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# #SoDumb: 30 Social Media Mistakes Dealers Make



Erica Sietsma  
SVP, Product and Strategy  
Digital Air Strike  
Scottsdale, AZ  
206-707-3320  
[erica@digitalairstrike.com](mailto:erica@digitalairstrike.com)

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## LEARNING OBJECTIVES: WHAT YOU'LL GET OUT OF THIS WORKSHOP!

The **ULTIMATE GOAL** of the workshop is to help you avoid common mistakes made by other dealers in their social strategy so your dealership can **DOMINATE** the social consumer ecosphere!

In order to achieve this goal, you'll be able to do the following by the end of the workshop:

1. Identify if your dealership is making any of the top 30 mistakes
2. Correct any mistakes you may be making by using proven best practices
3. Capitalize on social opportunities like enhanced reputation, smarter social advertising and more engaging content in order to convert social users into your customers

How to use this guide:

This workbook is a companion guide to the NADA session, *"#SODUMB: 30 Dumb Social Mistakes Dealers and Agencies Make"* presented by Erica Sietsma, SVP, Product and Strategy for Digital Air Strike.

Each mistake presented in the presentation can be found in this handout with helpful information on how to avoid making the mistake and best practice options. At various times throughout the presentation, you will be referenced to different pages in the handout to fill out either your own dealership's experience or to create your own action plan for returning to your dealership.

## THE POWER OF SOCIAL MEDIA IN ALL OF ITS FORMS

**Social Media is defined as any site that can have public facing customer interaction, including but not limited to:**

- **Social network sites like Facebook and Twitter**
- **Reputation sites like Facebook and Yelp**
- **Directory sites like Google and Yelp**

**2015 Automotive Social Trends Study performed by Digital Air Strike shows dealership customers are on social sites and using them as part of the buying process – from awareness, to research, to offers and ultimately driving conversion.**

- **Facebook Usage**
  - 74% of car buyers are using Facebook, up from 69% in 2014
  - 75% of service customers are using Facebook
- **Facebook Advertising**
  - 51% of car buyers [up from 46% in 2014] and 40% of service customers say they have seen an ad for a local car dealership on Facebook
- **Facebook Advertising for Mobile**
  - 66% of car buyers have clicked on a FB ad on a mobile device [Up from 33% in 2014]
  - 53% of service customers have clicked on a FB ad on a mobile device
- **Online Reputation**
  - 81% of car buyers and 83% of service customers surveyed said online review sites helped in their dealership selection process

# SOCIAL GETS RESULTS

## Social Ads:

- Better targeting than all traditional sources and most digital options
- Higher ROI when compared to most other ad spend options
- Multiple ad formats available to help achieve different campaign goals – i.e., website traffic, leads, awareness, event RSVPs, video views



### Facebook Ads Help Joe Holland Chevrolet Increase Leads by 30%

**GOAL**  
Joe Holland Chevrolet wanted to increase overall brand awareness, website traffic, leads generated and ultimately sell more vehicles.

**SOLUTION**

- Digital Air Strike's Social Ads team created a month-long Facebook ad campaign
- Team developed an app that integrated with dealer's CRM
- Ads were targeted to people who had previously viewed the app

**RESULTS**

- ✓ 116 sales leads generated
- ✓ 4278 dealership website clicks
- ✓ 605,055 Facebook post impressions
- ✓ 114,117 Facebook users reached
- ✓ 30% increase in daily leads



Test Drive & Win



## Social engagement:

- Demonstrates dealership's customer service commitment
- Drives business



John Brown What beautiful car  
November 24 at 3:47pm

Hide 12 Replies

Rizza Cadillac Buick & GMC Why don't you come on down and take it for a spin, John? 😊  
November 25 at 6:05am

John Brown I just might do that  
👍 1 · November 25 at 6:12am

Rizza Cadillac Buick & GMC Great! We'd love to help you out.  
👍 1 · November 25 at 7:40am

John Brown Thanks Rizza I'm taking the car  
November 25 at 12:35pm

Rizza Cadillac Buick & GMC Do you have time this week to come take it for a test-drive?  
👍 1 · November 25 at 1:10pm

John Brown I'm here now  
November 25 at 1:14pm

John Brown I did a test drive  
November 25 at 1:15pm

Rizza Cadillac Buick & GMC How did you like it, John?  
👍 1 · November 25 at 1:18pm

