








GM WOMEN'S
RETAIL NETWORK
profitability • growth • retention

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Dear WRN Member/GM WOMEN: Field Sales, Service & Marketing Member:

Welcome to the GM Women's Retail Network (WRN) 2015 Toolkit and Promotion Guide. We are proud to supply you with a variety of materials to help you:

- Promote your dealership's support of female customers;
- Recruit females for dealership positions;
- Create community outreach initiatives leveraging the combined effort of WRN dealerships and regional GM WOMEN field representatives;
- Promote and support the GM WRN Drive to Succeed Scholarship Program.

As in the past, our campaign remains focused on the **power of women in the market**. Data in this kit further reinforces women's growing influence in purchase decisions and on brand success. Women are leading the conversation on social media about products they like and don't like, and their voice is being heard by manufacturers around the globe. Because of this ongoing narrative, we know how to create a buying experience women appreciate and will promote within their own networks. There is no more powerful advertising available in the world today.

This kit is focused on growing two female targets: customers and employees. Both groups are equally important to our future.

We have developed a number of resources to help you take a leadership role in telling this important story in your local market and reach these critical audiences.

We are asking everyone in the GM retail community — our dealers and our field organization — to share our story with media, civic and business leaders, academia and educational institutions, and with customers directly.

We believe this communication outreach is critical in promoting the importance of women in automotive retail and claiming our leadership position in this category.

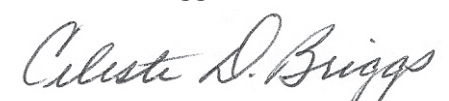
Never has the power of women been more powerful in the marketplace. We can't ease up on the throttle. We must continue to leverage this opportunity to create enthusiasm for women in the automotive retail chain. The materials in this package and on our microsite will help you craft your unique message supporting this theme. It's important to make this initiative your own. Good luck with your campaign. We stand ready to provide whatever assistance is needed to help you be successful.

Judy Schumacher-Tilton



Chair
Women's Dealer Advisory Council

Celeste D. Briggs



Director
Women's Retail Network

Purchasing Power of Women: The Facts



Women's buying power is at an historic high. Only by paying attention to them and meeting their expectations can dealerships capitalize on this unmatched opportunity to increase profitability and growth. You can use the following information when talking with the media about how your dealership is meeting the needs of women vehicle buyers.

These facts and figures* illustrate women's buying power:

- Women control over \$20 trillion in worldwide spending.
- Women control \$7 trillion in U.S. spending.
- Women account for 85% of overall consumer spending including everything from autos to healthcare.
- Women will control two-thirds of the consumer wealth in the U.S. over the next decade and will be the beneficiaries of the largest transference of wealth in our country's history.
- The average American woman is expected to surpass the average American male in earnings by 2028.
- 66% of employed adults are women.
- 65% of business owners are women.
- In 2013, for every 100 men who graduated with a college degree there were 140 corresponding women.
- Women buy more than half of the new cars in the U.S. (65%) and influence up to 80% of all car purchases.
- Women request 65% of the service work done at dealerships.
- Women tend to purchase smaller, safer and more fuel-efficient cars.
- Women spend over \$200 billion on new cars and mechanical servicing of vehicles each year.
- 45% of all light trucks and SUVs are purchased by women.

Despite their buying power, most women feel that marketers don't speak to their needs:

- 91% of women said that advertisers don't understand them.
- 75% of women surveyed say they feel misunderstood by car marketers and reported having poor experiences when trying to buy a car.

Women go online to research purchases and share their experiences:

- 58% of women age 18 and older share both good and bad experiences online.
- Traditional web sites far surpass traditional forms of word-of-mouth as a woman's preferred method for sharing information about products and services.
- Overall, one-half of female respondents visit social media sites at least a few times per day.
- 56% of women in the U.S. use social networking sites.

*Source: http://www.m2w.biz/fast_facts.php

What works for women?

- Women want a retail experience that mirrors that of their everyday lives.
- Women want to engage in business transactions with a mix of men and women in a non-threatening, hassle-free environment.
- Female car buyers want to be treated with respect. They score trust a more important factor in the buying process than men.
- Dealers that provide a culturally representative purchase and sales experience will win the confidence of women buyers — a population that is growing rapidly and exceeds the spending of men on new vehicles.
- Analysts say that when the requirements of female buyers are met, the expectations of male customers are automatically exceeded.
- Women are tired of traditional stereotypes that exist about their purchase power, decision-making ability, intellect and economic freedom.

