



Successful Social Media for Auto Dealers

Lebanon Ford Provides a Roadmap for Best Practices

A TK Carsites Case Study



770 Columbus Ave.
Lebanon, OH 45036
888.211.1995
www.lebanon-ford.com

Successful Social Media for Auto Dealers

Lebanon Ford Provides a Roadmap for Best Practices

Table of Contents

Lebanon Ford at a Glance 3

Executive Summary..... 4

Lebanon Ford’s Social Media Channels..... 4

What Does It Mean When a Dealer’s Brand “Goes Social”? 5

Steps for Implementing a Successful Social Media Program 6

Defining a Return on Social Media Investments..... 9

ROI: Lebanon Ford’s Digital Marketing Pays Off..... 11

10 Tips for Effective Social Content 12

Get Over the Fear Factor: Handling Negative Feedback..... 13

Is “Personal” the Same as “Professional”? Prepare Your Employees for Social Media Exposure 14

Additional Resources 15

Footnotes 15



Lebanon Ford at a Glance

Dealership:

Location: 770 Columbus Ave., Lebanon, OH 45036

Phone: 888.211.1995 (sales), 513-932-1010 (service)

OEM: Ford

Primary Market Area: Cincinnati and Dayton metro

Size: 1 rooftop

Key Contact

Jeff Cryder

Digital Communications Director and SEO Consultant

Twitter: <http://twitter.com/cryderja>

LinkedIn: www.linkedin.com/in/jeffcryderjr

Marketing Channels

Website – www.lebanon-ford.com

Blog – For[d] Life – <http://ford-life.com/>

Blog – The Ford Project – <http://thefordproject.com/>

Facebook – <http://www.facebook.com/LebanonFordLincolnMercury>

Flickr – <http://www.flickr.com/people/lflm/>

Foursquare – <http://foursquare.com/venue/2024398>

LinkedIn – <http://www.linkedin.com/company/lebanon-ford-lincoln-mercury-inc.>

Tumblr – <http://lebanonford.tumblr.com/>

Twitter – <http://twitter.com/lebanonflm>

YouTube – <http://www.youtube.com/lebanonford>

TK Carsites Internet Marketing Products

Power of 5 website

Sidekick Sites

Power SEO Premium

Power Social Elite

Automotive Advertising Network (AAN) membership



Jeff Cryder, Digital Communications Director, and Lisa Cryder, Owner and General Manager of Lebanon Ford in Lebanon, Ohio.

Executive Summary

Lebanon Ford's implementation of a high-profile social media program provides important insights into the management of an effective automotive Internet marketing department. This case study covers the best practices and tactics that Digital Communications Director Jeff Cryder Jr. used to create an innovative online brand for his dealership and attract the attention of industry leader Scott Monty, Ford's Head of Social Media. Also featured are Jeff's experiences managing a "social brand," implementing a social media policy and defining the return on investment (ROI) for social media.

By Deborah Gibbs (TK Carsites) with Jeff Cryder Jr. (Lebanon Ford)

When Jeff Cryder started his job as the Social Media Director at the Lebanon Ford dealership in January 2010, all he had was a very basic website – and backing from Lisa Cryder, a savvy general manager/owner who believed that social networking could be a powerful business development tool. By September 2010, Jeff's social media programs had caught the attention of [Scott Monty](#), Ford Motor Company's Digital and Multimedia Communications Manager and Head of Social Media. Today, Jeff's cutting-edge Web 2.0 marketing has changed the Ohio dealership's culture.

Here is a roadmap of how Lebanon Ford did it – including key steps and lessons learned.

Lebanon Ford's Social Media Channels

Often, when auto dealers consider social media, they think of each community as a stand-alone unit, and the content posted on each channel as a separate campaign. In contrast, Jeff Cryder visualized his dealership's social media as a well-integrated series of channels, each with a unique purpose complementary to the other channels in his marketing communications mix.