John Brown Love it  
👍 1 · November 25 at 1:22pm

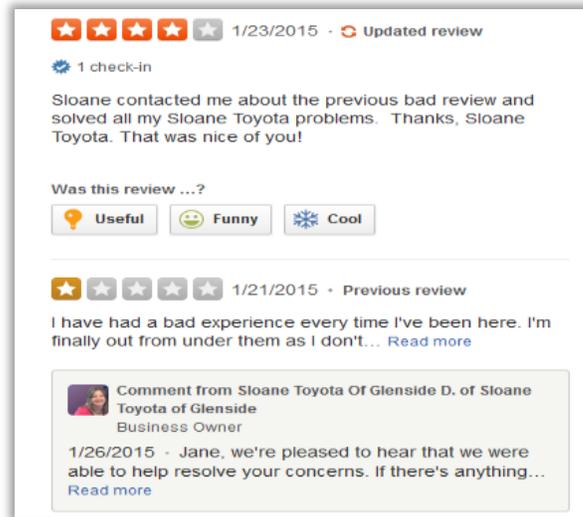
Rizza Cadillac Buick & GMC Awesome! We bet it's going to look great in your garage 😊  
November 25 at 1:24pm

John Brown Yes it is  
November 25 at 1:50pm

Rizza Cadillac Buick & GMC Congratulations, John! Be sure to snap a picture of you with your new car. We're so happy for you!  
November 25 at 1:58pm

## Managed Online Reputation:

- Demonstrates dealership's customer service commitment
- Leads to increased website traffic
- Allows dealerships to save otherwise lost customers



What Do YOU Think the Most Common Mistakes Are?

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Do YOU Think (or know) Your Team Is Doing Any?

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## #SODUMB: GENERAL

### 1. Not having a social media policy for your dealership

Social media policies help with the following:

- a. Current or former employees slandering you and your dealership on any form of digital media
- b. Current or former employees using your business name on any social sites in an unapproved manner
- c. Employees understanding the rules of engagement on your social sites – when/how to interact with consumers, if at all
- d. How their own social sites can impact your business and what is appropriate or inappropriate and could lead to termination

#### Solution:

- a. Google different examples of social media policies online and find one that resonates with your team.
- b. Customize it for your dealership
- c. Get with your legal counsel to review, revise and formalize.
- d. Have HR rollout to all existing and new employees as part of employment paperwork.

### 2. Social redirects on your website that take customers from your website to the social sites. These are even worse if the links are broken or take the customer to old and inactive pages or broken links.

After all the money paid to get customers to your website, why would you link them to the most distracting sites in the world?!

#### Solution:

If your social sites are worth “showing off” use a website plug-in that allows your customers to engage with your social sites WITHOUT leaving your website.

Options include:

- a. **Website toolbar** – allows for social and review integrations making your website a one-stop shop without eating up valuable conversion real estate
- b. **Website widgets/plug-ins/frame-ins** – these can be good to show off particular social networks like Instagram. Con? They are usually “housed” in one singular spot so if customer no longer on that page or never navigates to it, the customer may never see the plug-in.



### 3. Only one team member is responsible for “all social”

Social encompasses TOO much to be relegated to only one team member and since every department has a stake in how your dealership is not only portrayed online, but how your dealership in turn engages with consumers – ALL DEPARTMENTS should have some form of involvement.

#### **Solution:**

- a. Bring all department heads together to discuss social strategy – from social networks, to managing online reputation to keeping offers and information updated across the sites.
- b. Assign “owners” for different aspects of your strategy, i.e. providing the current offers or promotions for their department, and have one team member be the “Social Team Lead” who will coordinate all the content onto the social sites.
  - a. Alternative is team lead could be an agency that specializes in social. You will still want department heads involved and owners, but the burden of posting or updating the content won’t fall to a team member who is already busy.
- c. Inform all employees of your social strategy and encourage them to participate in approved ways, i.e. sending fun pictures from around the dealership/lot to customer pictures to community engagement opportunities
- d. Check-in 90 days from now – what is working? What isn’t...or WHO isn’t? It’s new, so everyone will need reminders on why it’s important to be involved.

## #SODUMB: SOCIAL NETWORKS

### 4. Inappropriate or old content

When posting content to social sites, it’s best to avoid the VORPT content:

- a. Vulgar
- b. Offensive
- c. Religious
- d. Political
- e. Tacky

Humor on social can run a fine line, so use your best judgement. You still like cat memes? Fine, so do a lot of people, but cats with swastikas?! Pass.

