



**SOCIAL DEALER**

**SERVICES & SOLUTIONS**

**STELLANTIS**



# SKYLAB<sup>®</sup>



YOUR DESTINATION FOR EVERYTHING SOCIAL.  
**GET INSPIRED. GET CONNECTED. GET RESULTS.**

**ONE SOLUTION**  
FOR PAID/ORGANIC SOCIAL,  
AND REPUTATION MANAGEMENT

**AUTOMATE  
EVERYTHING**

MANAGED BY  
**BLUEPRINT  
CERTIFIED  
ENGINEERS**

## **PAID SOCIAL**

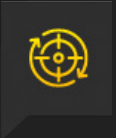
**30%  
MANAGEMENT  
FEE**



**Vehicle  
Acquisitions**



**Advertise  
& Promote**



**Retargeting**



**Showcase  
Inventory**



**Build  
Loyalty**



**Market to  
Active, Lost  
& Conquest**



**Conquest  
Campaigns**



**Leads  
to CRM**



**Custom  
Buyback  
Campaigns**

*\*\* requires 2nd party data fee of \$150 if using data other than DMS/CRM*

**\$995**

## **ORGANIC SOCIAL**

*SOCIALDEALER is Meta Community Manager Certified. Our Organic Social experts not only take into account all social best practices when curating content, but they also help craft your individual brand's online presence by working hand in hand with your team at the dealership.*



**\$395**  
+ \$100 PER FENCE  
+ BUDGET

## SOCIALFUEL

### Define your audience.

Use digitally-fenced regions to activate and build custom audiences with state-of-the-art technology. Our proprietary digital fencing technology allows us to digitally fence any area in the United States. Once we polygon out a region, anyone that enters it is able to be sent to SOCIALDEALER and added to custom audiences on Facebook.



**\$395**  
+ BUDGET

## SOCIALDRIVE

Second party data that effectively builds an audience that generates huge ROI. Our custom audience building tools, allows us to create completely custom audiences using either vehicle registration data or consumer data to build audiences that we use to advertise to with our Social Campaigns.



**\$299**

## SOCIALENGAGE

Social media is not just about replying to negative comments. It's also about proactively engaging with your audience to connect with them on a personal level. Responding to comments and reviews, both good and bad, shows customers that you read their comments and care about what they have to say. This is crucial if you hope to retain or increase follower engagement, boost SEO, solidify customer loyalty, and organically create brand advocates in your community.



**\$299**  
ONE TIME  
PER CHANNEL

## SOCIALCREATE

**DON'T HAVE THE TIME OR ABILITY TO CREATE YOUR OWN SOCIAL MEDIA CHANNELS?**

**HAVE SOCIALDEALER DO THE WORK FOR YOU!**

- Any Social channel can be created on behalf of a dealership.
- **All Pages will be automatically optimized.**

**\$649**

## REPUTATION MANAGEMENT

Powered by

## SOCIALRESULTS

Our best in class Reputation Management solution surveys all vehicle purchasers and service customer to leave a positive review. Our reputation managers monitor your brand's review activity across all major review sites.



# SOCIAL DEALER

As a **Facebook Preferred Marketing Partner**, our social ads are constantly being measured and tested. We are pleased to report that our ads are at the top of the heap when it comes to quality operating at an average of **99% efficiency rating**.

**FCA** DIGITAL  
CERTIFIED PROVIDER