



**RH Power**  
*and Associates, Inc.*

## **ADVANCED SOCIAL MEDIA STRATEGIES**

Taking your company beyond social media presence

Sheril Vergara  
RH Power & Associates, Inc.



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### **WHAT'S YOUR CURRENT SOCIAL BUSINESS STRATEGY TO SELL RVs?**

- ▶ Are you maximizing the correct social media sites to reach the RV buyer?
- ▶ Are you reaching enough RV buyers?
- ▶ Are you engaging your social community?
- ▶ If not, you're not implementing the right social media business plan!
- ▶ Let's turn these "no's" into "yes's" by incorporating "Advanced Social Media Strategies"!



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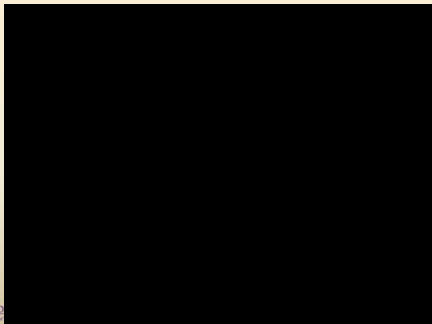
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### **BECAUSE IF YOUR SOCIAL BUSINESS STRATEGY IS RIGHT...YOU WILL STAND TALL ABOVE YOUR COMPETITION!**



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**IN ORDER TO BE SUCCESSFUL WITH  
SOCIAL MEDIA EFFORTS, YOUR  
DEALERSHIP MUST HAVE A  
SUCCESSFUL SOCIAL BUSINESS  
STRATEGY!**



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**SO, WHAT IS A  
SUCCESSFUL SOCIAL  
BUSINESS STRATEGY?**



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Fig. 09

**Success Factors of a Social  
Business Strategy**



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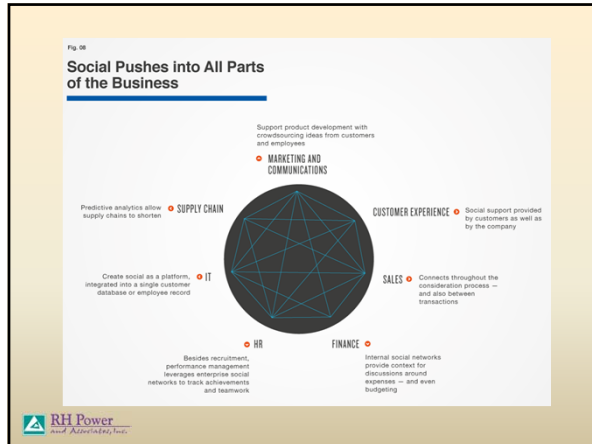
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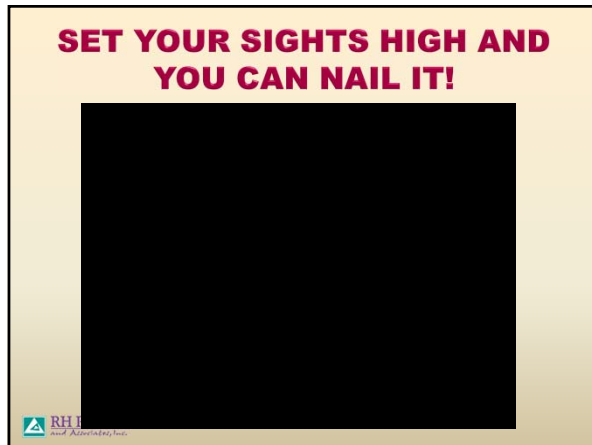
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**Challenge:** There are over **1200+** social media networks today and that number is still growing.

**Solution:** Target the RV buyer demographic networks only!

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With **74%** of online adult consumers participating in social media, you too must participate. You want your dealership to have fans, friends and followers.



You must hit the RV demographic with strategic targeting, integrate your advertising campaigns with social media efforts and have tracking methods to measure results.



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## SOCIAL MEDIA TARGETING

For RV dealers, targeting your RV buyer prospect on social sites must include the **"Big 3"**.

