




NodCards

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9 HIDDEN MISTAKES CAR DEALERSHIPS MAKE ON SOCIAL MEDIA

AND HOW TO FIX THEM





THE STATE OF SOCIAL

The online landscape has changed and car dealerships are being forced to adapt. Creator platforms like Instagram and TikTok are elevating the reach and influence of motivated employees, while management struggles to effectively enable this demand and turn clicks into conversations.

Dealership teams are simply not equipped for success in today's social economy.



MISTAKES & SOLUTIONS

This report highlights nine hidden-but-common mistakes car dealerships make on social media. It also shows you the solutions that NodCards offers that are making dealerships just like yours more successful on social.

NodCards helps you avoid these mistakes and makes it easy to get more calls, clicks, visits and reviews from your dealership's social media presence.

Let's dig in.



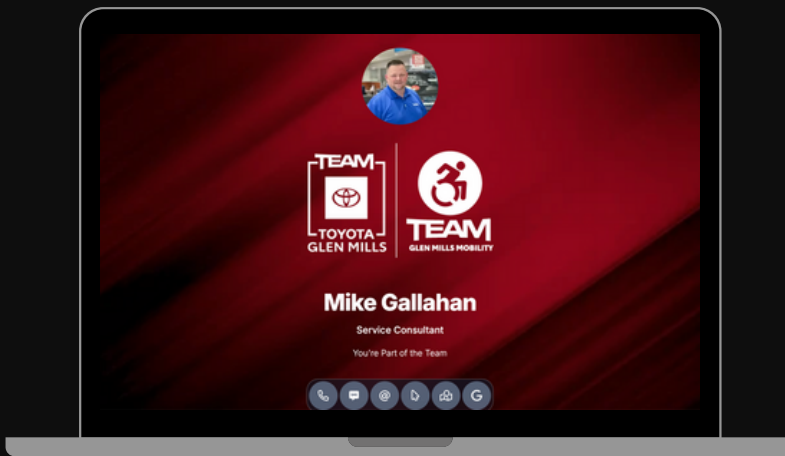
SENDING CLICKS TO YOUR INVENTORY PAGES

Sending clicks from social media to your inventory pages is a surefire way to lose the opportunity. Today's social media posts are already rich with content. Sending a prospect to your website is essentially sending them away when you should be bringing them closer to you with every click.

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SEND CLICKS TO YOUR PEOPLE



Instead of just posting a link to a VDP, add a link to a NodCards digital business card. This connects your audience directly to a team member and tracks engagements like calls and appointments.

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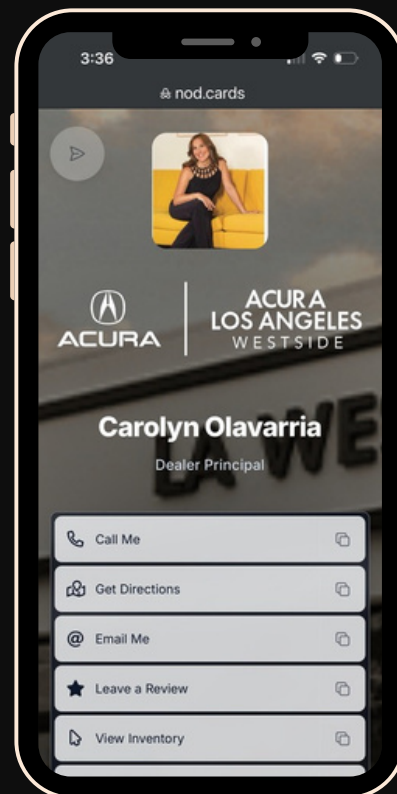
MAKING IT HARD FOR CUSTOMERS TO CONNECT

Nobody is going to take the time to copy and paste your address, email or phone number into their phone from your post. If the call to action can't be clicked, you will lose the opportunity to connect with that customer.

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USE CLICK-TO-CONTACT LINKS

One click on a NodCards link is all it takes to be connected with a helpful member of your team. Include a link in every social post and elevate your customer experience by making it effortless for customers to connect.





NOT POSTING PEOPLE

If you're not posting customers and employees in your feed, you are severely limiting your reach. Ninety-two percent of consumers turn to people they know for referrals when researching what to buy. When people see someone they know in your posts, they trust your brand. Featuring your employees in your posts gives them something else to share, and posts shared by employees receives 8x more engagement than content shared by brand channels.

