



# 2 WEEK BRAND TRANSFORMATION

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● BEGINNER ● INTERMEDIATE ● ADVANCED

Having an action plan to help you get to the next level is crucial to increasing your brand awareness. As we start 2019, creating great habits will be key to keeping top of mind awareness (TOMA) with your audience. TOMA, refers to a brand or specific product being first in customers' minds when thinking of a particular industry or category.

Each one of you are at a different place in your life, with a different target market, and sell different brands. The great news is that there are many ways to create TOMA for you and your brand with your Build-A-Brand tools.



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# BEGINNER

Level 1 is for the person that is just starting. This daily action plan will help increase your brand awareness. The beginner level does not require you to have or use social media, we will get there when you are ready

There are 1440 minutes in each day. Each of these daily brand actions take less than 5 minutes. If you work 10 hours a day you have 600 minutes that you are dedicating to increase your brand and business.



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# BEGINNER

- 1 Complete Your Profile
- 2 For ever vehicle you sell, get a review
- 3 Tell people to go to your website

“If you do what you’ve always done, you’ll get what you’ve always gotten.”

-Tony Robbins

Take Action

## Complete Your Profile (This takes less than 5 minutes)

Make sure that you complete your profile settings in your Build-A-Brand Toolkit. Even if you do not use social media, you want to complete as much as possible so that your website looks great.

- Add Photos to your website
- Add your YouTube Greeting Video
- Add your Bio
- Add a few photos of your family and friends

**For ever vehicle you sell, get a review** (This takes less than 4 minutes)

You are already going to sell cars. Why not get a review that allows your customer to recommend you to their family and friends.

9 out of 10 buying decisions are made from peer recommendations.

Having reviews on your website gives you creditability, creates top of mind awareness, and gives you the opportunity to get leads and referrals from people that know your customer.

“Bonus action tip - if you get referrals from your customer, you should send the referral the link to the review.”

### Tell people to go to your website (This takes less than 1 minute)

- You are going to direct people to shop online if they are leaving or you are out prospecting. Direct them to go to YOUR personal website. All the leads and referrals that come from your website go directly to you no one else! If your out prospecting or helping someone find a car you probably already telling them to go to your dealership's website to look for a car. The great news is, YOU HAVE YOUR OWN WEBSITE!
- Your website already has your dealership's inventory on it. If someone submits a lead form, schedules a VIP test drive, sends you a referral or even downloads your Digital Business Card, that lead goes to you. **That's right!** All your hard work of telling people to go to your website leads back to YOU!

“Bonus action tip – show them how they can easily schedule their own VIP test drive!”

# Beginner

Practice for 2 Weeks!

Mon

- Complete your Profile
- Watch something motivating!
- Direct 5 people to your website!
- Learn something new

Tue

- Direct 5 people to your website
- Talk to someone in service.
- Learn something new

Wed

- Direct 5 people to your website
- When you go to lunch talk to someone you don't know
- Learn something new

Thu

- Direct 5 people to your website
- Talk to someone in service.
- Learn something new

Fri

- Direct 5 people to your website
- Talk to someone in service.
- Learn something new

- \*If you sell a car, get a review & give them your Digital Business Card!



Take Action



Press Play!



YOU GOT  
THIS!

# INTERMEDIATE

Level 2 is for the person that is already completing Level 1 actions each day and is ready to take the next step. In Level 2, you will connect all the social media accounts you have to your Build-A-Brand Profile. Your Digital Business Card and Content Blogs will be added to your daily action plan.



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# INTERMEDATE

“Only those who will  
risk going too far can  
possibly find out  
how far one can go.”

-T. S. Eliot

- 1 Connect all your social media accounts
- 2 Give 5 New People Your Digital Business Card
- 3 Post 1 Conant Library Blog/ Inventory Blog Post
- 4 Send 1 “Thank You” Video Message a Day

Take Action

**Connect all your social media accounts** (This takes less than 3 minutes)

You will go to your profile settings in your Build-A-Brand toolkit. Make sure that you add the URL link to your social media profile in the “Stay Connected” section.





## Give 5 New People Your Digital Business Card (This takes less than 2 minutes)

Meeting new people is a great way to increase your opportunities when you are prospecting. If you give your Digital Business Card to 5 new people each day you are going to increase the total opportunities you have each month.