Therefore, your social media presence should include **Facebook, Twitter and YouTube!**

*BUILD YOUR SOCIAL COMMUNITY  
WITH RV BUYER PROSPECTS!*



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## THE BIG THREE

#1 Facebook – 1.2 Billion Users  
-A social utility that connects friends



#2 Twitter – 125 Million Users  
-A social site to share and discover what is happening right now



#3 YouTube – 80 Million Users  
-A social site for uploading and sharing videos



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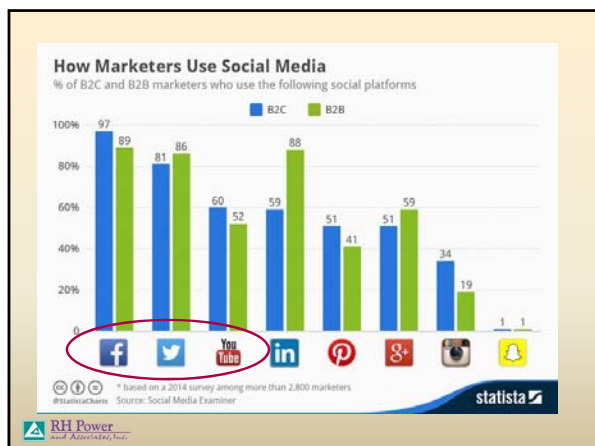
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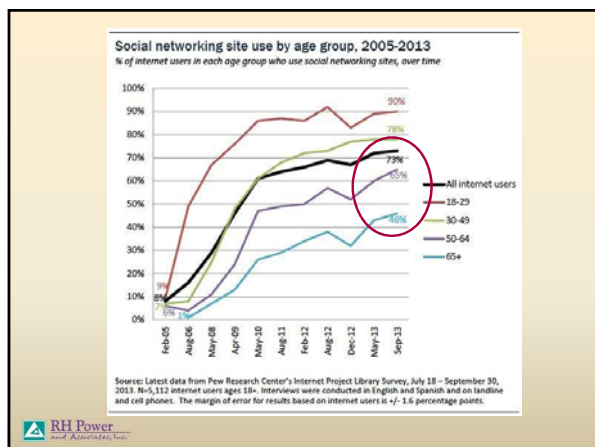
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## THE AVERAGE AGE

The average social network user is 37 years old.

#1 Facebook - 1.2 Billion Users  
Average age: 38

#2 Twitter - 125 Million Users  
Average age: 39

#3 YouTube - 80 Million Users  
Average age: 35

(35+ RV Demographic)

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### **SOCIAL MEDIA EFFORTS**

Set a specific social media budget—usually determined by social media goals.

Include a plan to build fans, followers, viewers and keep them engaged to build relationships.



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### **BOTTOM LINE... GET RESULTS!**

Your social media program must include daily posts to trigger engagement.

Your results will effect your organic placement.

Your efforts will build relationships and create leads.

Your social business strategy will determine your results...

And, all of these combined with proper management will determine your SUCCESS!

And, when it's done right...



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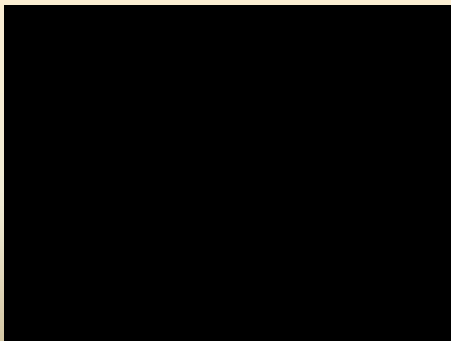
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### **THE AMAZING CAN HAPPEN!**



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## ENGAGEMENT

Your social media efforts should provide daily posts that encourage like, sharing and comments. The posts should encourage interaction and engagement.

If you targeted the RV buyer prospect to grow your fans, followers and viewers, this continued engagement will help build relationships and loyalty.

Keep your social community involved with your business!

**SOCIAL MEDIA SHOULD  
PROVIDE ENGAGING  
POSTS AND  
INFORMATION!**

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## YOUR SOCIAL MEDIA ENGAGEMENT EFFORTS MUST INCLUDE:

Engaging Posts  
Engaging Content  
Engaging Questions  
Engaging Comments  
Engaging Shares  
And the success can be  
measured!



