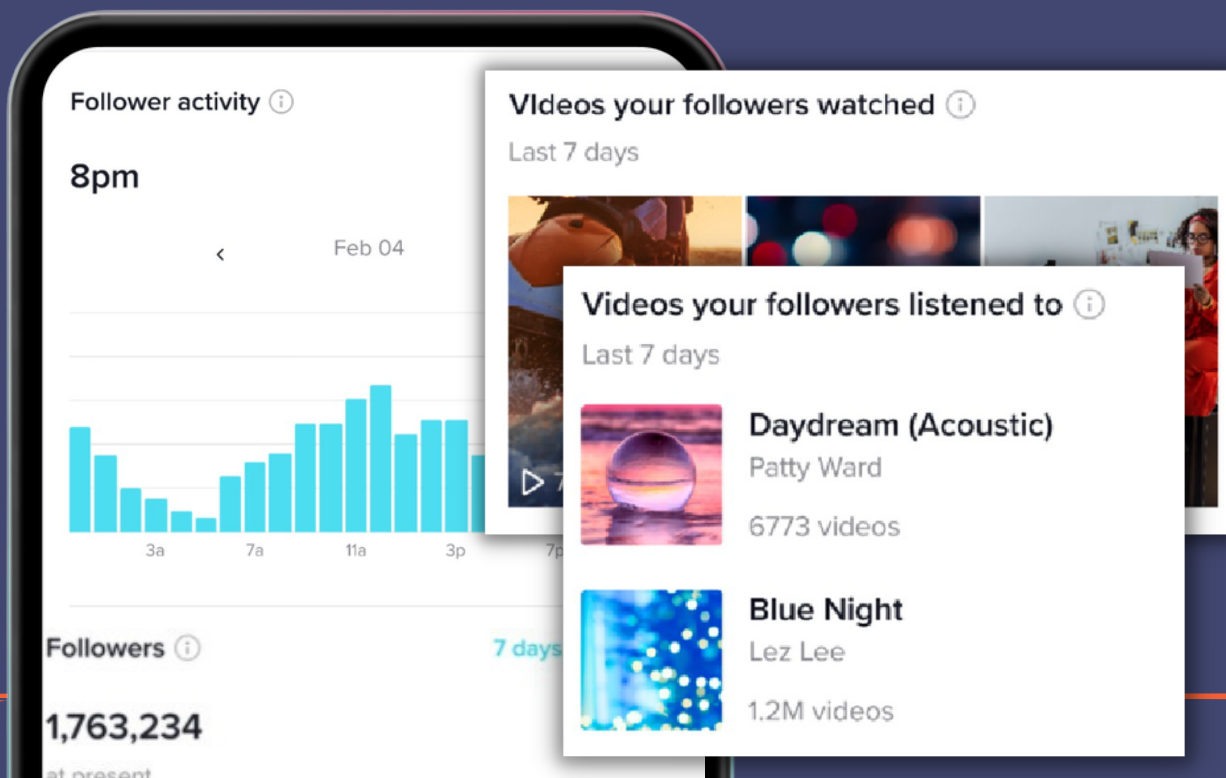
Use the 'Discover' tab to type in keywords and identify trending sounds, hashtags, and challenges that are associated with them. Leverage that data to curate content that will drive high engagement and resonate with your audience.

Try using the "Duet" or "Stitch" feature as a way to converse with or react to other TikTok users' videos that are trending - it's a great way to build your brand persona and a connection with your TikTok community.

**Experiment, Experiment, Experiment:** Keep in mind: there is no limit to the amount of organic content businesses can post on TikTok!

Use organic posting as an opportunity to test out different ways of painting your brand's story!

Then, take advantage of TikTok's performance analytics (accessible through your TikTok Business Account) to identify the type of content that generates the highest engagement across your audience. Let data drive your content strategy.







# Pinterest Guide

SILVERKODAB  
ADVERTISING



## 1 Create a Pinterest Business Profile and Ads Manager Account

In order to promote pins, you'll need a Pinterest Business Profile and an Ads Manager account. In the Ads Manager you can create, manage and report on your Pinterest campaigns. Think of it as your Pinterest advertising hub: a one-stop shop to set up campaigns, track results and improve your performance over time.

## 2 Establish a billable order line or add credit card billing

Before building out the campaigns, set up your billing preferences for your Ad Account(s). Pinterest supports both credit card and insertion orders (IOs).