In his first 12 months at Lebanon Ford, Jeff has created a complete Web 2.0 marketing network (see the full list of channels at right). He is now emerging as an industry expert in the integration of search engine optimization, traditional and social media.

"When you observe a social media tool by itself, it won't mean much," he explains. "For example, how does your blog help you? By itself it's nothing. But when your blog content is synergized with all your other social media activities, it becomes something. All the tools combined make sense."

Lebanon Ford's web content for the Ford Fusion is a good example of how Jeff integrates these social media channels into his customers' shopping experience. If a prospective customer searches for "Ford Fusion Lebanon Ford," the page-one organic search results can include links to inventory listings or a search-optimized banner on the Lebanon Ford website, in addition to recent For[d] Life blog posts about the Fusion. Inventory pages (also search-optimized) feature photos of the vehicle, links to a digital brochure and icons featuring key Lebanon Ford social media channels.

Lebanon Ford's Channels

[Blog – For\[d\] Life](#)

[Blog – The Ford Project](#)

[Facebook](#)

[Flickr](#)

[Foursquare](#)

[LinkedIn](#)

[Tumblr](#)

[Twitter](#)

[Website](#)

[YouTube](#)

Jeff develops content for Lebanon Ford’s social media channels in a variety of ways. He’s assembled a dedicated team whose sole purpose is the creation of relevant, entertaining content. (See “Find Contributors” on page 8.) An example is their “Drive One for a Week” program. They seek out social media-savvy volunteers in their market area, offering them the opportunity to test drive a vehicle and write a review. (These customer reviews are publicized on Facebook and Twitter at the time of their release).

More content about Lebanon Ford’s vehicles can be found on YouTube, where their employees post professional vehicle reviews. These videos rank high in search results pages, driving customers to the Lebanon Ford website.

Maintenance coupons are posted throughout Lebanon Ford’s social media network, including their service website, which is part of their Power of 5 package from TK Carsites. Coupons can also be posted on their Foursquare and Facebook pages. These promotions draw services revenue into the dealership and create relationships with customers who will hopefully consider Lebanon Ford when it comes time to buy their next vehicle.

What Does It Mean When a Dealer’s Brand “Goes Social”?

As Jeff Cryder builds his social media and search engine optimization (SEO) programs, he puts a lot of thought into defining the meaning of a “social brand.” His discoveries were consistent with what many other dealers, and businesses outside the auto industry, have experienced.

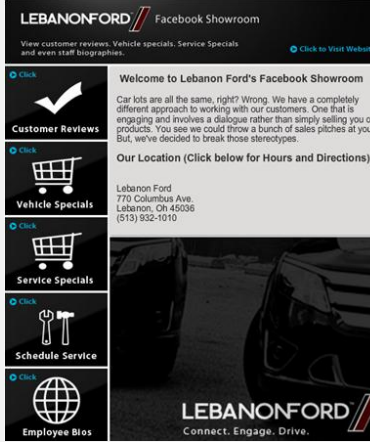
Social Brands Compete 24/7

For auto dealers today, managing a brand includes managing their online reputation, and the brand starts among the dealership’s employees. “In the old way of thinking, branding was projected through advertising and was different from the treatment of people on the showroom floor,” notes Jeff. “Now branding is connected to how people are treated [at the dealership].” Positive customer experiences are a competitive advantage – because they result in five-star ratings in Google Places and good reviews. Thus, Jeff has found that managing a positive online brand is a 24/7 competitive advantage.

Social Brands Are Dynamic and Personal

“In the 24/7 world of social media, your brand is never stagnant. It changes day-to-day,” Jeff explains. Like other marketers, he has worked on keeping a consistent brand voice while taking advantage of social media’s dynamic conversations. “Your values should be consistent,” he concludes, “while your interactions are fresh.”

