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SAG monthly Action Focus & Awareness

Facebook as a Marketing Strategy for Automotive Service Businesses



By Roger McManus

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social media accounts. Wikipedia refers to social media as “electronic word of mouth” (eWOM). eWOM refers to any statement your prospects or consumers share about your business online. The giant among them is Facebook.

Facebook is the dominant social platform, used by 57 percent of American adults and 73 percent of those ages 12 to 17. More than six in ten adult users visits the site on a daily basis. Facebook references are shifting; over and over more users are gravitating here in increasing numbers.

If there is an audience for your product or service that you can reach, the audience is also on Facebook with their 1.5 billion monthly users. There really is no reason for your business not to be on Facebook today. In fact, a business without a Facebook Page faces serious disadvantages. It can make you look out of touch and even reduce customer trust.

All you really need to do is be present. People may not be in the right place to buy from you at the moment, but by posting regularly and sharing your knowledge, Facebook helps you be top-of-mind to those who matter while proving your authority.

Staying in touch with family members and friends primary reason the majority of people use Facebook. Inserting your business into that normal flow of communication is an ideal way to gain exposure and loyalty.

Social networking websites allow individuals to interact with one another and build relationships. When companies join these social channels, consumers can interact with them directly. That interaction can be more personal to users than traditional methods of outbound marketing and advertising. Creating content that triggers consumers' imagination enhances its value to the distributor. They pass it on to others. This is called "going viral".

To accomplish this, you need only to produce posts that play to the interests of an audience that is likely to need auto service or tires –almost everyone. You can write these yourself, re-post items written by others on Facebook or subscribe to a program that produces and personalizes auto-care-specific content on a daily basis. This type of program was recently introduced by the Automotive Marketing Foundation called AMF Social. (www.automotivemarketingfoundation.com)

The ability Facebook offers that allows followers to "repost" comments made by others about a product being promoted is extremely powerful. By repeating the message, the user's connections are able to see the message, multiplying its impact. No other form of media other than traditional Word-of-Mouth is as powerful. And, eWOM is hundreds or thousands of times more so. Because the information about the product or business is being put out there and getting repeated, more traffic is brought to the business.

This article is the first in a series of 5, a contribution to SAG from Automotive Marketing Foundation and they also will be providing a free webinar, June 14th at 5:00 EST on a state of the art program to manage your social media and introduce "Reputation Management".

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Links & PDF's available:

[Link to Automotive Marketing Foundation](#)



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