

# Manage Your Reputation and Social Media Like a Pro

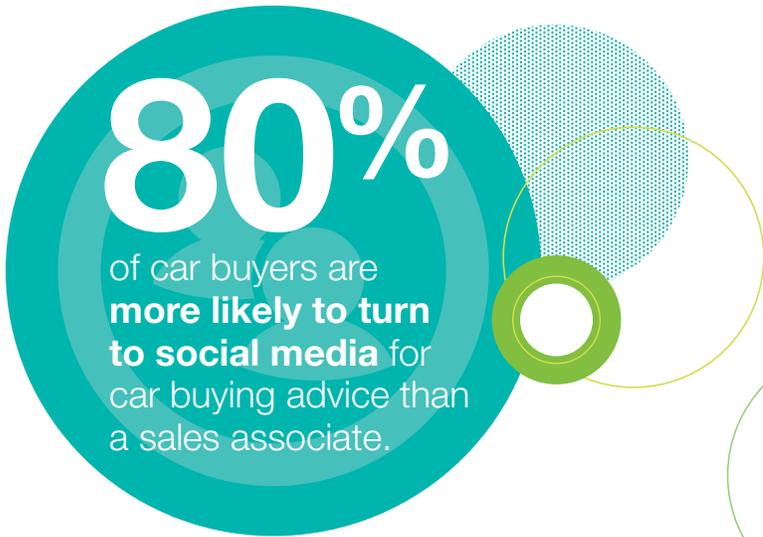
Our easy-to-use solutions couple industry-leading tools with digital expertise to simplify the social and review management process. Whether you have the skills and staff to do it yourself or prefer to have an expert handle it for you, we have a solution to meet your needs.

Feature	Social Media Management Essentials	Power Social Media Management
Daily automatic surveys to your sales & service customers	✓	✓
Customers see your customizable “Smart Thank-You” page at survey conclusion	✓	✓
Easy-to-use dashboard: see all of your customer surveys and third-party reviews in one place	✓	✓
Mobile App provides on-the-go customer survey and review alerts and response management	✓	✓
Daily email recap of Google+, Yelp, Facebook, CarGurus, Cars.com, Edmunds.com and Dealer Rater* activity	✓	✓
Dealer group analytics	✓	✓
“Customer Reviews” widget featured on your website	✓	✓
Enhanced Yelp listing (\$300 value)	✓	✓
Comprehensive technical support	✓	✓
20+ reputation best practices guides to fine-tune your strategy	✓	✓
Dealer training guides for Instagram, Foursquare, Pinterest and YouTube	✓	✓
Responses to negative reviews on Google+, Yelp, Facebook, CarGurus, Cars.com, Edmunds.com and Dealer Rater*	✓	✓
Integration with Facebook, Google+ and Twitter accounts for easy profile management and posting	✓	✓
Social posting tools to add video, links and images to blog and social posts	✓	✓
Professionally written article library with suggested content for use in your blog and social posts	✓	✓
Calendar tools to plan and schedule blog and social posts in advance	✓	✓
Advanced Facebook social analytics	✓	✓
<b>Dedicated specialist</b> to monitor, manage and respond to negative and positive reviews		✓
<b>New!</b> Facebook page and post promotion — get more fans and make your posts go further (Included! \$1,200 value)		✓
<b>New!</b> Connect your Google review stars with your CDK Digital Ads. Ads with stars get better clicks and conversions.**		✓

Feature	Social Media Management Essentials	Power Social Media Management
Consistent, accurate delivery of reputation and social messaging as part of your overall digital marketing strategy		✓
Strategy for and full management of your Google+, Yelp, Facebook, CarGurus, Edmunds.com, Cars.com and Dealer Rater* profiles		✓
Blog posts written and posted on your behalf		✓
Posting and customer engagement on Facebook, Google+ and Twitter		✓
Social content calendar creation to support your marketing goals		✓
Monthly strategy and reporting session		✓
Custom inventory and specials-focused campaigns		✓
Five-star Digital Ads to leverage your advertising and showcase great customer reviews**		✓

\*Requires active dealership/Dealer Rater contract

\*\*Ad features require separate CDK advertising campaigns



Source: CrowdTap poll of car buyers, February 2015



Source: CDK Research Study

CDK Global Support

Call 888.424.6342 or visit [cdkglobal.com/socialmedia](http://cdkglobal.com/socialmedia)