

Post Ideas & Templates



 **Build-A-Brand**
Published by Ginger Lessel Ragan [?] · 1 hr · 



 4 2020

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 Comment as Build-A-Brand    



Pro Tips When Posting On Social Media



When posting anything on social media you want to build value in the post. Never post just a link to Facebook. In the body of the post be sure type something that will capture the attention of your audience.

If you are copying a link and sharing it to Facebook, make sure that after the image has been fetched to delete the URL in the body of the post. This will make it look more professional. (If you are sharing it from Build-A-Brand you won't need to worry about this.)

Always try to add your customer on Facebook. You can add them before you sell them a car or after, just add them. Tag your customer in the review when you are sharing to Facebook. Be sure to say you are at your dealership, you will have an option to add the location when posting.

Use your unique #s and other #s relevant to your post. Stay consistent with your #s you use. This will make it easier for people to find you.

When people comment or interact with your posts be sure to engage with them. You need to comment back to every comment, don't just say thanks or have a short response. You want to replay and then ask them another question to get them to respond. This is where you will start getting true engagement.

True engagement is what Facebook calls "meaningful interactions".

Comments, Replies, Likes, and Shares drive meaningful interactions.





1st time sharing your website

First thing you want to do is to post your URL in the Facebook texts box. Once it fetches the preview delete the URL text and the preview will stay. Then copy and past the text below. You can change the text below if you would like!

Hey everyone! I am excited 😁 to announce that I have my own website! As a take my career to the next level, I wanted to stand out from the rest of the salespeople around me.

My website will allow you to easily shop our dealership's inventory with no pressure at all. You can read recommendations from my clients. You can read and watch helpful blogs/vlogs about topics in my industry. There is also a place where you can download my app. 😊

YUP, that's right my app! It is a web-based app that you download from a link you get via text. The app makes it easy for you to download brochures, download owners' manuals, shop inventory, and even calculate your payments all in one place!

I would love to get your feedback on what you like about the website. Also, if you have any ideas on a blog/vlog you would like me to make, put it in the comments below! Thank you for your support a link to my website is in the comments below! 🖱️🖱️

The text in blue is your call to action!

Encourage your family and friends to comment on the post. You want to try to get to 10 comments with in the first 30 min. Make sure your post is public so that everyone can see it.



Sharing your website



Sharing your website with people is the best way to drive traffic. There are many ways you can do this, let's look at this example from Clinton Becker.

- If you notice Clinton starts the post off by selecting the option that he is excited. Starting off the post with positive energy.
- Clinton then says that he is back tomorrow, and he is ready to serve, a great way to keep your audience posted on what you have been doing and what you are about to do.
- Clinton then asks two questions that help him funnel the people that will engage with it.
- Lastly, for the people that answered yes to the questions, Clinton provides a solution, provides his number, and even has a clear call to action.

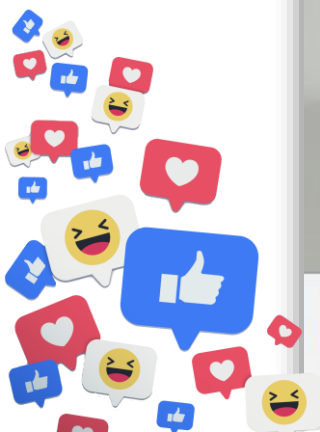


Clinton Becker is 😄 feeling excited. 20 hrs · 🌐

I'm back at it tomorrow and ready to serve...
Do you need an upgrade ? Have you been thinking about getting into something New or Used ?

If you said yes...or even maybe then I'm Your Car Guy.
👉 Set Your VIP Appointment - 937.728.4133
👉 Check out my inventory here 📍 📍

THEHONESTCARGUY.NET
Inventory | Clinton Becker Wilmington Auto Center CDJR
Search Wilmington Auto Center CDJR's inventory and let Clinton help you fi...



Referral Post

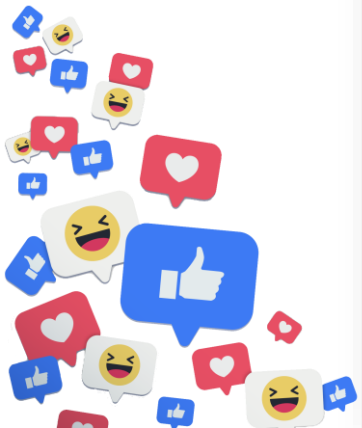


You Can Copy & Past The Text To Use On Your Post!