At first, he tried to give the dealership its own voice, rather than using his own, to preserve consistency. He found that didn’t work, especially in



LEBANONFORD Facebook Showroom
View customer reviews, Vehicle specials, Service Specials and even staff biographies. [Click to Visit Website](#)

[Click](#)
Customer Reviews

[Click](#)
Vehicle Specials

[Click](#)
Service Specials

[Click](#)
Schedule Service

[Click](#)
Employee Bios

Welcome to Lebanon Ford's Facebook Showroom

Car lots are all the same, right? Wrong. We have a completely different approach to working with our customers. One that is engaging and involves a dialogue rather than simply selling you a product. You see we could throw a bunch of sales pitches at you. But, we've decided to break those stereotypes.

Our Location (Click below for Hours and Directions)

Lebanon Ford
770 Columbus Ave.
Lebanon, OH 45036
(513) 832-1010

LEBANONFORD
Connect. Engage. Drive.

Lebanon Ford’s Facebook welcome page reflects the dealership’s friendly personality. It reads:

“Car lots are all the same, right? Wrong. We have a completely different approach to working with our customers. One that is engaging and involves a dialogue, rather than simply selling you our products. You see, we could throw a bunch of sales pitches at you. But, we’ve decided to break those stereotypes.”

Twitter. “Your individual personality shows through. And it’s more effective.” He now lets his own voice and the personalities of his social media team to speak for his brand. After posting extensively on behalf of Lebanon Ford, he has found that “who I am and who the dealership is are starting to become one and the same online.”

“Personality is important,” Jeff elaborates, “and dealers don’t understand that. They put [social media] in the hands of someone who can’t become the personality of their brand. Who that person is defines what your brand becomes online.”

Social Brands Are Both Global and Local

Jeff’s mantra is, “Think globally; act locally.” He has consciously connected Lebanon Ford’s brand to Ford’s global brand. He then “acts locally,” connecting his brand with his local community.

“Build credibility by starting globally, and use it to legitimize your local activities,” he suggests to other dealers. “Become a ‘mover and shaker’ at your level. You’ll create a perception of legitimacy and exclusivity.”

While Lebanon Ford’s marketing still includes sales-related content, he has broadened his message to build a relationship with key influencers, including Scott Monty, Ford’s social media guru. Scott’s success in building a social media presence for Ford, however, made Jeff notice a gap in car dealers’ connections to OEM brands. In the case of Ford, customers have immediate access to the OEM through social media. But those same customers may not be able access many of their local Ford GMs. This is “a huge challenge for Ford,” Jeff notes with concern. In the case of his own dealership, he prevents this gap by taking whatever Ford does at the global level and mirroring it at his level. “We automatically win because we synergize our brand with Ford’s brand and how they’re interacting.”

Steps for Implementing a Successful Social Media Program

The development of a successful social media program requires a careful, step-by-step process. Here are the steps that Jeff Cryder took to transform Lebanon Ford into a Web 2.0-savvy dealership.

1) Build Quality Internet Marketing Tools

Jeff began his social media marketing program with a new website, not just social media channels. With his GM’s support, he upgraded their basic website to a TK Carsites Power of 5 package featuring search-optimized microsites and integrated social media.



Lebanon Ford’s social media efforts caught the attention of Scott Monty, Ford’s head of social media. They were able to meet him and publicize it on their blog. From left to right: Jeff Cryder, Scott Monty, Mark Roberts and Samantha Roberts. In front, for a comic touch, a “fake Scott Monty” doll.

“A strong website is your central communications hub,” explains Jeff. “[After you’ve launched your site,] branch off into social media channels.” In the case of Lebanon Ford, the dealership’s brand is executed as carefully as it is on the website itself.

