



# Talking Social Media with Gordon Gibbs of Jim Burke Automotive Group

Gordon Gibbs, the internet director at Jim Burke Automotive Group in Birmingham, Alabama, discusses his dealership's partnership with SOCIALDEALER and their approach to social media.

## WHAT ARE SOME OF THE REASONS YOU PARTNERED WITH SOCIALDEALER?

In 2020, we knew that we needed a stronger and more consistent presence within our auto group's social media channels. We started our research, doing countless demos, looking for a company that could help us out in this fast-emerging sector of the auto industry. With the help of online reviews, other dealer recommendations, their own advertising and finally talking to John McAdams, we knew SOCIALDEALER was the company for us to try out and to get us socially active and seen.

## CAN YOU TELL US WHAT SOCIALDEALER HAS BROUGHT TO YOUR DEALERSHIP?

We have now been partnered with SOCIALDEALER for three continuous years. With this partnership, they have helped us out by putting together a plan for constant and consistent organic social media postings, along with their paid social advertising. With these plans combined, we can now cover our geographical social market.

## HOW WOULD YOU RATE YOUR EXPERIENCE WITH SOCIALDEALER?

From day one, they became partners with the Jim Burke Automotive Group. John and his group made this challenge exciting for us. We were ready to get started after listening to their ideas about how to gain social media followers and the different ideas that John had using data sets for paid search campaigns. By putting together all the solutions, hopefully it would create and convert to sales and service customers for us.

## TELL US A LITTLE ABOUT YOUR RESULTS SINCE PARTNERING WITH SOCIALDEALER.

Month in and month out we have watched our social media presence gain followers and likes. Combined, the number of organic "followers" for the group is getting close to 9,000 — this is not bot traffic either. In-return we have more traffic, leads and phone calls, calls to convert to sales.

## WHAT HAS SOCIALDEALER DONE FOR YOUR DEALERSHIP?

As stated, we now have a planned and steady social media presence, something that we had a hard time with prior to partnering with SOCIALDEALER. Everything they do is meticulously planned out for us, from things happening within the dealership, to the local and national level. Because our days never go as planned, with their help, we never have to miss a day of posting, or come up with ideas on what to post in hopes of engagement. They also take care of our paid social campaigns.

## WHEN YOU THINK OF SOCIALDEALER WHAT WORD COMES TO MIND?

Fantastic Professional Partner (all three words are interchangeable).

## WHAT SETS SOCIALDEALER APART IN YOUR OPINION?

Everyone on our SOCIALDEALER team has not only met but surpassed our expectations. Their meticulous attention to detail and their determination to complete the task is truly remarkable. They've never said "No" to any unplanned, last-minute projects that we come up with. They take the guesswork out because you'll always know where you're at from the weekly planner to your monthly review meetings. Although others have called us, we have never found a need or desire to change. We are genuinely grateful to the whole SOCIALDEALER team! ■