For a billable order line, email [dealerteam@pinterest.com](mailto:dealerteam@pinterest.com) with your business profile, Ads Manager account, budget, and campaign flight dates.

## 3 Add the Pinterest tag for tracking and retargeting

The Pinterest tag helps you understand what people do on your website after they've seen Pinterest ads, like page visits, sign-ups and leads. You can then use these insights to optimize your campaigns.

## 4 Get familiar with Ads Manager

Check out the Ads Manager tutorial to learn how to create, manage, and track your Pinterest campaigns, including the most important features to get started. Be sure to read Ads Manager Guide, as well which will walk you through every step of setting up your campaigns.

# Opening a Business Account

What you get from a business account:

- Control how your business appears on Pinterest with a flexible business profile.
- View analytics for your Pins.
- Get access to additional features for businesses like video, protected boards, and Pincode features.



## Nielsen Dodge Chrysler Jeep RAM

nielsendodgechryslerjeepram.com · @nielsendodge · We are East Hanover, NJ's #1 Jeep, Chrysler, Dodge and Ram dealership! Let us help you save today the Nielsen way!

11 followers · 4 following  
1.6k monthly views

Created Saved

Nothing to show...yet! Idea Pins you create will live here.

Create Idea Pin





# Auto Dealer Strategies

## Near-Market: Attract new prospects

Who to target	What to say	How to measure success
<ul style="list-style-type: none"><li>• Life stages &amp; moments<ul style="list-style-type: none"><li>◦ Wedding, New home</li><li>◦ Seasonal: B2S, July 4th</li></ul></li><li>• Look-a-likes based on your website visitors</li><li>• Interests (i.e. outdoor, travel, food)</li><li>• ODC Near Market Audience</li></ul>	<ul style="list-style-type: none"><li>• Highlight features and lifestyle shots<ul style="list-style-type: none"><li>◦ Outdoor lifestyle</li><li>◦ New Technology</li><li>◦ Safety</li></ul></li><li>• Align to seasonal moments or interest targeting</li><li>• Dealer name, logo, model</li></ul>	<ul style="list-style-type: none"><li>• Use Pinterest Ads Manager reporting</li><li>• View campaign, ad group and pin level metrics<ul style="list-style-type: none"><li>◦ Impressions, clicks, engagements, CPC, etc.</li></ul></li></ul>

## In-Market: Convert active shoppers

<ul style="list-style-type: none"><li>• ODC In-Market Audience</li><li>• Pinterest Auto Pinners</li><li>• Keywords (brand/model/segment)</li></ul> <p><b>TIP:</b> Utilize the Conversion objective (requires Pinterest tag) with broad targeting to drive the most efficient site side actions!</p>	<ul style="list-style-type: none"><li>• Interior &amp; exterior vehicle shots</li><li>• Highlight price or offer<ul style="list-style-type: none"><li>◦ Ex. Starting at \$20,000</li><li>◦ Ex. \$500 cash back</li></ul></li><li>• Strong CTA</li><li>• View inventory</li><li>• Online retailing options</li><li>• Dealer name, logo, model</li></ul>	<ul style="list-style-type: none"><li>• Use Pinterest tag<ul style="list-style-type: none"><li>◦ Use actions people take on your website to drive more effective advertising campaigns, as well as for measurement and audience creation</li></ul></li><li>• Conversion upload<ul style="list-style-type: none"><li>◦ Unlock visibility into conversions and sales that you were unable to see in Pinterest before by uploading sales data and matching it back to ad exposure</li></ul></li></ul>
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## Loyalty: Retain existing customers

<ul style="list-style-type: none"><li>• CRM<ul style="list-style-type: none"><li>◦ Unsold leads</li><li>◦ Customers coming off lease</li><li>◦ Service customers</li></ul></li><li>• Website Retargeting</li></ul>	<ul style="list-style-type: none"><li>• Highlight price or offer<ul style="list-style-type: none"><li>◦ Ex. re-lease bonus cash</li><li>◦ Ex. \$500 cash back</li></ul></li><li>• Aftersales offers<ul style="list-style-type: none"><li>◦ Service</li><li>◦ Accessories</li></ul></li><li>• Home pickup and drop-off</li><li>• Community involvement</li><li>• Dealer Name and logo</li></ul>	<ul style="list-style-type: none"><li>• Use Pinterest tag<ul style="list-style-type: none"><li>◦ Measure website actions to effectively create and target audiences</li></ul></li><li>• Conversion upload<ul style="list-style-type: none"><li>◦ Unlock visibility into conversions and sales by matching sales data to ad exposure</li></ul></li></ul>
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# SNAPCHAT GUIDE