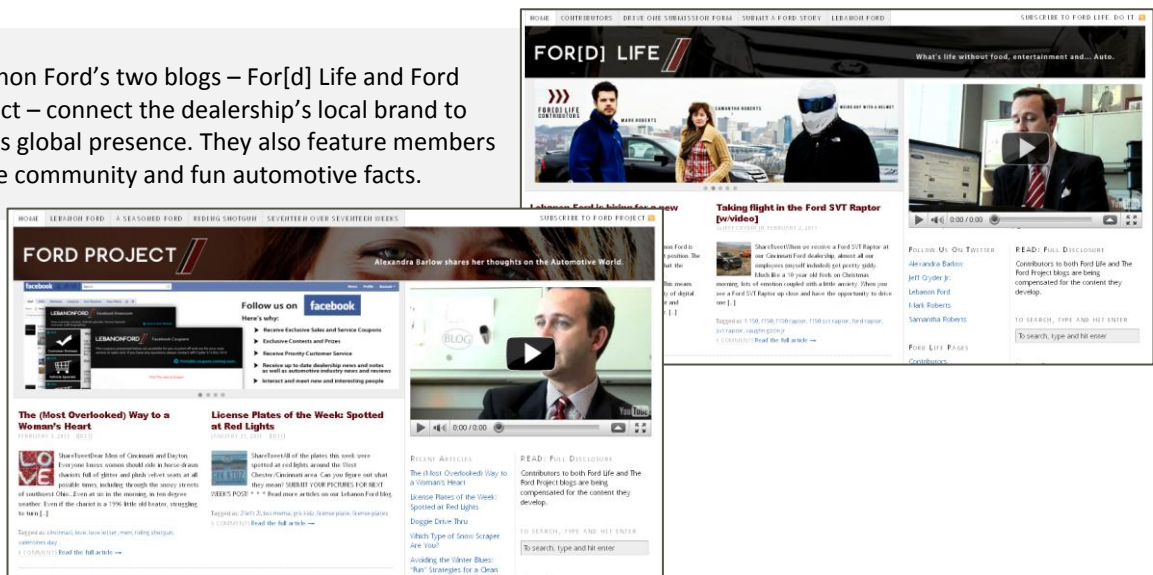
2) Design a Simple Communications Strategy

Jeff’s next step was a social media “battle plan.” He is a military history buff, so he used combat metaphors: Facebook would be his Calvary, YouTube his artillery and Twitter his reconnaissance division. The Lebanon Ford blog would be the supply train feeding all his other units. The strategy worked. Today Lebanon Ford has a powerful collection of social media content, which improves their search engine rankings, along with positive reviews on DealerRater and other sites.

When discussing social media with other dealers, Jeff stresses the importance of moving beyond using social networks as stand-alone channels. “Dealers stumble because they focus on the tools themselves, rather than on the strategy... Connect your social media communities in a strategic manner. You need to take a moment and ask yourself a series of ‘why’ questions. For example, why are you using Twitter? Why are you on Facebook? Why would our customers want to connect with us on [insert a social media tool]? Understanding the ‘why’ makes understanding the ‘what’ and the ‘how’ much easier.”

Social media can be used in three ways: to monitor interactions, participate in conversations or actually lead relationships in entirely new directions. At bare minimum, dealers should be involved in social media to monitor what customers are saying. For a well-rounded strategy, Jeff believes in doing all three.

Lebanon Ford’s two blogs – For[d] Life and Ford Project – connect the dealership’s local brand to Ford’s global presence. They also feature members of the community and fun automotive facts.



3) Find Contributors – Inside and Outside Your Dealership

Most businesses implementing social media marketing programs find the volume of the daily status updates, written content, online conversations and monitoring activities to be daunting. This is why one of Jeff's next steps was identifying contributors to share the responsibility of content creation.

"I networked and found a core team of specialists who would contribute for free, including a writer, a videographer and a photographer. I'm the 'orchestrator,'" he explains. Now that his program has taken off, the contributors are paid for their efforts.*

Jeff believes that dealers should "democratize" their social media, so he looked to his own colleagues at Lebanon Ford for contributions. He encouraged them to join conversations by showing how online content could support the Internet sales process. "Start with employees who are more social-media savvy," he suggests. "Don't force those who are uncomfortable to get involved."