Referrals are the bread and butter to my business! As my friend and family, you can make easy money just sending people to me to buy a car. When the person you refer buys a car, I will give you \$100!

So if you send me 5 people that buy every month that is an extra \$500 in your pocket! If you are a local business and accept referrals, I want to help you out and send you referrals!

This is how easy it is to make \$100 sending your family and friends to me to by a car. Just follow the link to see how EASY it is! Thank you for your support!



Digital Business Card

You Can Copy & Past The Text To Use On Your Post!

3 things just got 10x easier for you!

- 1) Shopping for a car
- 2) Making extra cash just sending friends to buy a car
- 3) Scheduling your cars service

It's 2020 who uses paper cards anymore? Just kidding there is a time and place for a traditional card but in this day in age have a digital business card makes everything so easy! I wanted to share my digital business card with all of you. You can easily shop cars with NO PRESSURE, calculate payments, download brochures, schedule service appointments, even make extra cash when you send people to me and they buy a car!

Download my card today and see why my clients enjoying purchasing a car!

The image shows a screenshot of a Facebook post and a link preview. The post is from a user with a profile picture of a couple. The text of the post is identical to the text provided in the document above. Below the text, there is a link preview for 'CAMERONBUILDSBRANDS.COM' titled 'Download Cameron Moore's Digital Business Card'. The preview includes a photo of a man in a suit and the text: 'I hope you choose me to help you during your buying experience. Shop, research, communicate, and more with just the click of a button.' The Facebook interface shows options for 'Create Post', 'Photo/Video', 'Live Video', and 'Life Event' at the top. At the bottom, there are options for 'News Feed' and 'Your Story', both set to 'Public', and a 'Post' button.



Customer Review Post



When you are sharing a review to Facebook there are a few things that make good practice. For example take Ambers customer review below.

- 1) Notice Amber tags her customer in the post and even says she is at her dealership. You should always add your customers as friends on Facebook.
- 2) Look at the body of the post. Notice Amber is congratulating here customer and tags him. Amber then gives a brief background of her customer and thanks him for his service.
- 3) Amber ends the post with reminding everyone to ask for here and she uses her unique #JustAskforAmber so they can easily find her.



Amber Brock is with Xavion Parish at Homer Skelton Ford. December 28, 2019 at 4:07 PM · Olive Branch · 🌐

Number 14 for this month!! **Congratulations** to Xavion Parish! Today he got a Ruby Red 2015 Mustang GT! Xavion is also in the military and has been stationed in California, and has had his eye on this beauty for awhile now 🥰 And today he got to take it home! Thank you Xavion for your service and for your purchase! Remember to always #JustAskforAmber

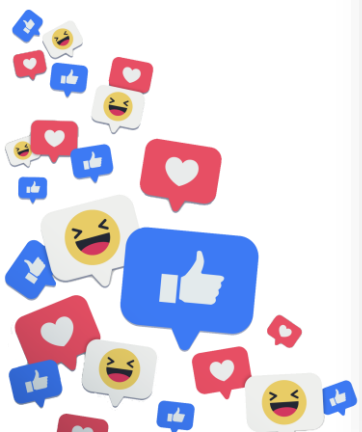


AMBERSELLSCARS.COM

Xavion Parish's experience purchasing from Amber Brock
2015 Ford Mustang - Xavion Parish review. Amber was very helpful on today...

👍👍 Rusty Sain, Albert Matthews and 14 others 12 Comments 4 Shares

👍 Like 💬 Comment ➦ Share



Inventory Post

Sharing inventory is a great way to show your circle of influence what you have at your dealership.

Your dealership already pays someone to take photos of your vehicles, this will allow you to save time and look professional all at once. Each day find a vehicle that you want to highlight and share it.

Check out the example below from Amber.