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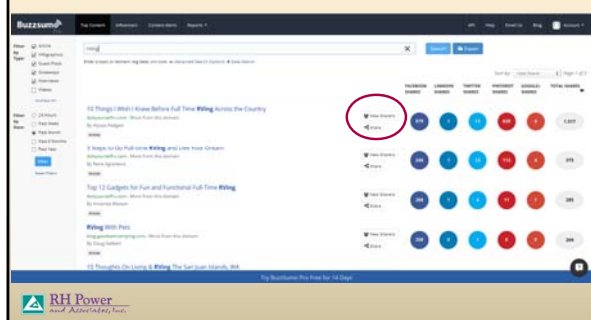
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## LET'S LOOK AT SOME SOCIAL MEDIA ENGAGEMENT RESULTS:



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## HERE'S AN ENGAGING DEAL:



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## HERE'S AN ENGAGING COUPON:



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## YOUR SOCIAL BUSINESS STRATEGY MUST...

- ▶ Target the RV buyer prospect on Facebook, Twitter and YouTube.
- ▶ Provide daily engaging posts to encourage likes, comments, content and shares.
- ▶ Build loyalty and relationships through listening and responding to your social community.
- ▶ Provide your social community with offers, coupons, deals and encourage positive social reviews.
- ▶ Enact strategies and converge all business efforts with your social community.

Your goal is to be your social community's  
RV source to do business with!

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LET'S TAKE  
ANOTHER LOOK AT  
THE SOCIAL MEDIA  
SITES THAT TARGET  
THE RV BUYER  
PROSPECT:



#### Facebook users

Among online adults, the % who use Facebook

	Use Facebook
All internet users (n=2,445)	71%
a. Men (n=734)	66
b. Women (n=711)	76*
c. White, Non-Hispanic (n=1,025)	71
d. Black, Non-Hispanic (n=138)	76
e. Hispanic (n=169)	73
a. 18-29 (n=267)	84**
b. 30-49 (n=473)	79**
c. 50-64 (n=401)	60*
d. 65+ (n=278)	45
a. High school grad or less (n=385)	71
b. Some college (n=433)	75*
c. College+ (n=619)	68
a. Less than \$30,000/yr (n=328)	66
b. \$30,000-\$49,999 (n=259)	76
c. \$50,000-\$74,999 (n=187)	68
d. \$75,000+ (n=486)	69
a. Urban (n=479)	75
b. Suburban (n=700)	69
c. Rural (n=266)	71

Pew Research Center's Internet Project August Tracking Survey, August 07 - September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.  
Note: Percentages marked with a superscript letter (e.g., \*) indicate a statistically significant difference between that row and the row designated by that superscript letter, among members of each demographic characteristic (e.g., age).

PEW RESEARCH CENTER



#### Twitter users

Among online adults, the % who use Twitter

	Use Twitter
All internet users (n=2,445)	17%
a. Men (n=734)	17
b. Women (n=711)	18
c. White, Non-Hispanic (n=1,025)	16
d. Black, Non-Hispanic (n=138)	29**
e. Hispanic (n=169)	16
a. 18-29 (n=267)	31**
b. 30-49 (n=473)	19**
c. 50-64 (n=401)	9
d. 65+ (n=278)	6
a. High school grad or less (n=385)	17
b. Some college (n=433)	18
c. College+ (n=619)	15
a. Less than \$30,000/yr (n=328)	12
b. \$30,000-\$49,999 (n=259)	18
c. \$50,000-\$74,999 (n=187)	15
d. \$75,000+ (n=486)	19
a. Urban (n=479)	18*
b. Suburban (n=700)	19*
c. Rural (n=266)	11

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Who uses video-sharing sites  
% of internet users within each group who watch videos on a video-sharing site

Internet users	Created video-sharing site	Used video-sharing site "yesterday"	N=
All Internet Users	71%	28%	588
Gender			
Men	71	32	375
Women	71	25	473
Age			
18-29	92	87	142
30-49	80	27	262
50-64	54	20	266
65+	31	11	144
Race/Ethnicity			
White, non-Hispanic	69	25	613
Black, non-Hispanic	76	28	80
Hispanic	81	39	77
Household income			
Less than \$30,000	71	29	189
\$30,000-\$49,999	75	36	151
\$50,000-\$74,999	76	25	127
\$75,000+	81	32	208
Education level			
High school grad	68	18	222
Some college	75	33	215
College+	75	34	151
Geographic location			
Urban	72	33	219
Suburban	71	31	436
Rural	68	14	107

Source: The Pew Research Center's Internet & American Life Project, April 28 - May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 713 cell phone interviews. Interviews were conducted in English and Spanish.