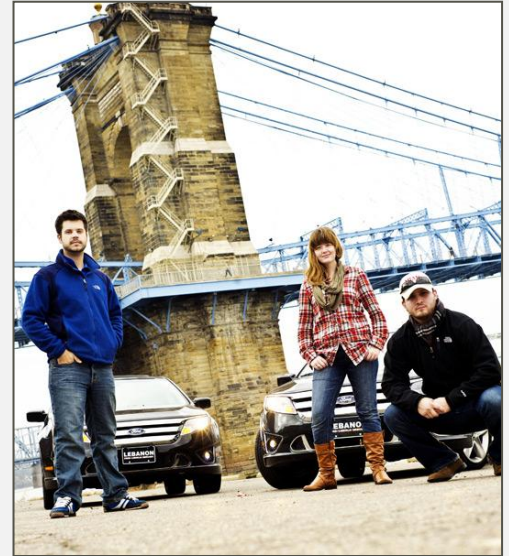
Transitioning Lebanon Ford to a social media-oriented culture wasn't instant. "It took some selling," he admits. "Over time, we started seeing success. When we got leads off of social media, I would send them to all the influencers within our dealership."

4) Create Original Content

Lebanon Ford's social media features a lot of unique content, provided by the contributors outlined above. Jeff will repost or retweet some content by others, but he is a firm believer in integrating the dealership's people and daily activities into their content. "Social media is a lot more than having a Facebook 'Like' button," he points out. Lebanon Ford employees are encouraged to use their individual social media profiles to discuss Ford products and life at Lebanon Ford. "Social media humanizes a dealership," he explains.

Jeff is also a big proponent of another classic marketing tactic -- human interest stories featuring members of the local community and Ford vehicles. He approaches this in a variety of ways. The previously mentioned "Drive One for a Week" campaign is one. An excellent example is a January 2011 test drive of the Ford Edge, featuring a local social media expert who used both video and written content. (See ["Oh Social's @Carole Baker Reviews the 2011 Ford Edge."](#)) He has also used the human interest angle for ["Ford Life Stories,"](#) which highlight local residents who have driven Ford vehicles most of their lives. (["Stephen Peele: The SHO Guy"](#) is a good example.)

The Lebanon Ford social media team recently found a new source of content by reviewing select local restaurants. They drive to the eatery in a Ford



Lebanon Ford's social media team includes a writer, a videographer and a photographer. Pictured here (from left to right): Mark Roberts, Samantha Roberts and Jeff Cryder. Not shown here, but also a member of the team: Alexandra Barlow.

vehicle, write about their experience, take a photo and post the adventure on their blog. (For an example, see [“Our Ford Fusion Sport Cincinnati Photoshoot”](#) and [“We Review the Oldest Bar in Cincinnati.”](#)) This angle keeps readers coming back, curious to see what business will be covered next. It also builds goodwill between the dealership and the community’s business owners, who appreciate the coverage.

5) Develop a Solid Following in Your Community

“Engagement” is a buzzword that has gained new prominence with the rise of social media, however, what is meant by the word can vary from dealer to dealer. To Jeff Cryder, “engagement” means the pursuit of relevant connections. “I want people from our area who can contribute to conversations and help our dealership connect to our local customers. The quality of people a dealership reaches matters.... I want people who can spread word-of-mouth news about us.”

Jeff and his team have grown Lebanon Ford’s social media community over time, creating content and talking to customers online. Paid advertising hasn’t contributed significantly to the growth of their online network. Jeff prefers what he describes as “permission marketing.” “I don’t intrude in the daily lives of customers [without an invitation]” he explains.