Old content, like outdated offers, cover images with old promotions or seasonal messages, make your dealership seem out of touch.

**Solution:**

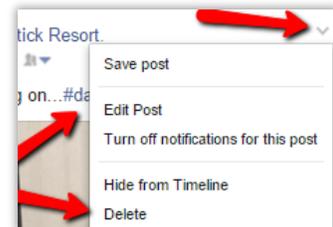
- a. Run all content through the VORPT test....if it could be seen as Vulgar, Offensive, Religious, Political, or Tacky – scrap it.
- b. Ask yourself the following questions and if any are a yes, then it's ok to use:
  - a. Does the content help your business or brand in any way?
  - b. Does it create engagement without being a VORPT post?
  - c. Does it promote your community positively?
- c. If any of your static content, i.e. pinned posts, cover images, profile images, coupons and offers, is time-sensitive, schedule a reminder to change it when it's about to expire.

**5. Failing to proofread posts and comments**

Typos make your business look bad. Just because it's social media, doesn't mean typos are ok on business pages, especially when Facebook now offers the ability to "edit" posts.

**Solution:**

- a. Don't post to a business page on a mobile device – leads to auto-correct issues
- b. Reread content before hitting post
- c. Google words you're not sure if you are spelling correctly
- d. If you make a mistake, edit the post – see image to the right. Click on the carrot at top of post and you'll get options to Edit or Delete.



**6. Auto-sharing content across social networks**

Facebook is different from Twitter, which is different from Google+. Don't treat all networks the same. When you auto-share content it makes your dealership seem:

- a. Lazy
- b. Out of touch
- c. #SoDumb

It may seem so much easier to just share content from Facebook to Twitter, but it just looks bad and annoys the very rabid Twitter followers. And Twitter is indexed by Google, so you are WASTING keyword opportunities with the fb.me URL.

**Solution:**

- a. Create content that is tailored for each site
- b. If you can't handle it – outsource it or drop the site you don't have the time to manage or you don't understand it well enough to manage

## 7. Fuzzy or wrong size imagery use on social sites for cover images, profile graphics and/or posts

It's tempting to reuse graphics from other sites or images you like for your cover and profile images on social sites. Each site has different image sizes and when it gets cut off, stretched, wrong resolution so it's fuzzy, covered up by text and/or the profile image, it looks bad and is a poor reflection of your dealership.

Would you have your main dealership sign cropped off? Or a hard to read billboard with really tiny font?! No. Don't do it on social.

### **Solution:**

- a. Edit the images so they display properly on the social site
- b. If an image doesn't fit and you can't edit it to fit, don't use it
- c. Have a professional help you with your main images like cover images and profile graphics
- d. For profile graphics, what does it look like as a thumbnail? If you can't read it or tell what it is, change it to something more obvious that helps identify your brand.

## 8. Broken apps on Facebook

While apps may not get as much usage as they did in the past, why have one that doesn't work still on your page? This is the easiest to rectify.

### **Solution:**

- a. Check all apps on your page to identify broken ones
- b. Remove the broken apps or ask app provider to fix or update

## 9. Group pages for multiple locations

Facebook is putting a lot of resources into becoming a major player in local search and location details like address, phone and website are becoming more important for customers. There is no way for a group page to have multiple locations associated with it and they become more confusing than helpful.

When individual pages don't exist, rogue pages (next topic) will inevitably get created by your customers, your OEM, or the social sites.

### **Solution:**

- a. Create individual pages for each of your locations, especially on sites like Facebook, Google, Yelp and other popular directory/reputation sites.

## **10. Rogue pages created by customers, employees, OEMs, and social sites**

A rogue page is business profile created for your dealership that is not your main social site. Rogue pages can be created for a myriad of reasons and you can take steps to remove existing rogue pages and help in preventing future pages.