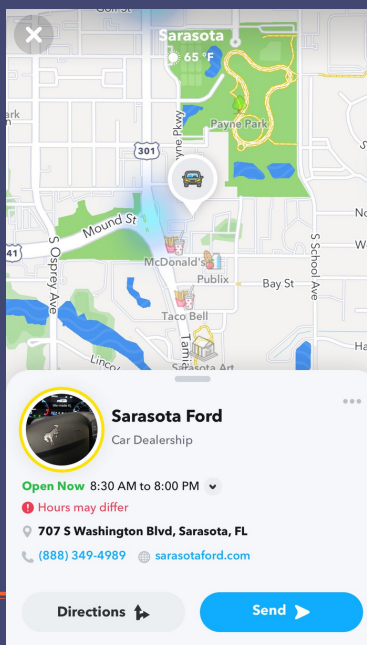


**Create your account** - Download the app and create your Snapchat and Snapchat Business accounts. Access the Snapchat Ads Manager on a desktop computer. You'll log in using the same username and password that you set up for your Snapchat account.

**Enhance your profile** - Add a profile photo, bio, email, category, location, and website. Get started by selecting 'Edit Profile' on your 'Profile Management' screen.

**Cross-promote your Snapchat & create Snapcode** - If you have gained a loyal following on other social media platforms, let those users know you're now on Snapchat. Help users find you easily by creating a snapcode, which works just like a QR code.

*Create Your Snapcode: 1) In your Snapchat account, click on the settings icon in the top right-hand corner. 2) Select 'snapcodes' from the dropdown menu > 'my snapcodes' to find your business's own, unique code.*



## **Claim your dealership on the Snap Map -**

Claim your store as a "Place Listing" on the Snap Map and share important information like your location, website, hours, and contact information. With the Snap Map, brick and mortar businesses can appear alongside Snap users' friends, giving local businesses their first organic presence on Snapchat.

# CREATING CONTENT FOR SNAP

## What Do Snap Users Care About?

Snapchat is dedicated to being creative and fun, and Snap users expect the same dedication from businesses using the platform.

Snapchat recommends the following principles:

- **Be You:** Be authentic to your brand and your audience.
- **Be Intentional:** Know the goal of your profile before you set it up. Are you trying to engage new consumers or fuel avid fans?
- **Be Fun:** Snapchat is the place to be approachable and creative. Content does not need to be highly polished.
- **Be Experimental:** This initial launch is an opportunity for you to test and learn content styles to develop your brand's playbook.

## Optimizing Your Public Story

- Think vertical: Snapchat is entirely mobile! Your videos and images should take up the whole phone screen (9:16 ratio).
- Don't just post pre-made graphics; Snapchat is a photo and video-based site, which means you need to get creative with the camera in real-time! User-generated content will resonate more with the Snapchat audience more than content that looks like an ad. Consider takeover, behind the scenes, contests and first person point-of-view content.
- Experiment with selfie style videos, as well as point-and-shoot vids, and vary the length of your videos.
- Utilize new graphics, emojis, and filters as they are released.
- Use hashtags! Hashtag "topics" help position your dealership's brand in the Discover feed and search bar.

- Capture attention in the first 1-2 seconds of your story, and test posting longer Stories (3+ connected Snaps) in a burst to get started and tell a cohesive story.
- Post consistently and ask for engagement back! Ask viewers to vote on their favorite vehicle model by sending a snap and messaging it back to you.
- Add stories to your local “Snap Map” so that your snaps show to users who are browsing the map around your town or store.

## Promote Your OEM’s Snapchat Lenses

Lenses are playful AR experiences that transform the way you and your environment look! Use Lenses while you create Snaps to add 3D effects, objects, characters, and transformations.

While Snapchat provides an application for artists and developers to create Lenses, it is a bit complex to design your own.



That said, try searching for your OEM in the “Explore Lenses” app! Some brands, including Toyota and Ford, have launched AR versions of some vehicle models where you can take a virtual walkaround, get behind the wheel and explore the interior, or even change the exterior color!