



Facebook Advertising and Content Management Services for Motorcycle Dealers

Let us help you...

-  Get more Facebook Page Likes
-  Become more interesting and relevant on Facebook
-  Genuinely connect with your customers on Facebook
-  Sell more motorcycles, apparel, and accessories
-  Beat your competitors

What Are We Offering?

According to our recent in-house survey of 650 authorized Harley-Davidson® motorcycle dealership websites in the United States, more than 80% of dealers are present on Facebook. While this is a very impressive statistic, we were not as impressed with the average number of Likes and relevance of the posted content among the surveyed dealers' Facebook Pages. This prompted us to share our own Facebook advertising and content management expertise with motorcycle dealers to help them to become bigger and better on Facebook without spending too much time and money, so here we are...

We are here to help motorcycle dealers learn how to:

1. Run effective Facebook ads to recruit motorcycle enthusiast in their region and get more Facebook Page Likes
2. Find and post Facebook content that is interesting, relevant and engaging
3. Sell products and services on Facebook, and successfully track the results
4. Save time and still remain active on Facebook
5. Outshine their competitors on Facebook

We can teach dealers how to do the above tasks in-house or we can do everything for them. Either option is perfectly fine as long as the dealer is happy with the results. Our primary goal is to simplify dealers' use of Facebook and help them incorporate it into their day-to-day business operation and goals. When used properly, Facebook can be a powerful customer service, marketing, and differentiation tool. If a business does not have a clear understanding of Facebook and how to properly use it, it can become very time consuming and ineffective.

If you are seriously interested in taking your dealership to the next level and using Facebook to genuinely engage with your customer base and beat your competitors, you should continue reading. If you are skeptical of using Facebook for business purposes, you should still read the following pages. We may change your mind and win you over. You never know.

Increase the Number of Facebook Page Likes

One of the biggest challenges for businesses, including motorcycle dealers, is getting current and potential customers to Like their Facebook Page. Most businesses spend a lot of time

telling their customers to Like them on Facebook, but it is a constant struggle to convince customers to actually do it.

While friendly reminders to encourage customers to Like a Facebook Page are overall beneficial, we also recommend that motorcycle dealers run Facebook ads to ask customers to Like their Facebook Page while they are on Facebook. It really does not get any better than that; reaching customers while they are using Facebook.

Yes, it is true that Facebook ads are not free, but it is also true that they are extremely effective for recruiting customers to Like Facebook Pages. One of the most powerful attributes of Facebook ads is that they enable businesses to target Facebook users by location, age, gender, interest, affiliation, relationship status, language, education, and place of employment. For example, a motorcycle dealer can create a Facebook ad that will only be shown to male Facebook members who live in St. Paul, MN, like Harley-Davidson motorcycles, and are between the ages of 45 and 60. After such ad is created, it appears in those Facebook members' newsfeed or on the right side of the page when they are using Facebook. Targeted Facebook members can Like business Facebook Pages by simply clicking the Like sign within the ad. They do not even have to leave the page they are on when they see the sponsored ad.

Location: [?]	United States, Minnesota Saint Paul + 25 mi <small>Add a country, state/province, city, or ZIP</small>
Age: [?]	45 - 60
Gender: [?]	<input type="radio"/> All <input checked="" type="radio"/> Men <input type="radio"/> Women
Precise Interests: [?]	Harleydavidson x #Harley-Davidson x

American Motorcycles
ChopperExchange.com



Like our Page if you love and ride American made motorcycles.

508,282 people like ChopperExchange.com.



ChopperExchange.com · Suggested Page



American Motorcycles

Like our Page if you love and ride American made motorcycles.

Any business interested in seriously using Facebook to achieve company goals should be running Facebook ads. This is a non-negotiable, and should be part of every motorcycle dealer's annual marketing budget. Another beautiful aspect of Facebook advertising is that it allows companies to spend as little as \$10 a day and still get Likes. Also, advertising campaigns can be paused at any time. Nothing is set in stone.

Post Relevant Content and Engage on Facebook

Finding funny, interesting and relevant content to post of Facebook Pages is another prevalent struggle many businesses face. The overall goal for every business should be to post high quality content that will be visible to as many of its customers as possible. To achieve such goal, businesses must follow the following guidelines:

1. Post content that will generate a lot of comments, Likes and shares. More popular posts are shown to more people.



2. Post photos, videos, and articles instead of text-only status updates. Facebook favors posts that look interesting, creative and engaging. Text-only posts are considered plain and boring, and are therefore not shown to many people.
3. Set a schedule for posts. Businesses should designate specific employees to be responsible for Facebook posts and responses, and general content generation. A planned weekly schedule for Facebook posts is a must as well.
4. Respond to comments and messages within 24 hours or sooner. This also includes responding to negative comments. The only time that followers' comments/posts should be deleted is when they violate Facebook's Terms of Use.
5. Encourage followers to interact with the Facebook Page by explicitly asking for comments, shares and Likes in individual posts.