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## "MUSTS" FOR YOUTUBE SHARING:

- ▶ Upload videos of your inventory
- ▶ Upload your TV commercials
- ▶ Upload manufacturer provided videos
- ▶ Bottom line: video improves SEO, organic search engine and social placement as well as influences prospects



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## RECOMMENDATION:

- ▶ If you don't have the means to create inventory videos, let your social media service provider take care of it. It is relatively inexpensive and will maximize your team's time. These videos with audio can be created through an inventory feed directly from your website using 6 or more photos along with the unit's options and features with the dealership information.

It's that simple!



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### INCENTIVE BUYING...

- ▶ Social media can generate almost **100%** more leads than any other channel including direct mail, telemarketing, trade shows or even PPC? From Hubspot's 2013 State of Inbound Marketing report, lead conversion occurs a whopping **13%** higher with social media marketing than the average digital marketing lead conversion rates.



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### STEPS TO CREATING A SOCIAL MEDIA LEAD...

#### ▶ #1: Be friendly, not sales-y

Engage with your audience in the same place that the audience engages with their friends and families. For example, a status update that's an invitation to enter a contest could potentially show up in your followers' news feeds wedged between pictures of their children or grandchildren. Be casual and inviting and avoid using hard-sell tactics.



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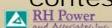
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### STEPS TO CREATING A SOCIAL MEDIA LEAD...

#### ▶ #2: Make your existing customers want to share news about your contest

- ▶ Hosting a contest gets the word out about your company to people who aren't already followers or customers. Then make sure you build a campaign that offers entrants the chance to double their odds for winning by sharing the entry form.

- ▶ Why? The people who enter your contest are more likely to share news about the contest if there is something in it for them



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**STEPS TO CREATING A SOCIAL MEDIA  
LEAD...**

- ▶ **#3: Share details about your contest everywhere**
- ▶ When you get your campaign up and running, don't be shy about promoting it and even hosting it outside of Facebook. Embed the entry form on your website, add a link to the bottom of your company's email newsletter, tweet a link and even add a link to your email signature. Don't neglect a single opportunity to get the word out!



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**STEPS TO CREATING A SOCIAL MEDIA  
LEAD...**

- ▶ **#4: Make sure your campaign is mobile friendly**
- ▶ One of the things Facebook Page admins complain most frequently about is Facebook's lackluster support of mobile. Since the majority of Facebook users access their accounts via mobile devices, make sure your contest is easy to enter from a smartphone or tablet and that you've tested it on a variety of devices.



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**STEPS TO CREATING A SOCIAL MEDIA  
LEAD...**

- ▶ **#5: Make sure your followers know that one of your contest goals is to be able to serve them better**
- ▶ A contest gives you an opportunity to learn more about your customers/clients but they should know that your ultimate goal is to give them more of what they love about your company. For example, before they're given access to the entry form you might ask them if there are any products or services they wish you offered. You might want to know what their budget is for the upcoming year, or their timeframe for a major purchase. Collecting this kind of information will help you meet the future needs of your customers and clients.



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## FACEBOOK PAY-PER-CLICK ADVERTISING...

- ▶ An advertising strategy to drive more RV social media prospects to your page or website.
- ▶ Utilizes user demographic targeting.
- ▶ Positions your ad in front of the targeted user.



