

What We Do Best

The Build-A-Brand™ team is committed to ensuring that not only will your salespeople become marketing professionals, but they will look good doing it.



Branding

We give them the tools to excel with their own personal brand built from the ground up.



Web Design

The Build-A-Brand™ ninjas know that such a tool will only function well if it's well designed and easy-to-use.



Search Engine Optimization

The websites built with Build-A-Brand™ are not only easy to navigate, but are also highly SEO-optimized.



Content Strategy

With our content library, you will be able to post blogs every day and be current!



Lead Organization

Keep track of all of your clients with in the platform! Know when you connect with them next with out the guess work.



100% Turn-key Branded Solution

Every company is different. Our platform is customized for your business and easily distributed to our staff. Sit back and let us do the work!



Build-A-Brand



Sent by:
Cameron Moore



[Brian Chapman](#)
CEO of Build-A-Brand™

“We desired to build a technology that would address the reoccurring pain-points...the struggles, difficulties, and challenges that dealership owners and managers face on a reoccurring basis. Our fundamental goal was to build technology that would increase sales and make their job easier.”

Why Build-A-Brand?

Build-A-Brand gives you the tools you need to market yourself on social media, maximize your connections with your pipeline to increase your leads/referrals , and a professional follow-up method that can not be matched. The best part, it is all in one simple place.

We accomplish this by providing you with the right digital tools and content strategies that help prospecting, following up with leads, and creating top-of-mind awareness for your customers, EASY!





Connection Builder

Video Messaging & Referral Program

- Digital Business Card
- Recommend-A-Friend Referrals
- Video Message Platform
- Send Brochures
- Owner's Manuals
- Customer Chat
- TCPA Compliant

what
YOU
get

Social Builder

Personal Websites & Content Strategy

- Full Personal Websites
- Unique Domains
- *Inventory Integration
- Photo/Video Reviews
- Blog Articles
- Content Library
- Social Media Integration
- GO VIP Test Drive

*Inventory Integration requires manager approval

Digital Business Card

- **Web App** – doesn't take up memory on a person's phone
- **Real Time Tracking** – the customer registers the digital business card which tracks all activity, communication, and shares
- **Communicate** – easy way to communicate via video messages, chat, SMS, email, phone, and social media
- **Shop** – digital manufacture brochures for last 8 years, full inventory integration, and a loan calculator. All loan information and stock #'s passed to the salesperson immediately in their activity timeline.
- **Referrals** – with the Recommend A Friend™ program, customer can share the salesperson's digital business card directly to a friend or to social media where friends can download. All registers are tracked back to the originating customer where they earn \$ if a friend purchases a vehicle.
- **Owner's Manuals** – view owner's manuals for most makes and models for last 5 years
- **Customizable** – choose themes, colors, styles, photos, etc.