Why female dealers are uniquely positioned to satisfy this growing women's market:

- Women comprehend and process the retail transaction process differently than men; they often find female associates comforting and less aggressive.
- Women naturally command a greater sense of empathy and intimacy — important in making a connection with customers of either gender.
- Women relate to each other's sense of practical, commonsense needs.
- Women see other women as less threatening, pandering and dismissive than men in the dealership environment.

How to win:

- Put women on your dealership team — in all roles.
- Provide information to help influence family members in purchase decisions. Make sure everyone in the dealership has the latest production information available in print and electronic formats. Specifically, collect information on features and options targeted to women and children.
- Since women put their own needs last, putting female buyers first is a sure way for women to take notice.
- Women respond to businesses that offer "extra" or more for the same or less cost. Offer additional or upgraded content, or services like oil changes.
- Offer substance over style, good communication and an emotional connection.
- Women are highly influenced by social media. Put ample resources here to connect and converse. Watch for and post reviews of your products on Facebook and your other social media sites.
- Women are pulled in all directions. Help them balance their multiple needs and roles. Consider flexible sales and service hours to accommodate working moms, and create kid-friendly waiting rooms.
- Consider featuring women — especially female service advisers — in social media and traditional advertising. Create special promotions that highlight women in your dealership. Let women in your area know you mean business about winning their business.

The Women's Retail Network and GM's Commitment to Women



The GM Women's Retail Network (WRN) began in 2001 and continues as the auto industry's only initiative to recruit and train women for retail-related positions and to place women as GM dealers. The WRN vision is to be the leader in the industry with a dealership population that mirrors our communities by increasing the number of women as dealers, managers and employees within GM Dealerships.

Now is the time to build both community awareness and positive consumer consideration by telling the WRN story and hiring qualified women in every position in your dealership.

Growing the role of women in automotive retail

- Women today make up about half of the total U.S. workforce, however, their numbers in automotive retail are significantly less. Only one in four automotive jobs are held by women — that's a statistic your dealership can change, and that will mean growth for your dealership and region.
- In 2013, women made up only 1.5 percent of automotive body and related repairers, and 1.8 percent of automotive service technicians and mechanics. You can make your dealership stand out to women shoppers by changing these numbers.
- GM is the first and only automaker to create a dealer development program to actively recruit women into the retail automotive industry.
- 225 of GM dealerships are owned by women, including 18 owned by minority women.
- GM is uniquely positioned to win new female customers because WRN is filling the dealership pipeline with highly skilled females in all positions.
- In 2013, GM's women-owned dealers generated 110,674 in new vehicle sales and \$7.96 billion in revenue and employed 13,287 people. The WRN goal is that women dealers will meet or exceed the operational effectiveness of the total GM dealer body.

Creating Dealership Events: Best Practices from WRN Dealers

Sharing our real-life experiences is the best way to spread a winning culture across the Women's Retail Network. Telling each other what works and what doesn't is the secret to our success. Thanks to Heidebreicht Chevrolet, Hall Buick GMC and Bob Ross Buick, we're able to bring you these exceptional examples of best practices for engaging women. These outreach programs can be replicated — with your own special twist — at your dealership and in your region. Consider taking these promotions and making them your own. Ms. Maniaci, Ms. Hall and Ms. Ross invite you to contact them directly for more information.

BEST PRACTICES



Bob Ross Buick: Pink Ribbon Driven Breast Cancer Fundraiser

If you want to establish yourself in the community, consider a cause. For Jenell Ross, the cause was obvious. When her mother, Norma Ross, passed away from breast cancer in 2010, Jenell used her dealership to raise money in support of the American Cancer Society to fight the disease. For every Buick they sell during a specified time period, the dealership donates \$75 - \$100 to the American Cancer Society.

Not only is the American Cancer Society a worthy charity, it is an important one for women. According to the American Cancer Society, in 2015, about 231,840 new cases of breast cancer will be diagnosed. There will also be about 62,290 new cases of non-invasive breast cancer diagnosed, and more than 40,000 women will die of the disease.

Jenell also established the Norma J. Ross Foundation, and began holding an annual fundraiser in support of it. The beauty of an annual event is that once the framework is in place, it simply needs to be updated each year. For Jenell and her staff, the event functions like a well-oiled machine. Press releases and ads, digital and social media posts are at the ready, and they have a microsite that stays up for ongoing communication.

Jenell then launched the trademarked "Pink Ribbon Driven," which is a part of the Foundation, and another fundraising vehicle. So, for individuals not in the market for a car, they could still contribute to the cause by purchasing from a line of merchandise adorned with the Pink Ribbon Driven logo, or by simply making a donation at the dealership or via the Foundation's web site.