Defining a Return on Social Media Investments

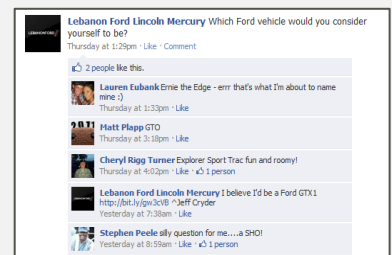
Like all dealers, Jeff has begun grappling with the issue of quantifying the return on Lebanon Ford’s investment in social media. To him, social media’s primary ROI comes in the form of relationship-building. He notes that there is an important caveat, however. Since price is a significant factor in vehicle sales, relational ties to customers may not always directly result in purchases. Jeff concedes, “Price trumps everything. But social networking helps get people in the door.”

The ROI for fixed ops, however, is different. He stresses that he can “absolutely see a link” between services and social media. “Trust and relationships are a big part of the service side of a car dealer’s business.” Jeff believes that social media directly applies to services, where relationships are maintained. In addition, he agrees that social media can keep a dealer’s brand fresh in customers’ minds when they need work done.

Lebanon Ford has also seen return on their social media investment through improved search engine optimization (SEO). A complete social media program, like Lebanon Ford’s, helps them dominate the search results for their brand name.

For example, the blogs rank well because links to the latest posts are promoted virally by their active Facebook fans and Twitter followers. The resulting Internet traffic points back to the blog and creates what search

Practical brand engagement -- Lebanon Ford can successfully engage their Facebook fans in conversations about cars in general, and Ford cars specifically.



Question: Which Ford vehicle would you consider yourself to be?

engines perceive to be “authority” – relevant content being viewed and distributed by authentic, engaged readers. This authority boosts the visibility of Lebanon Ford’s digital content, increasing the likelihood it will appear on page one of search engine results pages (SERPs).

Jeff Cryder’s commitment to producing original content maximizes the search optimization Lebanon Ford gets from their TK Carsites’ Power of 5 website and Power SEO. According to Jeff, “We went from being ranked on page three for our brand name, to owning 7 of the 10 spots on the first page. That’s a massive improvement.”


For Jeff Cryder and Lebanon Ford, the bottom-line value of social media is not the channels themselves, particularly since social networks are constantly changing. “The tools will come and go,” he notes. “Our ROI is the measurement of engagement, impressions made and ultimately the conversion ratio.”

He concludes, “We build expectations, relationships and trust through online dialogue, knowing that if we successfully accomplish all three, we will be first in the customer’s mind when it comes time to service or purchase a vehicle.”



Supplements on the Next Pages:

- 1) ROI: Lebanon Ford’s Digital Marketing Pays Off**
- 2) 10 Tips for Effective Social Content**
- 3) Get Over the Fear Factor: Handling Negative Feedback**
- 4) Is “Personal” the Same as “Professional”? Prepare Your Employees for Social Media Exposure**



Lebanon Ford’s
Internet sales showed
a YOY increase of
260%.

(See page 11.)



ROI: Lebanon Ford's Digital Marketing Pays Off

Lebanon Ford can prove the effectiveness of integrating social media and SEO with traditional websites. Jeff Cryder's creative Web 2.0 marketing resulted in an impressive improvement in Lebanon Ford's year-over-year (YOY) digital marketing performance metrics.

Key Performance Indicator (KPI)	YOY Increase*
Total visits to www.lebanon-ford.com	181%
Unique visitors	125%
Total page views	623%
Average visitors per day	121%
Submitted Internet leads	407%
Appointments made from submitted Internet leads	480%
Total Internet sales	260%
Traffic from Google (organic search)	154%

* Compares May-Dec. 2009 to May-Dec. 2010

While Lebanon Ford's percent-improvements are impressive, they are not completely unique. Other dealerships can expect hefty improvements in their marketing performance indicators as they transition to digital programs, like Lebanon Ford's, with careful integration of social and traditional channels.

10 Tips for Effective Social Content

When developing social media content, “dealers stumble because they market on social media like they would on TV or radio,” observes Jeff Cryder, the Digital Communications Director at Lebanon Ford. This restricts them to the content strategy they’ve always used.

