

Are You Leveraging Social Media?



Social Networking is growing at twice the pace of other major online activities such as using a search engine, researching a car purchase, or just sending an email.

According to Nielsen, more time is spent on Social Networking sites than is spent reading or sending emails. In their latest study, this equates to one out of every six minutes of the average web user's time is spent on sites like FaceBook, MySpace, or Twitter.

Liquid Motors offers the following Social Media solutions:

SocialFuel Marketing

Consumers are visiting social media sites for recommendations from specific friends or groups of knowledgeable peers.

- Market inventory on Facebook, MySpace, and other websites
- Preferred placement of listings and links back to the car dealer website
- Improve page rank
- Reach a large social media audience

SocialFuel Monitor

Being available on social media suggests to car buyers that you are knowledgeable on customer service issues and that you are listening, which is now more important than ever.

- Enter keywords or phrases to track
- SocialFuel Monitor scours multiple social media sites
- Notification to dealership personnel when their brand is mentioned
- Ability to rapidly respond to positive/negative brand statements

Contact us to expand your automotive Social Media Marketing success. Call us at

877-573-6877 or email us at sales@liquidmotors.com.



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