Now in its fourth year, Pink Ribbon Driven has become a part of the fabric of the community. To date, Jenell and her team at Bob Ross Auto have raised more than \$125,000 for the American Cancer Society and \$175,000 for the Norma Ross Foundation.

BEST PRACTICES



Hall Buick GMC: Heels and Wheels

The women of East Texas were treated to the 2nd annual women's networking event recently courtesy of Hall Buick GMC in Tyler. Dealer Pam Hall hosted a customer outreach activity for women, named "Heels and Wheels" and invited many local female-owned businesses as well as non-profits to participate. Ms. Hall got the idea from reading a past WRN Dealer Toolkit, and the article featuring Jill Maniaci and the women's event she hosted at Heidebreicht Chevrolet.

Like Maniaci's initiative, the activity at Hall Buick GMC featured local vendors and car-care pointers. But the ladies of Tyler definitely kicked it in style, giving potential female customers a reason to visit the dealership.

For two hours, vendors featuring women-oriented products and services offered advice and promotions — everything from make-up tips to preparing healthy meals on-the-go. A number of non-profit agencies of particular interest to women were also on-hand. The 2014 event highlighted a 2-month long promotion with Toys for Tots and attendees were encouraged to donate and/or test drive vehicles generating a \$50 contribution from Hall and Ally for each test drive.

The event was emceed by a local TV news personality, and included a fashion show, light refreshments, giveaways, coupons and other promotions. Attendee contact information was collected as each guest participated in product raffles.

Ms. Hall used a variety of media to promote the activity including traditional radio advertising and Facebook. She also leveraged her relationship with the local Chamber of Commerce, inviting their members as well as her own dealership's mailing list. There were also mini-events earlier in the week leading up to the Thursday activity, including a lunchtime grab-and-go, where women were invited to grab a sandwich wrap, a bottle of water and a product literature pouch.

Approximately 100 women attended the event, many staying for the full two-hour program. Hall Buick GMC remained open for business during the activities providing car demos and drives. One guest even purchased a car!

"It is important that the women of east Texas know they are valued and appreciated," she said. "Our message is a simple one. We treat women with dignity and respect. Their business is important to us. We wanted them to know we don't take that for granted. We are delighted to go the extra mile to demonstrate that in everything we do."

Ms. Hall said her goal was to create a fun evening that provided good networking, good hospitality and good customer relations. She succeeded on every front.

Next year's event planning is already underway. Ms. Hall has some very specific advice for first timers hosting an event: Start slow. She encourages that dealers do enough the first time out to show that they are sincere and that women are an important part of their business. But she discourages anyone from taking on more than they can handle. She has a specific game plan for continuous improvement for 2015:

- Expand the number of vendors involved;

"Heels and Wheels" Hall Buick GMC 5-7 p.m.

VENDORS

- Ladies clothing and accessories – style show
- Designer jewelry store – with demonstrations and merchandise to sell
- Makeup Artist – with two models; made-up one per hour, showing different daytime and evening looks
- Hair Salon – styled hair on-site, demonstrating daytime and evening looks
- Local manufacturer of handmade soaps, lotions, and cosmetic items
- Children's clothing store
- Local goat cheese maker – provided tastings and products for sale
- Nutritional supplements and firming wraps

NON-PROFITS

- American Cancer Society – on-hand with information about Cattle Barons' Gala.
- A home for unwed mothers and adoption center.
- The Literacy Council

- Improve space utilization and use the entire dealership footprint;
- Speed up the pace of the program and smooth out transitions between segments;
- Increase promotion using Facebook, the dealer website, e-blasts and expanded use of advertising;
- Take video and more photographs to post on social networks;
- Utilize the momentum created in the first two years. That includes reusing the "Heels and Wheels" name and event logo for recognition.

- A non-profit organization dedicated to supporting young women, specifically in the areas of self-esteem and body image.

Each vendor supplied at least one door prize. Other gift baskets, floral arrangements, kitchen accessories, and candles were donated by local businesses and given as door prizes throughout the event.

FOOD/DRINKS

- Heavy hors d'oeuvres
- Dessert Bar
- Water, Tea, Lemonade
- Wine

PROMOTIONS

- Email blasts to Chamber of Commerce members
- Email blasts to customer base
- Facebook event
- Direct mail postcard to customer base
- Radio promotion
- Press release to local media
- Segment on local morning television program
- Word of mouth/personal invitations

BEST PRACTICES



Heidebreicht Chevrolet: Women's Car Care Clinic

For years Jill Maniaci has been saying, "Thank you," to all of the female customers of Heidebreicht Chevrolet in a very special way: Hosting an annual Women's Car Care Clinic. Ms. Maniaci's event has blossomed into a yearly initiative attracting hundreds of customers and potential buyers, and includes speakers, vendors, sponsors, charities and even the media. We were first honored to feature Ms. Maniaci and the Heidebreicht Chevrolet women's outreach in the 2012 GM Dealer Toolkit. Today we've learned her efforts have inspired other dealerships to begin their own initiatives, including Pam Hall of Hall Buick GMC.