“Social media is about building momentum through engagement,” Jeff explains. “You’ll find that ‘social momentum’ will make your conversion message much more effective.” Regarding how to do that, he recommends having fun. “[Use] stuff that you would find interesting if you weren’t in shopping mode.... Let’s be honest – who wants to hear more car commercials sent out over social media?”

Below are some of the tactics Jeff uses to develop dynamic content:

- 1) **Look for topics with a long shelf-life.** Stories about people in your local community, for example, will have long-term interest.
- 2) **Use a variety of media:** video, still photos, written content, games, even music.
- 3) **Be appropriate,** by knowing what to put where. For example, avoid posting “salesy” status updates about your inventory on Facebook’s wall.
- 4) **Show that you’re human.** Display your dealership’s personality through the individual personalities of your employees and contributors. (For an example, see this Lebanon Ford blog post by Samantha Roberts: [“Ford Fusion: The Ambient Lighting.”](#))
- 5) **Use humor and casual anecdotes,** as long as they’re acceptable to a broad audience. Jeff has solicited “wacky web” examples and “fun facts” from his Facebook fans.
- 6) **Be genuine and available.** Dialogue with your readers online. Get involved in what they care about.
- 7) **Promote charities.** “Paying it forward” pays off in the long run. Goodwill creates connections, and those connections will eventually turn into ups.
- 8) **Be original.** In addition to creating your own content, get some fresh content by sharing unique videos or stories you find on the ‘Net.
- 9) **Encourage your readers to contribute.** Social media is about interaction – not all the content has to be yours.
- 10) **Pick an angle** for your blog. You might focus on car-related adventure stories, local entertainment, or interesting automotive trivia. Just make sure it’s a topic that affects your readers and inspires comments or contributions.

Get Over the Fear Factor: Handling Negative Feedback

Like all social media managers, Jeff Cryder of Lebanon Ford has handled a social campaign that unexpectedly went in a negative direction.

He created a contest encouraging his fans to post homemade how-to videos. One well-meaning contestant submitted a satire on how to text while driving, intending it to be funny. However, a lot of Lebanon Ford's fans didn't agree. At the same time as Jeff's contest, three teenagers were killed in a local car accident caused by driving while texting. In an unfortunate coincidence, Jeff had extended his contest for another day, and offended fans perceived this gesture as "Lebanon Ford is promoting texting and driving."

The dealership was bashed on their Facebook page, but Jeff acted quickly and turned the situation around. "I immediately engaged my critics on Facebook," he recalls. "I told them I don't condone texting and driving. I told them that Ford's Sync® system could actually prevent this by helping drivers keep their hands on the wheel." He then pointed the conversation back at the issue: "How do you think we can curb this terrible habit?" he asked.

Fans stopped complaining and started sharing advice. The people who submitted the text-and-drive satire issued an apology on Facebook. "In the end, we turned a huge negative thing into a positive," Jeff states.

From battle-hardened experience, Jeff now advises other dealers to take the good with the bad in the social space. His philosophy is, "Keep your highs low and your lows high." In his opinion, if an Internet manager can average out the ups and downs, he's doing a good job.



"Who said car shopping isn't fun?" asks Lebanon Ford's Facebook page.

The dealership's informal, friendly brand is actually carefully crafted and maintained. Accessibility does not mean lack of attention.

Is “Personal” the Same as “Professional”? Prepare Your Employees for Social Media Exposure

Marketing in “the social web” has created a whole new set of challenges for car dealers and their employees – one of them being the new overlap between personal and professional online activities.