“Bonus action tip – When you are giving out your Digital Business Card you will get more people to download it if you inform the customer all the great things the can do from it.”



Take Action

### Post 1 Conant Library Blog/ Inventory Blog Post (This takes less than 1 minute)

Build-A-Brand offers thousands of pre-written blogs for you to choose from. Blogging is a great way to create TOMA on your brand and in social media. Pick one blog, change the photo, share it on social media!

“**Bonus action tip** – When you post your blog to social media make sure that you add value in the body text. Have a call to action, this gives the audience a reason to want to click on your blog.”

“**Double bonus action tip** – when someone engages with you on social media make sure that you also engage with them. Thank them for commenting, liking, and sharing your post. At the end of each comment you are replying to, make sure you ask another question that will encourage them to reply.”

### Send 1 “Thank You” Video Message a Day (This takes less than 3 minutes)

Sending a video message will help you stand out from your competition. This is setting the a positive first impression. Just make a short 10 second video saying thank you to someone you talked to, previous customers, or a friend.

“Bonus action tip – attaching a vehicle VDP behind the video as the website background will help increase the TOMA for the vehicle your customers are looking at!”

# INTERMEDIATE

Practice for 2 Weeks!

Mon

- Connect all your social media accounts to your Build-A-Brand Profile
- Continue Level 1 Actions
- Post 1 Blog to social media
- Give your Digital Business Card to 5 NEW People
- Send 1 “Thank You” Video Message
- \*If you sell a car, get a review & give them your Digital Business Card!

Tue

- Continue Level 1 Actions
- Post 1 Blog to social media
- Give your Digital Business Card to 5 NEW People
- Send 1 “Thank You” Video Message

Wed

- Continue Level 1 Actions
- Post 1 Blog to social media
- Give your Digital Business Card to 5 NEW People
- Send 1 “Thank You” Video Message

Thu

- Continue Level 1 Actions
- Post 1 Blog to social media
- Give your Digital Business Card to 5 NEW People
- Send 1 “Thank You” Video Message

Fri

- Continue Level 1 Actions
- Post 1 Blog to social media
- Give your Digital Business Card to 5 NEW People
- Send 1 “Thank You” Video Message



Take Action



Press Play



## Top 3 Ways to Follow Up With Video

# ADVANCED

Welcome to Level 3! This level is for the person that has completed levels 1 & 2. In Level 3 you will start to show your creative side. Time to start becoming a blog a video message machine!



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## Create Your Own Blog

Creating your own blogs is a great way to express your personal experiences and expertise in your profession. Create your own blogs talking about your favorite features in a vehicle, comparing vehicles, leasing vs financing, daily tips and just about any thing that can provide value to your customers.

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## Send 5 Video Messages A Day

You have already sent “Thank You” video messages, now its time to start sending videos for:

- Appointment Reminders
- Missed Appointment
- Happy Birthday
- Referral Request
- 30 Day Check Up
- Walk Around
- Service Specials
- Recalls on Vehicles
- Gas Prices in Local Area

Video messages with Build-A-Brand give you an effective follow up method. You know when they open it, where they opened it from (SMS or Email), how many times they watched and if they clicked the website behind.

“Bonus action tip – if you are sending a video message to follow up like thank you, appointment reminder, or missed appointment just attach the Vehicle Description Page (VDP) as the background website!”

# ADVANCED

“Do one thing every day  
that scares you.”

-Mary Schmich

Take Action

# ADVANCED

Practice for 2 Weeks!

Mon

- Continue Level 1 & 2 Actions
- Create Your Own Blog
- Send 5 Video Messages

Tue

- Continue Level 1 & 2 Actions
- Send 5 Video Messages

Wed

- Continue Level 1 & 2 Actions
- Create Your Own Blog
- Send 5 Video Messages

Thu

- Continue Level 1 & 2 Actions
- Create Your Own Blog
- Send 5 Video Messages

Fri

- Continue Level 1 & 2 Actions
- Create Your Own Blog
- Send 5 Video Messages

- \*If you sell a car, get a review & give them your Digital Business Card!



Take Action