### **Solution:**

- a. Identify existing rogue/duplicate pages and get them taken down by the social sites.
  - i. This can often be a lot of work and take weeks
  - ii. Typically a good task to outsource
- b. Have a plan to check for rogue pages on top sites once a quarter – assign it to a team member or your agency
- c. Preventative measures:
  - i. Have a social media policy which expressly forbids employees creating their own versions of your sites either during or after employment
  - ii. For sites which offer the ability to “check-in” have a page for each of your locations – don’t have group pages
  - iii. Make sure your main site is correctly claimed, your contact information is correct and the site is showing up correctly in both a google search and a search on the social site itself

## **11. Updating social content from a mobile device**

Bad things can happen when posting to a business social page from a mobile device, such as:

- i. Auto-correct failures that get missed and not corrected before multiple people have seen it
- ii. Posting personal content to business page – think the Chrysler and Red Cross examples from the presentation
- iii. Duplicate content

### **Solution:**

- a. Don’t give more than one or two team members access to your social accounts and ask them that you prefer they don’t post from their mobile device.
  - i. Exception: Instagram – for regular businesses, the only way to post to Instagram is through a mobile device. Luckily, Instagram doesn’t allow for managing multiple accounts through one single instance, so it’s hard to post to the wrong account. Ask employees to proof any copy in a post, but luckily, the emphasis is more on the picture than the words so there shouldn’t be too much copy anyways.

- b. Ask any social agencies follow same rules.
- c. If a mistake happens, fail fast and fail forward. Again, compare how Chrysler and Red Cross handled their respective situations.

## **12. Failure to respond to posts, comments and/or direct messages on social networks**

One of the major game changers with social is the power of two-way communication, aka “engagement”. Some see it as the ultimate metric – “consumer engagement” – but if that engagement doesn’t TURN INTO BUSINESS or help you, then it’s pointless.

***If you don’t respond to those golden opportunities of consumer engagement, you might as well shut down your page.***

### **Solution:**

- a. Identify the rules of engagement on social sites – who will engage and how will they engage with the following:
  - i. Sales inquiries
  - ii. Happy customers
  - iii. Unhappy customers
  - iv. Private messages

Note: Facebook is investing heavily in their messenger app and see it as a potential replacement for current website chat apps. With so many consumers already using Facebook messenger, keep an eye on this movement. Could warrant testing.
- b. Determine your acceptable response times
- c. Have backup plans if you are handling in-house. Be prepared for sick days, vacations, days off, turnover, etc. Cross-training is always a good idea.

## **#SODUMB: SOCIAL ADVERTISING**

### **13. Ad fatigue – using the same ad content and copy longer than one month**

A stale ad will cease to have an impact and will become background noise.

### **Solution:**

- a. Have multiple versions of each ad for any given campaign so you can a/b test
- b. Turn off underperforming ads, if the site hasn’t already done so
- c. Change out the creative and copy EVERY month – doesn’t have to be a major overhaul, but at least change it up
- d. Ideally, change your offer every month, as well

**14. Using Facebook's auto-boost feature which promotes the most recent post**

There is no reason to boost your most recent post or even allowing any system to boost a post starting to gain traction. Neither is an indication if the post will have meaningful results – just getting engagement on any piece of content is not worth your money. You want reach and traction for content that ADDS VALUE and can help drive business.

**Solution:**

- a. Don't turn on auto-boosting
- b. Don't allow an agency to auto-boost posts on Facebook
- c. Have a strategy for your post promotion that will help add value

**15. Not targeting your ads to the correct audience for the campaign objective**

By not targeting your audience, you are wasting money. Facebook's vast network can suck your bank account dry with no results. However, when that network is tapped into for its robust targeting capabilities, conversions increase drastically.

**Solution:**

- a. Learn about the various the audiences available for Facebook targeting
- b. Tailor the audience to the campaign and its objectives
- c. Don't target the same audience with every campaign
- d. USE your data mining lists for custom audiences

**16. Not staying up on newest ad types that can increase conversion rates with the same or less ad spend**

The rate of change of the social sites can seem exhausting, but they change so much so their sites can become more useful to both their end users AND those paying their bills – the advertisers. If your ads don't get results, you stop using them, the social sites lose money, their stock drops, the lights go out. Therefore, they are constantly looking for ways to make the ads more effective.

**Solution:**

- a. Stay abreast of the ad changes of the social sites
- b. Test the new ad formats that make sense for your business
  - i. For tests, make sure you are doing standard a/b testing and not drastically changing offers that could skew results

## 17. Using a YouTube link on Facebook vs. posting natively to Facebook

This may seem like splitting hairs, but as you can see from the presentation, there is a distinct visual impact between the two and a lag in ability for customer to play content. With digital video content having a higher retention rate, you want customers seeing your message online – don't make it hard to do so.