Ms. Maniaci's original goal was to create an event that would be fun for women, thank them for their business and welcome newcomers. She uses every attraction women love most including food, design, makeup, clothing, jewelry, health, nutrition, prizes, give-a-ways, games and even a glass or two of wine. The Women's Car-Care Clinic has evolved, with it bringing new customers and value to the dealership. The event even includes charity elements. It is designed in three segments: Vendor Fair, Evening Presentation and Survey/Follow Up.

VENDOR FAIR

- Noon to 6:00 p.m.
- 43 local participating businesses
- Encourage vendors to do pre-advertising, invite their customer base
- Construct tent in dealership parking lot to house booths
- Choose only businesses of the highest quality and reputation
- Charge each vendor a fee to participate to help offset the cost of the event
- Event is free and open to the public

EVENING PARTICIPATION

- 5:45 p.m. to 8:30 p.m., tightly scheduled program.
- A celebrity emcee oversees the night's activities, which begins with three presentations that are compelling, highly visual and interactive.
Past topics have included GM Design Studio, celebrity stylists, nutritionists, fashion shows, money managers and experts on life balance.
- Next, women move through a variety of automotive clinics: OnStar, changing a tire, air-bag safety, on-board technology, green vehicles and even how to clean spills.
- The evening concludes with fun activities such as games and raffles, prize give-a-ways.

SURVEY/FOLLOW UP

- Create and distribute customer survey.
- Glean important data from participants — everything from an evaluation of the actual clinic, to questions about service and purchase influences.
- Send out a thank you to all participants, followed later with a newsletter recapturing the event with photos and highlights.
- Each participant is captured in the dealership database and continues to receive regular communiqués.

Ms. Maniaci's Expert Suggestions

- Start planning early.
- Survey a sample audience first to find out what women want in an event, even timing.
- Promote, promote, promote.
- Get every staff member involved.
- Follow up with guests and thank them.
- Don't get stale.
- Tie event to each year's business plan.
- Make one person responsible for all logistics.
- Evaluate everything, from food to vendors to presentations. Use information to improve next year's event and overall dealership operations.
- Enter all guest information in dealer database.
- Be cost efficient.
- Stick with it, build on momentum, it takes time to get it right.

Ms. Maniaci's original goal was to create an event that would be fun for women, thank them for their business and welcome newcomers.



Make the Most of Your Resources



GM Dealers and Field: Working Together Strategically

The vision is simple: Make GM the most compelling, authentic and relevant automotive company for women around the globe.

With the involvement of GM's 30,000-plus female employees in 26 countries and a women's dealer network second to none, it is a goal that will, without a doubt, be reached.

Today, there are 18 GM Women's Councils operating on every continent (except Antarctica). They are helping influence the company's work policies, promoting social responsibility initiatives, delivering leadership training and mentoring — all focused on making GM the automotive workplace of choice for women.

In the U.S., GM is committed to supporting women-owned dealers, including a staff of some 200 female field representatives. Called the GM WOMEN: Field Sales, Service & Marketing Group, the grassroots effort is comprised of women in each of the five U.S. regions and today boasts upwards of 200 members. Like the Women's Councils, this Employee Resource Group (ERG) is focused on creating networking opportunities and career growth for women who serve as the interface between GM and its dealers. The ERG helps GM and its dealers attract, grow and retain women in the all positions — technical, marketing, sales and management.

GM WOMEN: Field Sales, Service & Marketing Group will work to:

- Improve purchase consideration among female consumers
- Provide education and training resources
- Support non-traditional recruitment and mentorship opportunities
- Promote community involvement
- Foster an environment of unity and cohesiveness

How to Work Together:

WRN dealers and GM WOMEN: Field Sales, Service & Marketing members are encouraged to work together on initiatives to cross-promote GM and dealerships in local communities. A number of partnerships have already formed, resulting in successful activities demonstrating GM's commitment to women, teamwork, great products and corporate responsibility. Please chronicle your activity and share it with us so we can share your success with others.