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PROMOTE YOUR PEOPLE



NodCards makes it easy to promote your people on social media by automatically creating a branded social image for every employee. Posting these images will increase your reach, build trust in your brand and make your dealership stand out against the competition.

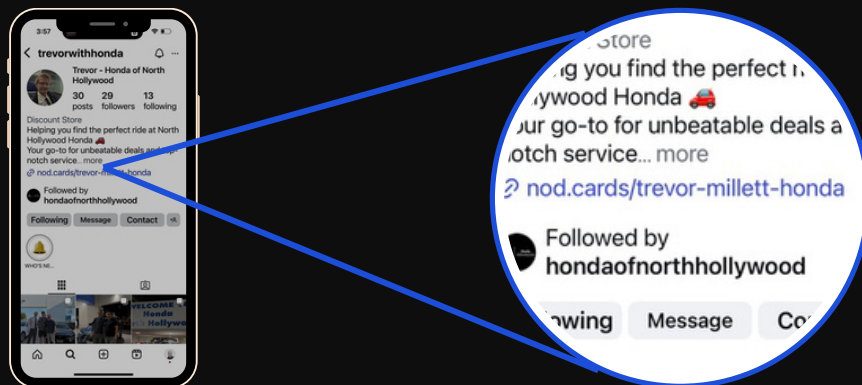


NOT USING A LINK IN BIO

Your Instagram and TikTok bios are prime real estate. Without a multifunctional link-in-bio, you lose the ability to direct traffic where you want it such as your service scheduler, trade appraisal tool, or finance application. Worse, if it just links to your homepage, it creates more friction instead of action.

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ADD A LINK IN BIO TO EVERY TEAM MEMBER



NodCards makes it effortless for your store to drive traffic to high-value conversions. Equip every employee with a branded, personalized link that engages social audiences with the types of clicks that actually drive your dealership's revenue.

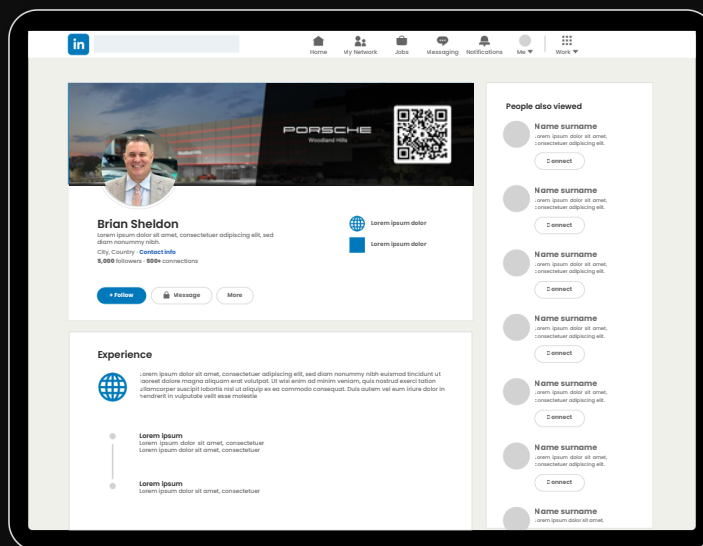


IGNORING LINKEDIN

You want well-qualified, employed customers, right? Many dealerships overlook LinkedIn, but that's where your best buyers are. LinkedIn is a goldmine for connecting with qualified buyers and showcasing your leadership team. Salespeople who build personal brands on LinkedIn often gain trust faster and create deeper connections with customers.

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STAND OUT ON LINKEDIN



NodCards gives every employee a LinkedIn profile banner that is dealership branded. The included QR code drives engagement directly to that employee, and your dealership gets increased exposure from your workforce's vast online presence.