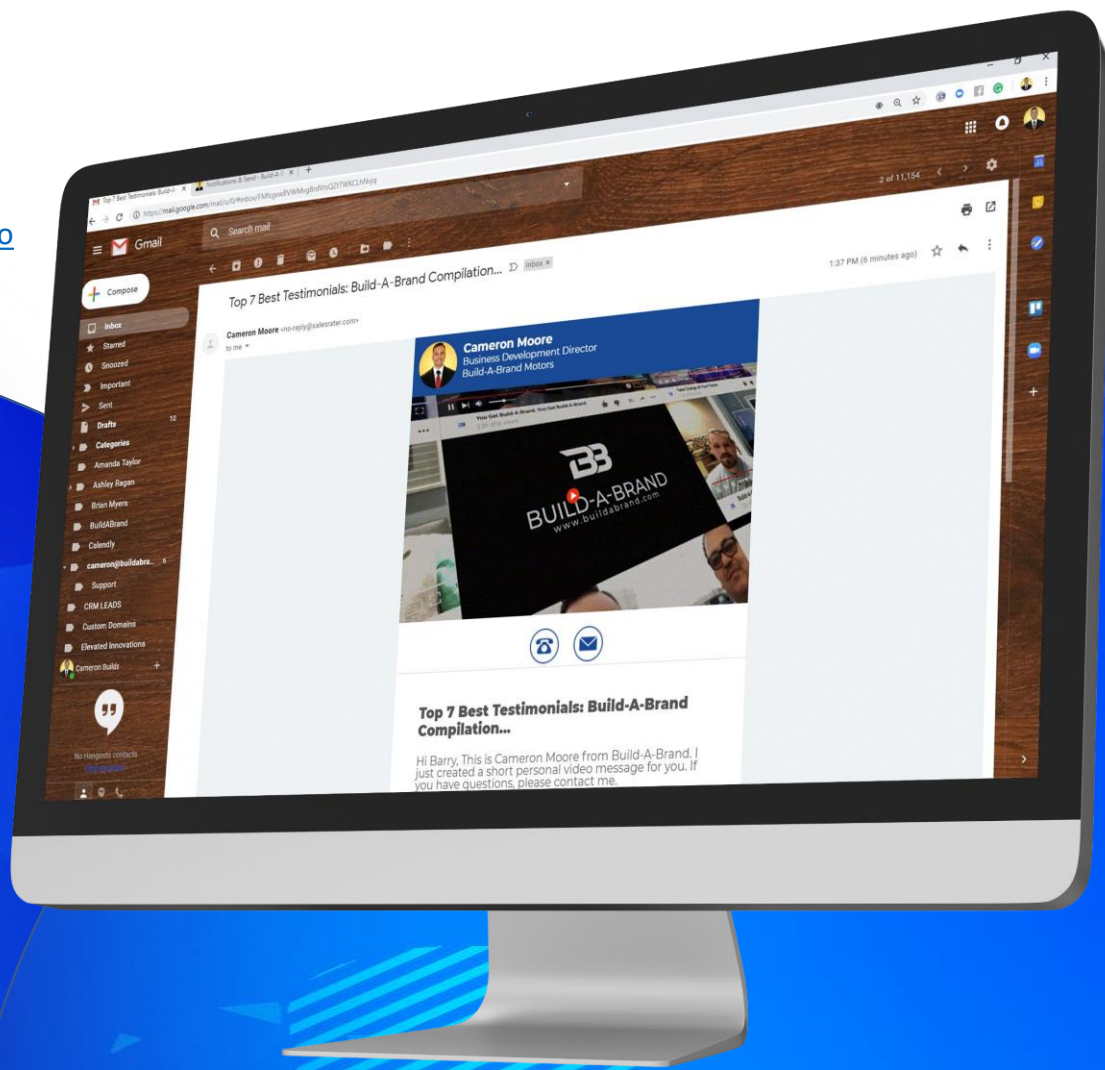
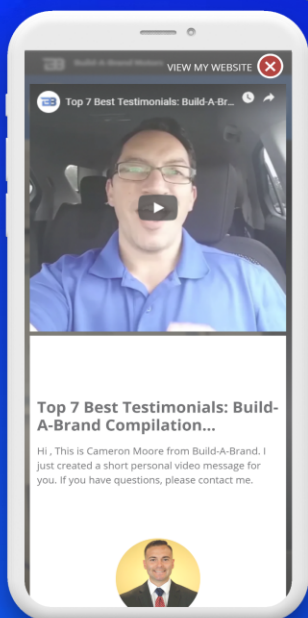
Personal Video Messages

Send your customers personal video messages for follow-up:

- Walk-arounds
- Thank you
- Happy Birthday
- Appointment Reminders
- And more!

Email templates & themes with GIFs to maximize engagement

Connect videos to your digital business card, your website, or any website/webpage [as an overlay video](#)



