

ANDERSON HONDA

Social Media Action Plan

FACEBOOK

Objective: Increase Facebook Fans to 300

Strategy: Use email list to find customers (past/present) who are on Facebook, friend them and encourage them to like Anderson Honda on Facebook

Strategy: Publicize promotion for Facebook fans only inside dealership

Strategy: Put icon/link to Facebook page on Anderson Honda homepage/contact page or perhaps consider a Facebook Fan box (shows profile pictures of fans as well as most recent content)

Strategy: Add Facebook icon to traditional advertising campaigns (television commercials, print advertisements)

Strategy: Strategize, implement and publicize Facebook contest

Contest Idea #1

- Donate \$1 to a local charity for every new Facebook "Like"
- Great way to establish dealership within community; form relationships with other businesses as well as customers
- Easy way to increase number of likes on Facebook, doesn't require a large mental/time commitment from customers to participate
- One month run time
- Biggest place to publish will be in the dealership and on the dealership website (gets most first-time customers), also Twitter

Contest Idea #2

- Take the most creative picture with your Anderson Honda vehicle, the one with the most "Likes" on our Facebook page gets their car detailed...for free! (\$24.95 value)
- A contest to run once Anderson Honda has a larger Facebook fan following
- Would increase user-generated content, foster discussion based on the dealership between clients
- One month run time
- Biggest place to publish would be on the dealership website and on Twitter; in the dealership would work, but wouldn't be a primary outlet

Objective: Increase User-Generated Content

Strategy: Encourage managers, employees to post to Facebook page (happy customers and their new cars, employee of the month, employee outing/meeting, picture of new cars coming onto lot, etc.)

Strategy: Include more trivia-style or opinion-oriented tweets that encourage fans to post an answer

Strategy: Encourage customers who are happy with service they received from Anderson Honda (sales dept., service dept. repairs, follow-up contacts, etc.) to show their appreciation by posting on Facebook (not just Yelp, Yahoo! Local).

Objective: Increase Visibility in Local Community

Strategy: Plan events at dealership (cookout, carnival, 4th of July); publicize on Facebook and on community websites

Strategy: Partner with, or be a partial sponsor for, a community event, share your partnership on Facebook through photo posts or scheduled events (sponsoring a soccer team is a great example).

TWITTER

Objective: Increase Twitter Followers to 350

Strategy: Put icon/link to Twitter account on Anderson Honda homepage/contact page

Strategy: More re-tweeting of relevant company/user tweets (Honda Corporation, etc.); encouraging connections with other Honda dealers?

Strategy: Use list of Facebook fans, email recipients to look for users on Twitter (could be too time consuming to be considered worthwhile).

Strategy: Offer new Twitter followers who use an Anderson Honda hashtag or tweet directly at the dealership a certain incentive to come into the dealership (Free oil change, 15% off next service, etc.)

Objective: Create/Encourage Employee Twitter Accounts (Work-Appropriate) to give a personal face to the dealership

Strategy: Have employees tweet about their personal job at Anderson Honda; cars they like, conversing with other employees, sharing daily insight into dealership

Strategy: Have employees “live tweet” dealership events (President’s Day sale, cookouts, employee moral meeting)

Strategy: Have employees add facts about the Anderson Honda dealership that 3 Birds Marketing cannot supply

Objective: Increase Visibility in Local Community

Strategy: Have Anderson Honda join Twitter listing/directory services for Palo Alto area, Honda dealership, etc.

Strategy: Have management/employees tweet about local restaurants/bars/shops with whom they interact to increase dealership personalization, make community connections

- Have lunch for employees at dealership catered once a month by a local restaurant, share plans/reviews on Twitter

Strategy: Partner with, or be a partial sponsor for, a community event, share your partnership on Twitter through Twitpics, posts, etc.

YOUTUBE

Objective: Implement/Update YouTube Account with Relevant Videos

Strategy: Aggregate all videos relating to Anderson Honda into one account

Strategy: Post a variety of videos to account that will help portray the feel/personality of the Anderson Honda dealership.

Objective: Create YouTube Series (How-To)

Strategy: Create videos with a focus on educating viewers. Anderson Honda doesn’t have to be the main focus, but having instructor wear Anderson Honda attire, filming in the service area, will show that Anderson Honda is a reputable, caring dealership (see Home Depot How-To Center for an example)

Strategy: How-To categories can include: oil change, car wax, detail, jump car, clean headlights, cool an overheated engine; when customers see that you’re committed to

keeping their car running well, they're more likely to come back when they need more serious help (think Macy's strategy from "Miracle on 42nd St.")

FLICKR

Objective: Create Dealership Account

Strategy: Promote Anderson Honda on Flickr by sharing still shots of different benefits of choosing Anderson Honda (service department, happy customers, staff gathering)

Strategy: Become active within Flickr groups, share photos with Honda fan groups, other Honda dealerships across the country, get ideas from other group members

- Interact with other Flickr accounts by commenting on and linking to accounts that are similar to Anderson Honda

Strategy: Promote Anderson Honda as a quality car dealership without including sales pitches and selling points; prove that the dealership is well-organized and trustworthy – customers will appreciate this

Strategy: Source photos from Flickr account to Facebook and Twitter feeds

Objective: Encourage Employees and Customers to Contribute to Account

Strategy: Put icon/link to Flickr account on Anderson Honda homepage/contact page

Strategy: Post quality photos promoting "a day-in-the-life" at Anderson Honda

Strategy: Reward customers that contribute to the Flickr account with future service discounts