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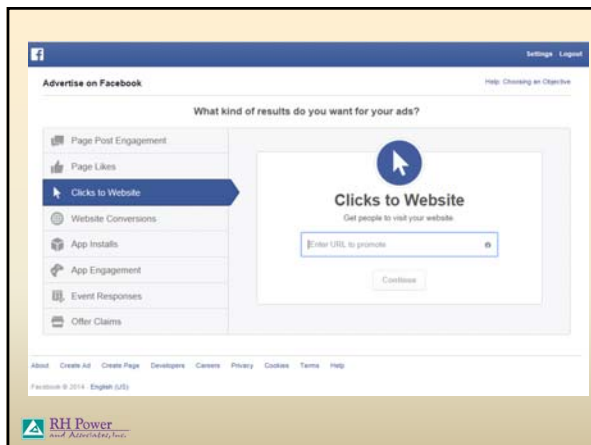
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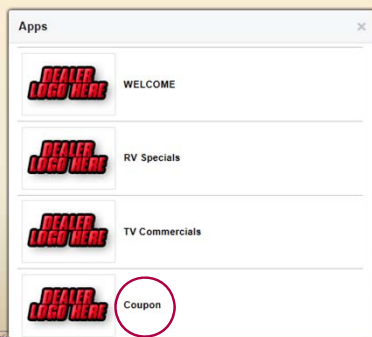
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## ENGAGING APPS ON A FACEBOOK PAGE:



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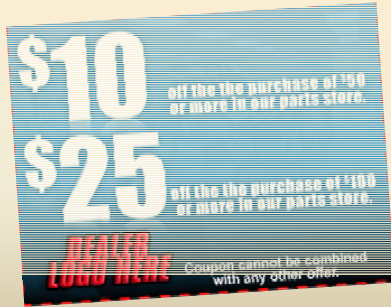
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**CORRESPONDING COUPON:**



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**SOCIAL REPUTATION MANAGEMENT--  
WHOSE GOT YOUR BACK?**

With **90%** of online viewers  
stating that reviews  
impact their buying  
decision, it's imperative  
that someone monitor and  
**protect** your social  
reputation!

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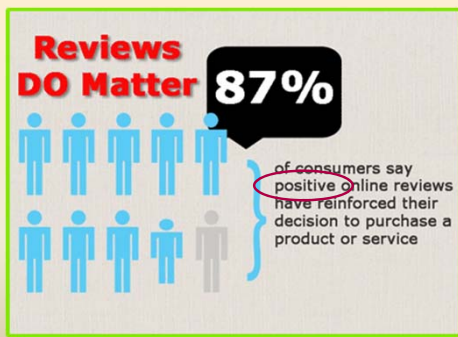
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## SOCIAL REPUTATION MANAGEMENT

- ▶ According to a recent survey, **90%** of consumers who recalled reading online reviews claimed that positive reviews influenced their decision to buy. On the flipside, **86%** said that negative reviews had also influenced buying decisions.
- ▶ The survey also found that while negative reviews are most commonly found on popular review sites, positive reviews are most frequently seen on social media—with **44%** coming from Facebook.



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## SOCIAL REPUTATION MANAGEMENT

- ▶ **Bottom Line:** Online reviews play an important role in how customers are finding your business online.
- ▶ Consumers want to know they can trust businesses to provide a positive experience before deciding to make a purchase, sign up for a service, or even visit your place of business.
- ▶ The best thing to do to get the most out of online reviews is to encourage the people who know you best to share their feedback. Reviews and recommendations from your best customers can have a major impact on your business.



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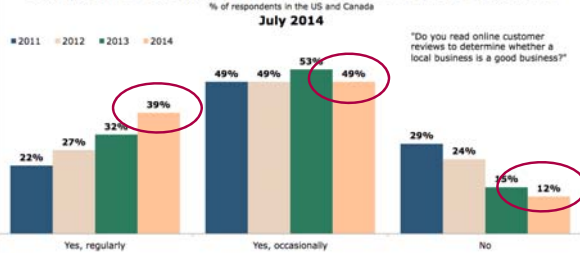
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### Consumer Use of Online Customer Reviews for Local Businesses



MARKETINGCHARTS.COM



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### **SOCIAL REPUTATION MANAGEMENT**

- ▶ To effectively manage your social reputation, you must...
- ▶ Generate positive reviews
- ▶ Respond quickly and positively to negative reviews
- ▶ Your overall goal is to build a positive online reputation, promote your reputation online and attract more customers!



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### **SOCIAL REPUTATION MANAGEMENT**

- ▶ Let's take a look at some ways you can generate positive reviews!



