



SOCIAL MEDIA AUTOMATION

FREQUENTLY ASKED QUESTIONS

What is Social Media Automation?

Social media automation provides professional, auto-published content from the Polaris Social Media Team directly to your dealership's social media pages.

How many posts do I receive for registering?

Polaris will push 8-10 posts per month to your dealership's social media accounts.

How do I sign up for social media automation?

Fill out the form at <http://info.lotvantage.com/polaris> and LotVantage will contact you to complete the set up.

What do I need to complete registration?

Dealers will need login information with administration access to your dealership's Facebook page and/or Twitter account. LotVantage will send a Facebook Admin request to access your page, which will need to be approved. This allows us to seamlessly post to your page without possible interruptions.

How much does social media automation cost?

This service is valued at \$200/month, but has been subsidized by Polaris to \$63/month with a 75/25 co-op split for 8-10 posts per month. The claim will be submitted on behalf of your dealership.

I own multiple dealerships – will I be charged for each one?

If your dealership has multiple Facebook Pages, but they share a physical address – you can post to both. If they do not share a physical address, you will be charged for each dealership.

Can I still post on my own page?

Yes. In fact, we encourage dealers to use the automated content as a supplement to their social media strategy.

I don't have a Facebook and/or Twitter profile for my dealership. Can you set one up for me?

LotVantage is happy to set up a new Facebook and/or Twitter account for your dealership through the registration process.

How do I get page likes if I have none or very little?

Facebook advertising can be utilized to help build the base for a page. There are also other tactics like placing the link on your website, that can help here too.

Who handles the questions/comments on the posts?

Dealers are responsible for responding to questions and comments on automated posts.

How does the LotVantage Software Work?

LotVantage will request access to your dealership Facebook and/ Twitter Page. Once access is granted, LotVantage will begin to post content on your behalf.

Can I boost automated posts?

Yes. There are two ways a dealership can boost automated posts. The first is by utilizing LotVantage's system, who will then handle the invoicing. The other option is to boost directly through Facebook. The dealer will be responsible for submitting co-op claims for Facebook Boosting.

Where can I see my social media page performance?

Dealers will be given access to a dashboard where they can see a variety of metrics.

What type of data will Polaris and/or LotVantage have access to on my profiles?

We only collect the number of likes and engagement per page – nothing else.

Can I use co-op dollars on social automation?

Yes, at 75/25 split. LotVantage and Polaris will submit co-op claims on the dealer's behalf.

How often will I be charged?

Charges are monthly, with all LotVantage billing submitted directly to Polaris on the dealership's behalf.

What product lines does social media automation support?

Polaris, Indian Motorcycle, GEM and Slingshot