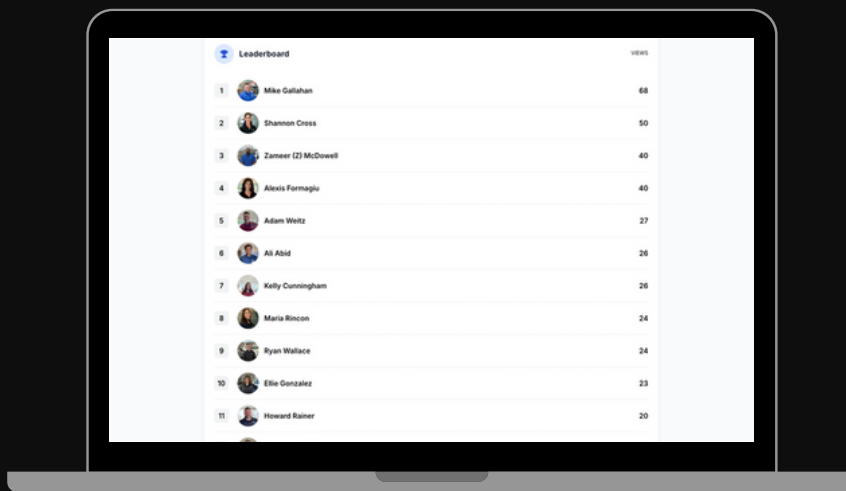


NOT INCENTIVIZING EMPLOYEE ENGAGEMENT

Expecting employees to post without incentivizing them is not likely to work. A leaderboard, small rewards, or public recognition can turn passive staff into active brand advocates. With the right incentives, employees can expand your reach into networks you can't access otherwise.

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GET A TEAM LEADERBOARD



NodCards interactive leaderboards automatically show your employees how they're stacking up against other members of the team. Status emails go out to team members about once per month so they always know what's working.



NOT AMPLIFYING EMPLOYEE POSTS

If your employees are posting great content and you're not resharing it, you're leaving digital marketshare on the table. With 10x the reach of your dealership's channels, employee posts add credibility and influence. Reposting or featuring employee posts on the dealership account builds trust, boosts morale and incentivizes ongoing content creation by your employees.



 SOLUTION

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AMPLIFY WITH CONFIDENCE

When your employees add their NodCards link to their social media posts, you can share them with confidence knowing that all clicks will go towards direct, measurable engagement with that team member and your dealership brand.



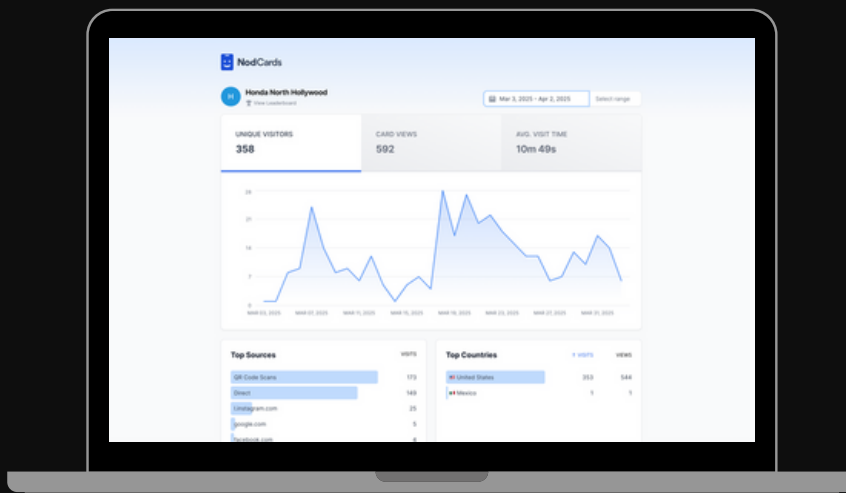


NOT TRACKING REAL ENGAGEMENT

If you're not measuring what's working on social media, you're wasting time with it. Engagement should be tracked not just by likes or views, but by high-value actions like getting directions, clicking to call, or booking service. That's the only way to improve ROI.

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TRACK REAL BRAND ENGAGEMENT



Track brand engagement in real time with NodCards advanced analytics. See not only where your team's traffic is coming from, but also what types of actions visitors are taking such as calls, SMS or email.



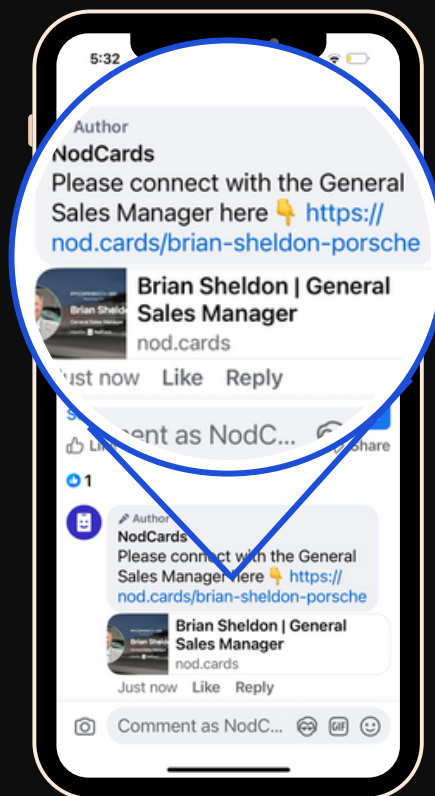
NOT RESPONDING TO COMMENTS & MESSAGES

Leaving your audience hanging is like ignoring a customer standing at reception. Timely replies build trust and show you care. Moreover, unanswered comments make it look like you're closed for business, costing you valuable engagement and lost sales opportunities. If you can take an up in the showroom, you can do it on social media, too.