Amber Brock is at Homer Skelton Ford.
December 7, 2019 at 10:19 AM · Olive Branch · 🌐

Just In
Nice, used Jeep with some extra add-ons to really make it an eye catcher 🤩
👉
Just in time for Christmas 🌲 Hope you're not on the naughty list this year 😜
#JustAskforAmber

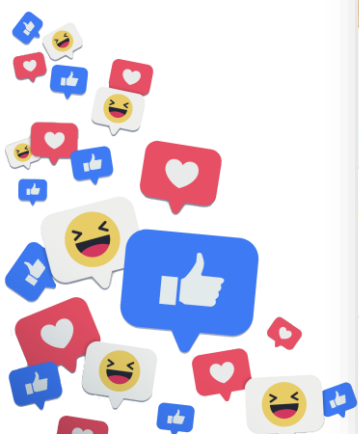


AMBERSELLSCARS.COM
2011 Jeep Wrangler Unlimited Rubicon
Flame Red Clearcoat 2011 Jeep Wrangler Unlimited Rubicon 4WD 6-Speed...

Brian Chapman, Rusty Sain and 14 others 1 Comment 1 Share

Like Comment Share

Amber Brock SOLD!
Like · Reply · 1w



Blog Post From Content Library 🔍

If you don't know what to post just remember you have a content library filled with post that you can use every day! Look at the example below from David Weaver aka David The Dream Weaver.

Notice how David builds a relatable experience that we all can relate with and then explains that he has a couple of ways to tackle the problem, providing a solution to his audience.

We highly recommend that you change the stock image with an image of you expressing what the blog is about. You will see better engagement when you are in the image!

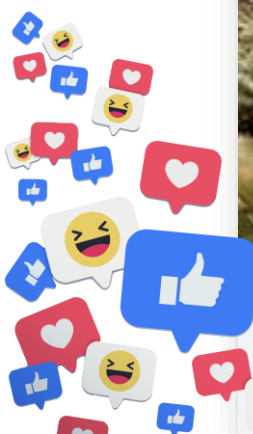
David "The Dream" Weaver Jenkins and Wynne
January 2 at 6:57 PM · 🌐

☀️☀️ A sunny day or any night where there are other vehicles on the road can show you real quick how hazy the windshield is on the inside. Here are a couple of easy ways to tackle it before it gets too bad and stay on top of it. Let me know if you have any other good tips for taking care of this problem. 🌙🌙

DAVIDTHEDREAMWEAVER.COM

Getting Rid of the Inside Film on Your Windshield

be quite annoying and even hazardous to have hazy built-up film on...



Blog Post You Create

Creating a blog or vlog is a great way for you to share your opinion and expertise in your field with your audience. There are 100's of features you could blog/vlog about on every car. Share local events going on in your area. How to videos. Comparison videos example Honda Civic vs Hyundai Elantra.

Check out this great example from Trent Nichols, The Number 1 Rated Salesperson on Dealer Rater, creating his own blog in Build-A-Brand.

Look at the thumbnail on the post, it captures your attention. Notice that Trent uses #'s and even says he is @TucsonSubaru, this makes it easier for people to find him. The title is great because it captures your interest.

[CLICK HERE](#) to see the full blog



Trent Nichols is at Trent "The Car Guy".
October 17, 2019 · Tucson, AZ · 🌐

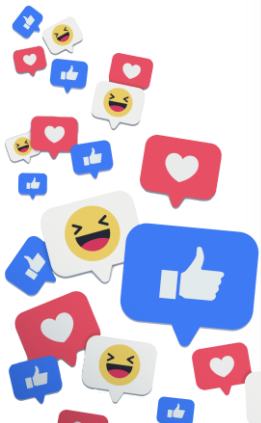
SUBARU ASCENT OFF-ROAD in the Arizona Desert! #AskForTrent @TucsonSubaru #GetYourAscentFromTrent

STOCK SUBARU ASCENT OFF-ROAD

ASKFORTRENT.COM

What can the STOCK Subaru Ascent actually do OFF-ROAD?

Save



MEME Post

Sharing MEME's is a great way to post something funny, educational, interesting on social media and still provide your contact info in a professional way. There are 100's of MEME's for you to choose from and even 5 signature graphics that you can attach on the MEME.

Once you have selected the MEME and add the signature just press download. If you are on a computer, it will be in your downloads folder or it will ask you where you want to save it. If you are on your phone it will download and then you will need to open it and save the image to your phone. Once you have the image downloaded just post it on social media.