A screenshot of a Facebook post from the page "ChopperExchange.com", dated November 8. The post text reads: "FOR SALE: 2010 Dyna Street Bob - Sons of Anarchy Edition \$24,995 (Financing Available) Marina Del Rey, CA - FULL Details => <http://bit.ly/HB85WC>". Below the text, it says "Bartels' Harley-Davidson" and a yellow highlighted line reads "*Please 'tag' or 'share' with anyone who may be interested. — with Daniel Fucci and 8 others." The main image shows a black Harley-Davidson motorcycle parked on a paved surface with a bamboo forest in the background. At the bottom of the post, there are interaction options: "Like · Comment · Share", a comment count of "437", and a like count of "1,787 people like this." along with a "Top Comments" dropdown menu.

Use Facebook to Sell Products and Services

While there is a fine line between being an effective marketer and sounding like a used cars salesman on Facebook, using Facebook posts and ads is an extremely effective way to sell products and services.

Selling on Facebook should be subtle, clever and worthwhile. Promotional offers should not sound like sales pitches. The posted offers should be substantial to encourage viewers to consider them. Finally, creativity always helps.



BikerOrNot.com
November 7

Man... wish I was wearing this today when this lady almost clipped me. "Please ma'am don't let my motorcycle ride interfere with the safety of your phone call..." Would have liked to say that to her face (sarcastically of course).

Sound like a familiar story? Say it without saying a word at all. You can find it printed on a t-shirt here ----> <http://bit.ly/1be9Xwj>



Like · Comment · Share 4,032

3,935 people like this. Top Comments

Another advantageous attribute of Facebook posts is the option to run Facebook ads to promote individual posts. This allows Page owners to increase the exposure for particular Page posts. Page post ads can be set to be shown to Facebook members who already Like the business' Page or others do not. This is a great option for promotional posts.

Also, businesses should use url shorteners, such as bit.ly and goo.gl, in Page posts with external links for tracking purposes. Both of these url shorteners are free.



Save Time and Still Remain Active on Facebook

Unfortunately, many businesses tend to think that Facebook is too time consuming. However, we are here to say that it does not have to be. If there is will, there is a way. That also applies to business' effective use of Facebook.

As mentioned earlier, having a clear plan (blueprint) for Facebook posts and scheduling posts ahead of time helps a lot. For example, if a business schedules its weekly posts on Monday, then all that is left to do during the rest of the week is occasionally logging in to respond to comments and inbox messages. That should not take more than 30 minutes each day. It is really as simple as that. The most difficult part is taking a few hours to craft a plan, and the rest is a breeze.

Outshine Your Competitors

Every business should know exactly what its competitors are doing on Facebook and do it better. Taking a couple hours each month to browse competitors Facebook Pages is a great

way to stay ahead. Facebook is a great tool for genuinely connecting and engaging with customers, which can be a significant competitive advantage. Customers will definitely notice businesses that are more fun, interesting and relevant on Facebook. For example, a business that constantly posts pushy sales promotions on its Facebook Page appears greedy and a lot less appealing than a business that posts event invites and customer photos. At the end of the day, all customers want to feel appreciated and special, and Facebook is a great vehicle for delivering content that reminds customers which businesses value them.

What Now?

As previously stated, businesses have the option to manage their Facebook Page(s) in-house or hire outside help. Either option is perfectly fine as long as it allows the business to achieve its goals and maximize the potential of Facebook use. This is an important decision. If the business does not have the required knowledge, human power or time, then hiring outside help is the best option. This can be in form of consultation or full-on Facebook Page management. The good news is that this decision is not a permanent one, and it can be adjusted at any point.

What Do We Offer?

Consulting Services

Intended for motorcycle dealers interested in learning quick tips for improving their current Facebook efforts, our consulting services entail a thorough review of the client's and competitors' Facebook Page, detailed list of improvement recommendations, list of reading material about effective Facebook marketing techniques, and Q&A sessions.

Facebook Ad Campaign Management

This is the most useful and valuable option for motorcycle dealers interested in increasing their number of Facebook Page Likes and attracting Facebook members within their customer base. Under this arrangement, we create, monitor and update the client's Facebook ads, and run regular reports to track the performance of such ads. The client is fully in charge of the budget and has full access to the campaign. This is a collaborative effort, which means that we always welcome the client's feedback and knowledge.

Full-On Facebook Page Management

Motorcycle dealers who do not have the time and human power to manage their Facebook Page would benefit the most from this service option. It includes content generation, posts, responses to comments and messages, even announcements, and collaboration with the dealership staff. This is more of a team effort between us and the dealership since we need each other to post the most relevant content possible.

How Much Does Everything Cost?

Consulting Services - \$295 (No contract)

- Facebook Page review and feedback
- Competitors Facebook review and feedback
- List of improvement recommendations
- List of useful reading material and tips
- 30-minute question and answer session

Facebook Ad Campaign Management - \$225/Month + Cost of Ads (No contract)

- Creation of “Page Likes” ads
- Creation of “Page Post” ads
- Ad performance reports and analysis
- Ad monitoring and updates

Facebook Page Management - \$325/Month (No contract)

- Content creation and posts
- Post schedule
- Comment and message responses

- Promotion post assistance
- Event creation and promotion

Service bundle options and significant price discounts are available upon request.

How to Get Started?

Contact Carrie Anadiotis at 1-800-523-7274 x295 or carrie@chopperexchange.com.