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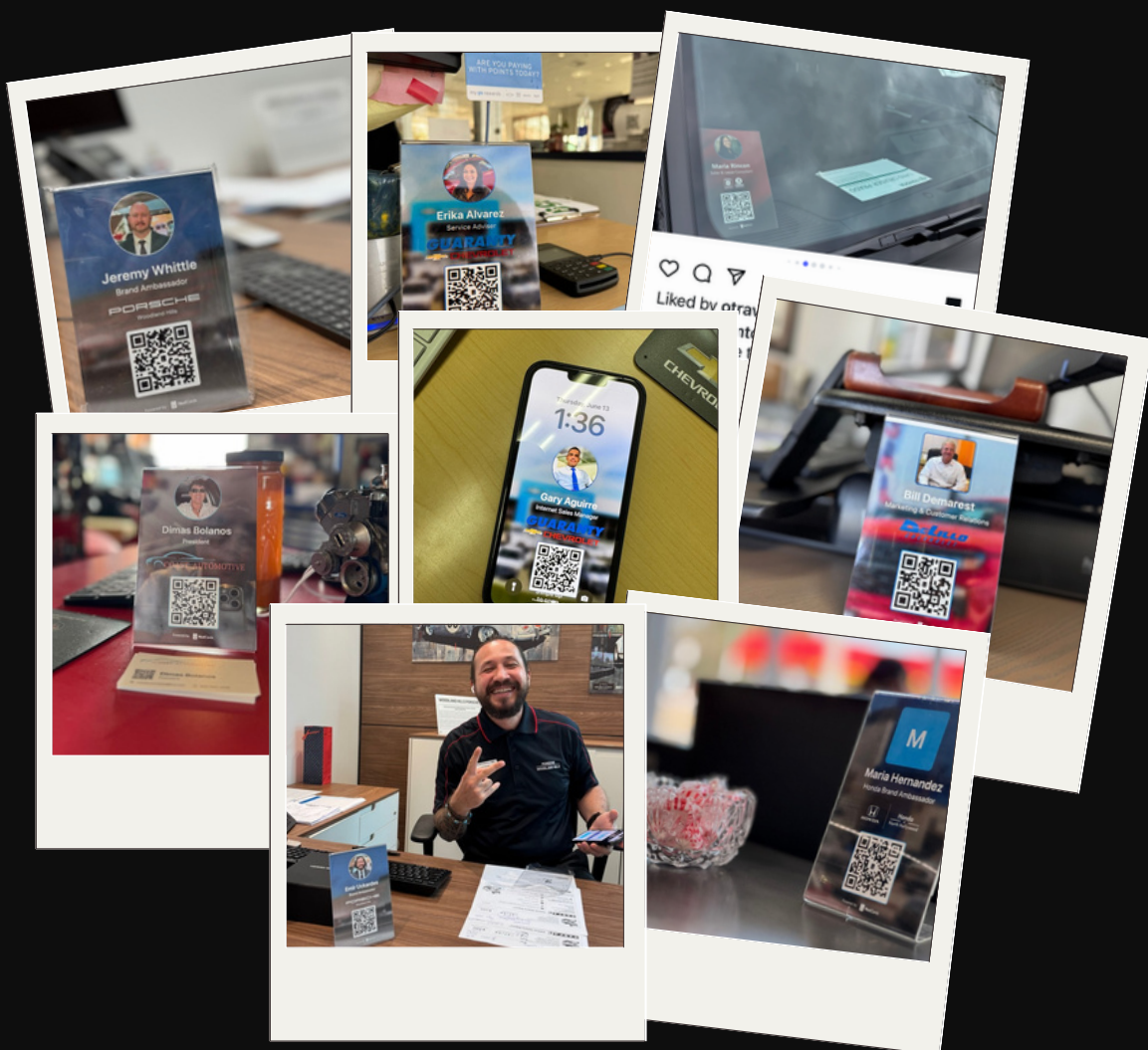
RESPOND WITH A LINK

Instead of asking social leads to send you a direct message (DM) where they might not typically engage, respond with a NodCards link that gives them options to connect with you on preferred channels like phone, SMS, or email.



