



SWIMEET

SOCIAL MEDIA AUTOMATION

FREQUENTLY ASKED QUESTIONS

What is SWIMEET?

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

How many posts do I receive for registering?

SWIMEET will push 8-10 posts per month to your social media accounts.

How do I sign up for social media automation?

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

What do I need to complete registration?

Customers will need login information with administration access to your 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 SWIMEET cost?

This service is valued at \$3,600/year, but has been subsidized to \$1,075/year and is eligible to be purchased with available Splash Cash.

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

If your company 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 location.

Can LotVantage assist with additional social media advertising?

Yes! We have achieved very high success for customers with awareness campaigns, lead generation campaigns and other social strategies.

Can I still post on my own page?

Yes. In fact, we encourage you to use the automated content as a supplement to your 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 company 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 as well.

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.

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

We only collect post analytics of Facebook pages, including shares, comments and reactions.

Can I use Splash Cash to purchase SWIMEET?

Yes, available Splash Cash can be used to purchase SWIMEET. If a customer does not have enough Splash Cash to cover the annual charge of \$1,075 they will be responsible to pay for the portion not covered by Splash Cash.

How often will I be charged?

Charges are annual, with all LotVantage billing submitted directly to SPC on the customer's behalf.