Personal Website

Brand yourself with your own website and custom domain

Personalize with home screen sliders, about me videos, and photos

Display live inventory and get leads that go you, not the BDC



View Fadi's website here: www.goseefadi.com

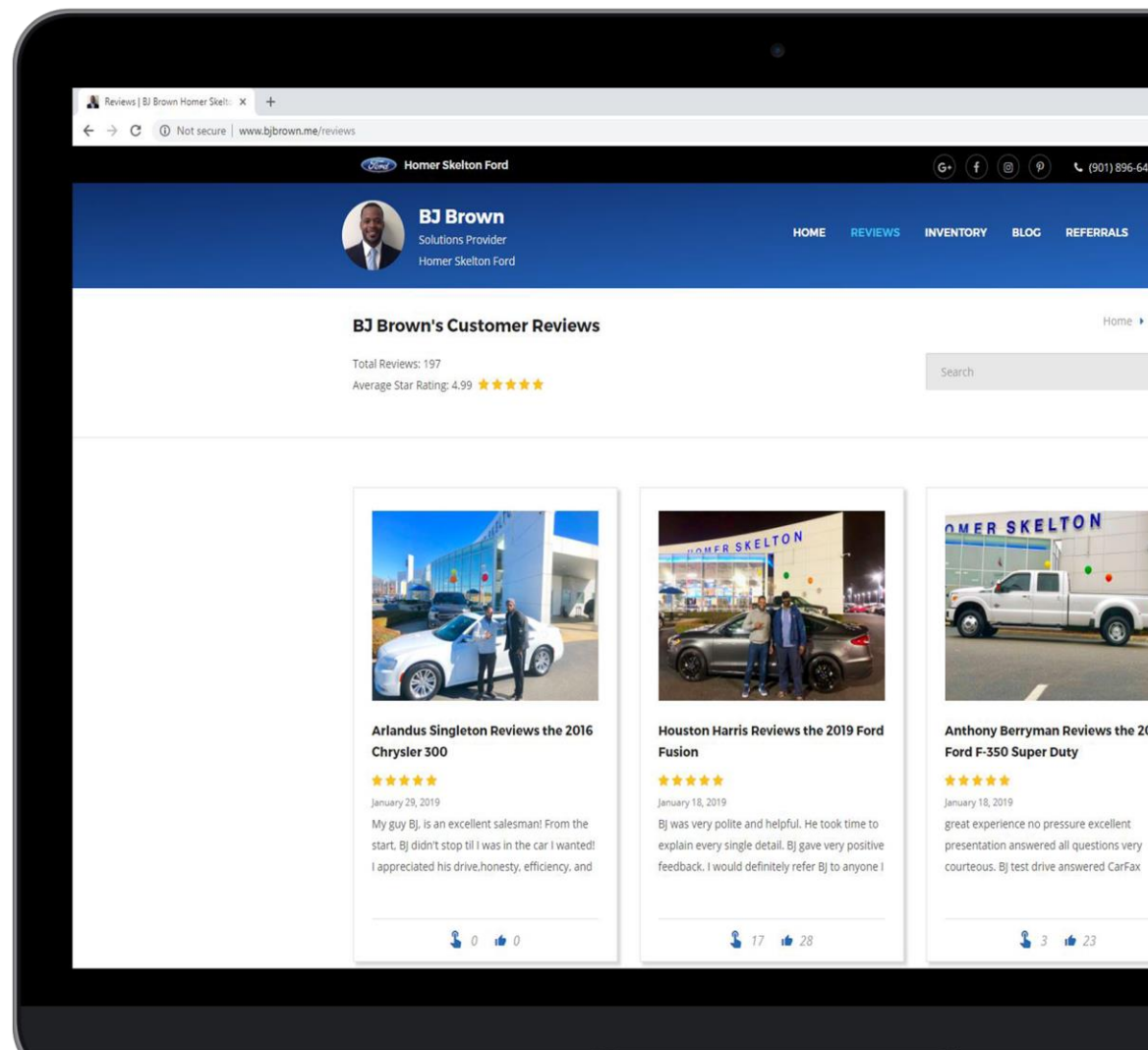
Customer Review Pages

Don't just get a review, get a customer recommendation and turn your customers into advocates.

Turn the photo or video recommendation into it's own page in your website where it can be shared to social media by you, your dealership, and your customer. Driving them back to your website where they can shop inventory.

Measure customer engagement, social interactions, and website clicks.

Check out BJ's actual results; 182 Facebook likes and 254 visitors to this page in BJ's website. [Click Here](#) to see the recommendation.



Social Media



Social Media is the most powerful advertising platform in the world. Our tools allow you to advertise effectively; driving business to you and your dealership!

The Build-A-Brand Content Library will aid you with sharing relevant content. It is loaded with thousands of articles hand-selected and written by our very own team daily.