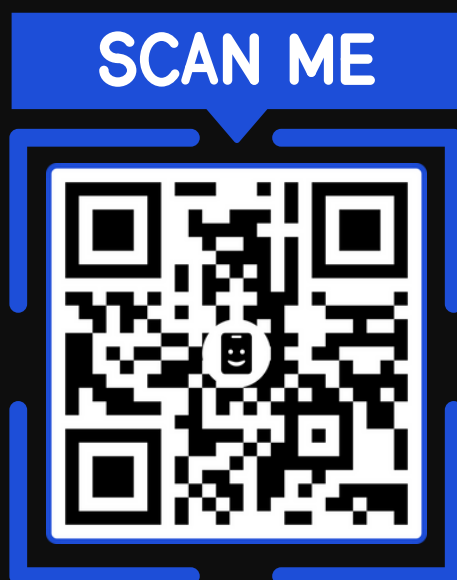


GROWING WITH NODCARDS





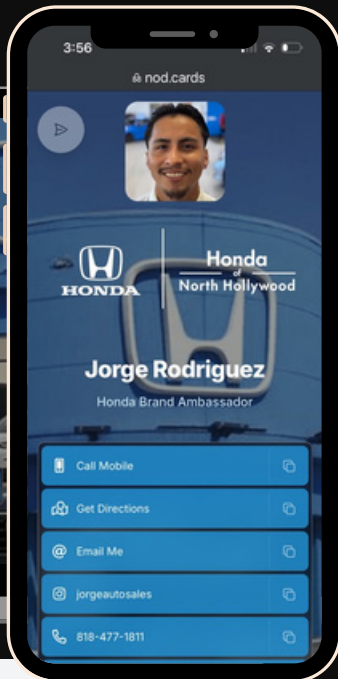
**WE MAKE IT EASY TO GET
SEEN, SHARED & SAVED!**





NodCards

 [START NOW](#)



Get more calls, clicks, visits & reviews

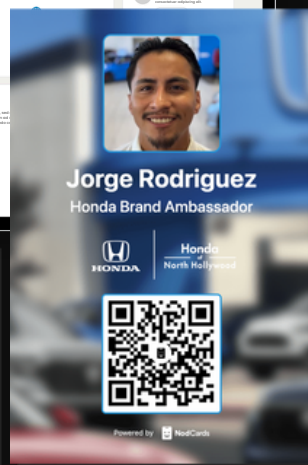
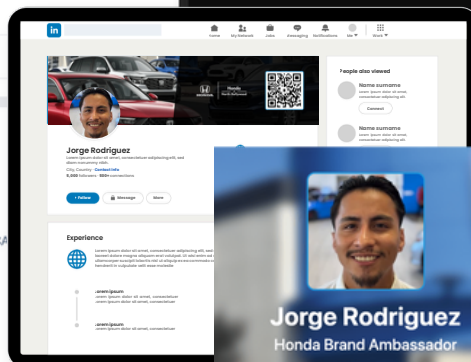
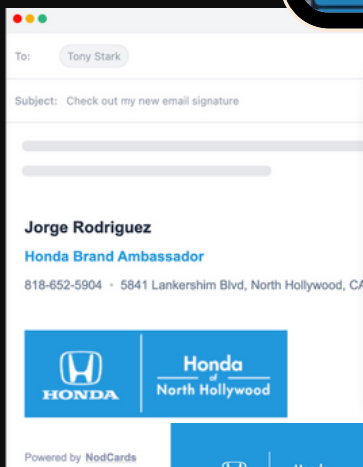
From one branded digital card, clients can call, email, book a meeting, send a message or click any links you include to grow your brand FAST.

Professionalize your brand everywhere

Drop your clickable business info directly into your email signature. Add a branded profile background on LinkedIn and add your link in bio.

Track brand growth in real time

See where and how people are finding and interacting with your brand, whether that's email, social media, search engines or other sources.



Centrally-managed Brand Pack includes:

- QR codes
- Social media banners
- Social sharing links
- Digital business cards
- Printable business cards
- Clickable email signatures
- Printable desktop signs

PLUS:

- Real-time analytics
- Team directory
- And more!

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