### **Solution:**

- a. Leverage digital video advertising
- b. When doing a digital video ad, post the video to the platform running the ad. It will create a more seamless user experience for your customer.

## 18. Not monitoring your ads that are “dark posts” for customer comment

When doing ads for conversion on Facebook, they are considered “dark posts” as they don't show on your dealership's timeline. This means notifications don't come to the regular notification and instead, the ad's comments are reviewed in your ads manager. It's a pain, BUT there is almost always engagement needing a response in those comments.

### **Solution:**

- a. Identify who will be responsible for managing ad comments
- b. Reference your plan from #12 and follow the same steps

## 19. Failure to properly track ads

Like with anything, you can't manage what you can't measure. And like with anything, measurement is never a simple task, but it's the only thing to keep you from wasting or money OR killing a spend on something that was actually really amazing, you just weren't tracking it correctly.

### **Solution:**

- a. If you use Google Analytics, make sure you are setting up your UTM tags on any referring sources like the website redirects from Facebook ads
- b. Install the conversion pixels from Facebook on every page of your website – website provider can help with this
- c. Configure Facebook pixel rules in Facebook's Ad Manager for page views vs. conversions

Note: If your website does not have a “thank you page” after form submission, some extra work will need to be done by website provider to track “virtual” pages so your conversion on leads counts correctly inside FB Ad Manager

## **AdsBonus: Not doing Facebook Advertising at all!**

Facebook is one of the best performing digital ad mediums. If you do ANY kind of advertising for your dealership, then part of your ad spend should be on Facebook.

### **Solution:**

- a. If you haven't started doing Facebook advertising yet, it means you don't have the expertise in-house to do it – it's not the same as PPC. Hire an agency that gives result estimates based on spend, i.e. how much website traffic can you expect for X spend.
- b. Determine campaign goals and provide offers to agency – agency should be able to build creative in-house. Your display ads won't work as they are typically not the resize so need to be redone anyways.
- c. At end of each month, review results, change offers and strategy when/if needed.
- d. Make sure your website tracking is setup properly – a good agency can walk you and your website provider through proper tracking via conversion pixels and Google's UTM.

## **#SODUMB: REPUTATION**

### **20. When responding to a negative review getting defensive, trying to prove a point, making a customer look bad or just giving way too much information**

The natural inclination of a customer is to mistrust a business...any business. So when a business launches into a diatribe in their response even if meant well, it is going to be taken the wrong way 9 times out of 10.

A truly disgruntled customer will be hard to save regardless of what you say, but what's important is how the other thousands of customers potentially reading that review perceive you. Do you seem like you want to make the situation right? Or are you just trying to prove you aren't wrong and that your customer is wrong? People can spot a crazy town reviewer...they don't need your help pointing it out. It just reflects poorly on your dealership.

### **Solution:**

- a. Identify who is responsible for responding to your reviews – it could be an agency
- b. Respond promptly to your negative reviews
- c. Empathize without taking the blame
- d. Take the conversation offline by offering to make it right or wanting to better understand

- e. Give the highest point of contact possible with direct name and contact information – rock star option? Dealer Principal. Next best is GM.

Note: Typically, if the customer is REALLY upset, they probably interacted with the Sales or Service manager related to their issue, so usually not the best idea for responder to be that person or be in that person's name

## 21. Only responding to negative reviews and ignoring positive reviews completely or mostly

Ever heard the old adage, squeaky wheel gets the grease? That's exactly the culture you create when you only respond to negative. You show that's all you really care to correct and for those who took the time to say something nice to you – do you even thank them?! You would never do that to someone who walked up to you – why do it in person?

### **Solution:**

- a. Identify who will respond to your positive reviews – this could be an agency; doesn't have to be same person who responds to negatives
- b. Establish timeline for responses – it's not uncommon for your positive timeline to be slightly longer than your negative as the urgency isn't as high, however don't want to stray too far past 3 business days
- c. Make sure the responses are different and not same for every single positive – we've seen this – it's not good!

## 22. Putting how you will make the situation right in a review response

This can go the opposite direction of number 20 as it makes people want to complain on social for even minor issues as they know you'll give them something free.

### **Solution:**

- a. Follow the same steps for #20 – let them know you want to make it right and to reach out to your designated person directly. If you have their contact information and plan to proactively call them, you can put that in your response, as well.
- b. One exception is saying you will notify the mentioned staff members or their supervisors and implement training systems to make sure all team members are following the policy as it should be

**23. Offering a customer money or credits in order to take down the review – especially before actually trying to fix the issue**

No. No. No. This can backfire terribly.