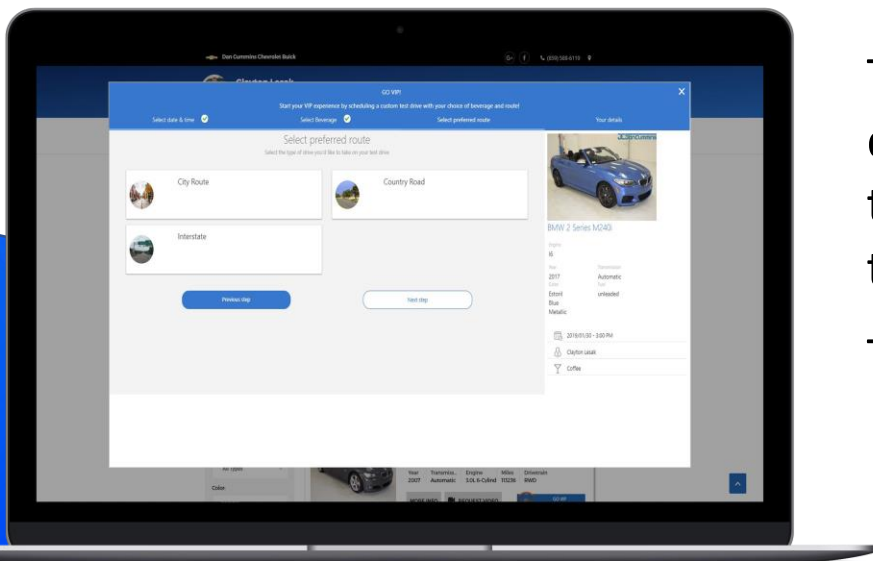
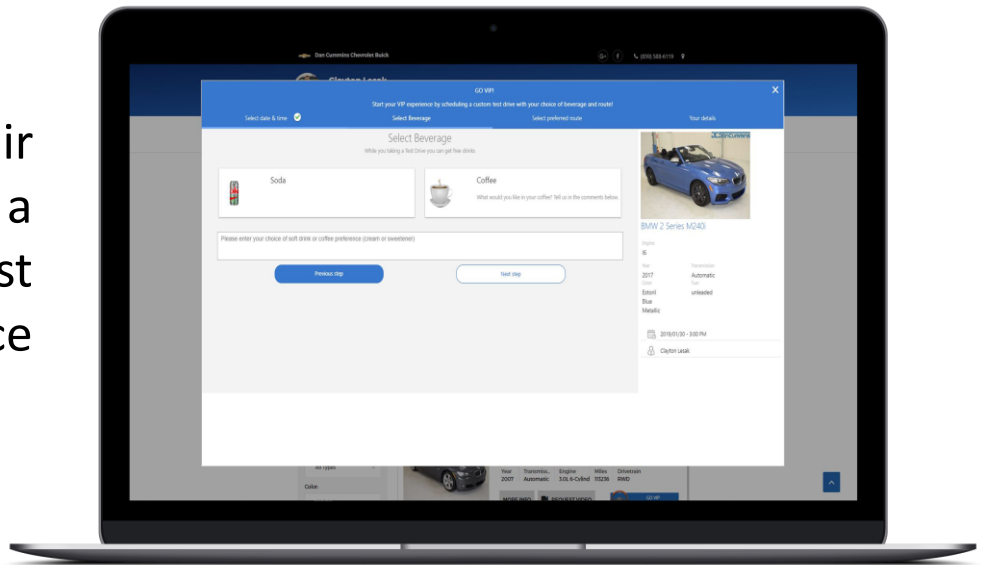
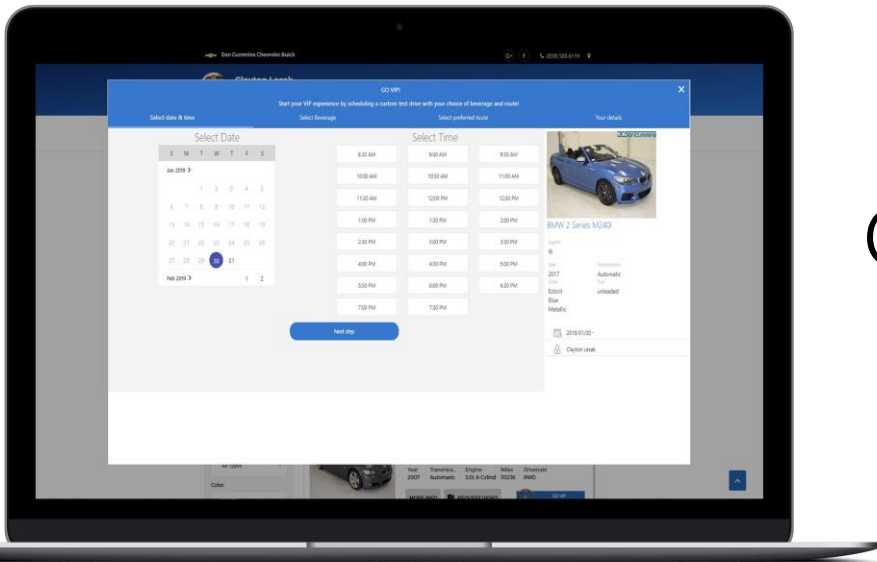
GO VIP Test Drive

Give your customers a true VIP experience

Allow them to choose their beverage & route creating a more personalized test drive experience

This can be added to your dealership's website where the customer can choose their salesperson

Try it [here](#)



Monthly Investment- \$147 + Setup Fee

Pay Yearly And Save \$613!



Set Up Fee Is Equal To First Months Payment

*Year Commitment then month-to-month

*Inventory Integration requires manager approval

BUILD-A-BRAND



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