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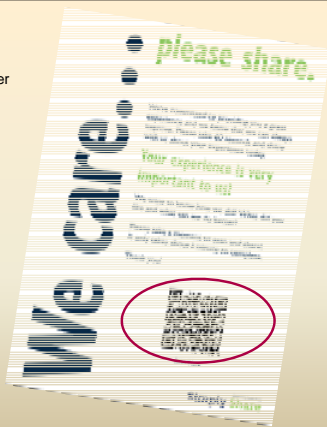
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Follow-up mailer  
or email!



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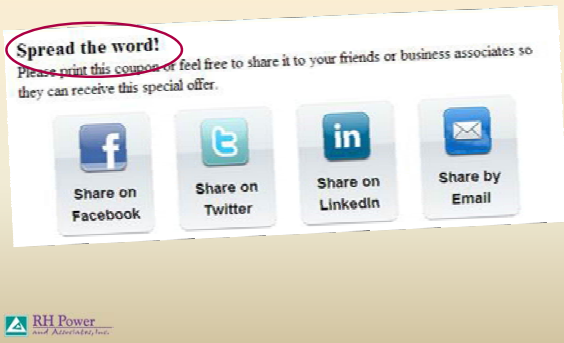
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Here's a portion of an email with a coupon and special offer that encourages sharing !



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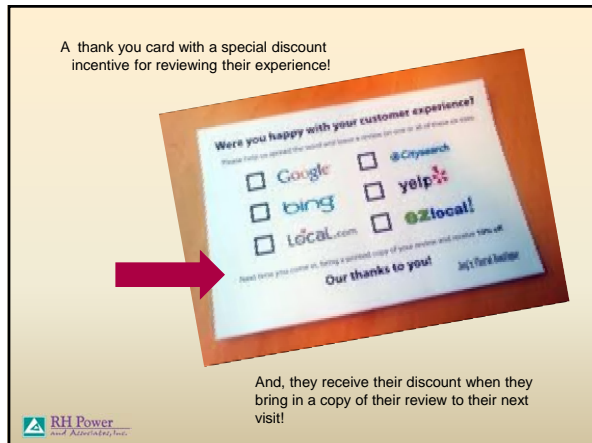
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A thank you card with a special discount incentive for reviewing their experience!



And, they receive their discount when they bring in a copy of their review to their next visit!

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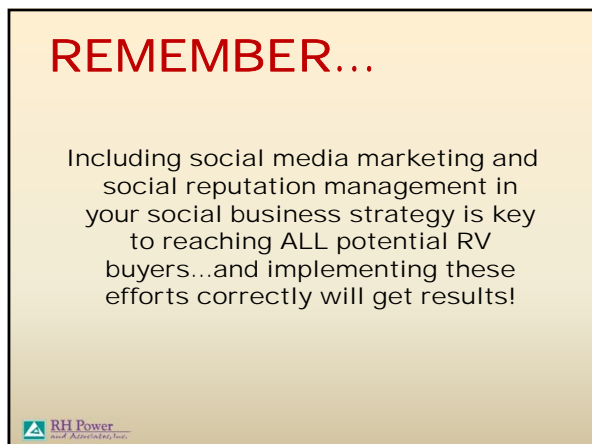
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**ADVANCED SOCIAL MEDIA  
STRATEGIES...**

Social media success comes from your commitment to engaging your social community to generate leads by implementing advanced social media strategies with the newest techniques to reach the RV buyer—wherever they are. Do this, and your dealership will maximize its ROI while increasing sales!



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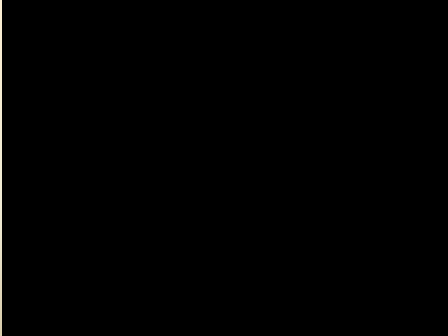
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**BECAUSE WHEN IT'S DONE RIGHT...**



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**YOU CAN ACHIEVE  
UNBELIEVABLE RESULTS!**

Your company now has a strategy to incorporate advanced social media knowledge with the latest techniques. It's time to prepare your dealership's team for unbelievable social media results...



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**ADVANCED SOCIAL MEDIA STRATEGIES  
ARE YOUR SECRET TO UNBELIEVABLE  
SUCCESS!**



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