**Solution:**

- a. Respond following the steps in number 20
- b. Be as proactive as you can about fixing the person's issues before talking to them about the review itself
- c. Once the issues are fixed, then you could ask the customer to potentially update their review if they feel you have corrected the issue – but use your best judgement

**24. Ignoring Yelp because you're not a fan of the site**

A whole session could be done on the intricacies of Yelp, but just because you may have struggled to understand the site and its philosophies doesn't mean it will go away. While Apple's partnership with Yelp stays intact and Yelp continues to show page 1 of search, you can't afford to ignore them. The site ABSOLUTELY impacts customer decisions.

**Solution:**

- a. Make sure the information about your business is correct and updated
- b. Add high resolution pictures to your profile
- c. Enhance the page to block competitor ads
- d. Have a Yelp check-in offer and encourage check-ins at your dealership with in-store signage
- e. Have a process to encourage more reviews on Yelp consistently – not sporadically

**25. Giving a moment of your time to any company or person that guarantees perfect star ratings on review sites**

If it sounds too good to be true it is. No one can guarantee perfect review ratings on review sites – if they are saying they can do that they are doing something illegal that can also get you in trouble. You are warned.

**Solution:**

- a. Don't talk to companies guaranteeing perfect star ratings
- b. Have your own strategy to encourage happy customers to take their feedback onto public review sites

## 26. Thinking no star rating on a site is not a bad thing

When your dealership has no star rating, it means you either have 0 or few reviews, so you are a sitting duck for coming out of the gate with a low star rating and the more “solid” that rating becomes the harder it becomes to change.

### **Solution:**

- a. Be proactive about your reputation
- b. Have a plan to encourage happy customers to publish their feedback to any sites without reviews – consistency is the key, not sporadic pushes

## 27. Violating a review site’s Terms and Conditions, or worse, the FTC guidelines on reviews

Common practices that violate site terms and conditions and/or the FTC guidelines:

- a. Soliciting for reviews
- b. Writing fake reviews
- c. Offering someone something to write a review – whether its cash or a free oil change, it’s not allowed

### **Solution:**

- a. Have a consistent process for encouraging customers to write about you on public review sites
- b. In-store signage for the review sites helps
- c. Post-transaction follow-up with links to the review sites helps

## #SODUMB: DIRECTORIES

## 28. Not claiming popular sites and updating your business information including the proper “category” for your business and photos of your business

Social directory sites help customers find your business, call it, map to it, and access your website. When not properly setup, you miss out on customers.

### **Solution:**

- a. Audit top social directory sites like Google, Yelp, Facebook and any other listing sites showing on page 1 search (check Bing too)
- b. Claim the sites – this can be a pain as it may require direct contact to the dealership, confirming information over the phone with the sites, etc.
  - a. Some sites require payment to “confirm” changes – be careful. Some use a company called Yext that is NOT a best practice. The service basically holds your dealership hostage and the changes/updates only “stick” (if

they ever happen) if you pay monthly. Yahoo uses them which is why Yahoo is so difficult to update because the manual “free” process is often unsuccessful.

- c. Once claimed, update the information from the dealership name, contact information, hours, “category”, and photos. Remember to follow photo guidelines from #7 above.

### 29. Having the OEM’s URL on one of your sites instead of your dealership’s URL

The OEMs have had various rounds of “partnerships” with some of the sites and in some cases the sites have either created new pages or overwritten data with the wrong information. This can also happen from rogue pages being created.

#### **Solution:**

- a. Check the URL on each of your directory sites – click on the “Website” button and make sure it goes to your dealership’s website
- b. If it doesn’t, fix it!

### 30. Not checking the most popular sites regularly to see if there have been changes

The sites are ever-changing and updating, which means, what may have been correct yesterday could be incorrect today. It’s not realistic to check the sites daily, so at least have a plan to check the most popular sites at least quarterly if not more often.

#### **Solution:**

- a. Identify person to check sites for data accuracy
- b. Create a check list of what to check
- c. Sites to check at least quarterly:
  - i. Google
  - ii. Yelp
  - iii. Facebook
  - iv. Cars.com
  - v. Edmunds.com
  - vi. Twitter
  - vii. And any other sites showing page 1 or 2 search for your dealership