As soon as he deployed social media channels for his dealership, Lebanon Ford, Digital Communications Director Jeff Cryder knew he had to tackle the sensitive task of preparing his colleagues for the inevitable scrutiny their individual profiles would receive. Lebanon now has a positive, ongoing program monitoring their employees and encouraging them to contribute online. Here’s how to approach the problem like the management at Lebanon Ford:

Write a Social Media Policy

Jeff started by creating a brief social media policy for the Lebanon Ford, which included standards for personal profiles and online conduct. He believes that the days of tidy separation between private life and career have disappeared. “Every employee here must manage his personal brand online,” he states.

Personally Review Your Employees’ Online Activities

Using publicly available tools like Google, Jeff searched for employee activities that were damaging to the dealership. He then met with his colleagues individually to explain the new policy and help them prepare their “personal brands” for the scrutiny of 24/7 social media exposure. He and his staff continue to monitor and enforce the company policy as needed. He adds, “I’m not trying to be a ‘stick in the mud’ -- you can have fun. It’s OK to have picture of yourself at a bar. But if there are pictures of you doing something questionable, get rid of them.”

Encourage the Use of Personal Profiles for Professional Networking

Jeff believes that the sales team can literally bring more customers to the showroom through their individual profiles, so he encourages his colleagues to participate in DealerRater, Facebook and LinkedIn. Lebanon Ford allows social media interaction on company time, if it supports car sales.

“The Internet space has changed,” Jeff concludes. “You are not just an employee from 8 to 5 anymore. Why keep your social media profiles separate? How you conduct yourself personally and professionally should be one and the same.”

Additional Resources

Credits

“Lebanon Ford Gets Seriously Social,” Jennifer Murphy, *Auto Dealer Monthly*, October 13, 2010. Downloaded November 01, 2010, from www.autodealermonthly.com.

“Facebook Strategies,” session featuring Jeff Cryder and Tim Martell, hosted by JD Rucker from TK Carsites. At [Driving Sales Executive Summit](#), Las Vegas, Nevada; October 19, 2010.

“[Social Media Policy Within Your Dealership](#),” webinar by expert panel members: Jeff Cryder, Tim Martell, JD Rucker and Erin Ryan; hosted by Eliana Raggio from TK Carsites. Recorded January 05, 2011. Available on www.TKcarsites.com.

Links Featured in This Article

“[Ford Fusion: The Ambient Lighting](#),” Samantha Roberts, November 30, 2010. [<http://ford-life.com/2010/11/30/ford-fusion-ambient-lighting>]

[For\[D\] Life](#) blog [<http://ford-life.com>]

“[For\[D\] Life Stories](#),” [<http://ford-life.com/category/ford-life-stories>]

“[Oh Social's @Carole Baker Reviews the 2011 Ford Edge](#),” Jeff Cryder, Jr., January 21, 2011. [<http://ford-life.com/2011/01/21/oh-social-carole-baker-reviews-2011-ford-edge>]

“[Our Ford Fusion Sport Cincinnati Photoshoot](#),” Mark Roberts, December 6, 2010. [<http://ford-life.com/2010/12/06/ford-fusion-sport-photoshoot-cincinnati>]

“[Stephen Peele: The SHO Guy](#),” Alexandra Barlow, October 12, 2010 [<http://ford-life.com/2010/10/12/stephen-peeel-the-sho-guy>]

“[The Man Behind the Magic: Scott Monty and Ford's Social Media Madness](#),” Alexandra Barlow, September 29, 2010. [<http://ford-life.com/2010/09/29/lebanon-ford-scott-monty-interview>]

“[We Review the Oldest Bar in Cincinnati](#),” Jeff Cryder, Jr., December 10, 2010 [<http://ford-life.com/2010/12/10/oldest-bar-ohio-mt-adams-bar-and-grill>]

All content links were live and effective January 24, 2011.

Footnotes

1. Dealers should always support the social media best practice of disclosing commercial relationships, such as compensated contributors. Review the current Federal Trade Commission policy: “[FTC Publishes Final Guides Governing Endorsements, Testimonials](#),” October 05, 2009. For the full guideline, contact the FTC and request File No. P034520 – “Endorsement Testimonial Guide.”