Partnership Thought-Starters

- **Support a charity:** Identify a worthy, like-minded charity where GM dealers could make a real difference while achieving recognition. Think of initiatives that support women's causes and invite women to your dealership. Offer opportunities to employees and customers to get involved — hands-on or with contributions. Think of ways to promote an activity that gets GM/dealer media coverage, positioning the dealer and GM vehicles in a positive, highly visible way supporting women.
- **2015 Buick Drive for Your Students.** Host a one-day test-drive event. Schools can earn up to \$10,000. Program details are available on www.gmprograminfo.com. Limited availability.
- **Form a team for a breast cancer walk/run.** Become a water stop or co-sponsor the event.
- **2015 Chevrolet-Core Vehicle Targeted Outreach Test-Drive Incentive Program.** Create a dealership event around the Chevrolet National Test drive activity. Program information available through Chevrolet Customer Assistance Center and on www.gmprograminfo.com
- **Collect and donate materials for local battered-women's shelter.** Ask customers/employees to collect items like clothing, blankets and personal items, and use GM vehicles to deliver items.
- **Women car care clinics** — offer clinics during the day when kids are in school, or on Saturdays/Sundays. Include a free pit stop: Top off fluids, safety inspection, tire/brake check, etc.
- **Conduct a holiday food drive.** Partner with a local radio or TV program/on-air personality. Make dealership ground zero for collecting food. Deliver food in GM vehicles.
- **Offer a Women's Wednesdays free oil change** with any other service (offer to general public or to women who attend car care clinic).
- **Host Car Care, Financial Literacy and Technology clinics** at the dealership for women.
- **Offer dealership employees as mentors** of students in community college technician training programs. Offer to provide guest lecturers and review curriculum to ensure it matches with real-world needs.
- **Offer a women's vehicle cleanup day** — vacuum and wash for \$25 — free safety inspection.
- **Partner with GM SafeKids** for car seat check-ups and the "No texting initiative." Combine GM SafeKids with a product Ride and Drive.
- **Offer "How-to Clinics"** for women on "How to buy a new vehicle," "How to get the most for your trade" and "How to get financing."
- **Identify a military cause to support** such as Wounded Warriors or a job recruiting plan for returning veterans. Collect goods and send care packages to troops in combat areas. Support letter-writing campaigns with grade-school students to find military pen pal. Host a veterans activity.

Engaging the Media: Tips, Tactics and Samples from WRN



A media pitch is your opportunity to drive a reporter's interest in your topic — and your dealership. You can pitch the media on a variety of topics. Here are three suggestions:

1. Purchase Power: The release included in this kit is focused on the purchasing power of women, and initiatives GM and its dealers are taking to strategically market to female customers. Add to this specific information about what your own dealership is doing to create a positive environment for women. Use ads in your promotion campaigns to show how your dealership is meeting the needs of women vehicle buyers. You'll find samples at the end of this kit. For editable versions go to: www.gmwomensretailnetwork.com.

2. Event: You may wish to create a release to alert media to an upcoming event at your dealership. Include the general information — who, what, when, where, how and why — along with a contact person's information. Feel free to include some of the information contained in the toolkit release if it helps to emphasize why your dealership is hosting an event targeted at women.

3. March is Women's History Month: Our nation's most revered organizations such as The Library of Congress, National Archives and National Park Service will be paying tribute to the generations of women whose commitment to nature and the planet have proved invaluable to society. The theme for 2015 is "Weaving the Stories of Women's Lives." You may wish to select March to pitch media about opportunities for women in today's automotive retail market, or the story of a woman who helped to change your dealership.

Tactics

Whether you are planning a one-on-one interview with local news outlets or you are inviting media to a dealership-based activity, consider the following:

- You'll need to call the reporter/editor (likely several times) and have a conversation with them. Emails alone are not effective.
- Consider contacting local TV, radio, newspapers and prominent bloggers in your area.
- Use the Purchasing Power of Women fact sheet in the toolkit as well as specific example of how your dealership is leveraging female employees to win over female customers, as one example.
- Make sure you pitch every news outlet associated with your advertising plan.
- Your dealership will likely receive favorable coverage by outlets that carry your advertising.

Sample Media Outreach:

EMAIL SUBJECT: Women's New Wealth Controls Auto Sales; [INSERT DEALERSHIP NAME]
Has Women Sellers for Women Buyers

Dear [INSERT REPORTER'S NAME]:

Women are buying most of the new cars in the U.S., and influencing the purchase of 85-percent of all vehicles sold. As a result, female customers are looking to female sellers to satisfy their demands. That's good news for [INSERT DEALERSHIP NAME], a women-owned dealership employing highly skilled females in all key positions.

Today, GM boasts 225 women-owned dealerships. [INSERT DEALERSHIP NAME] is actively seizing this market-driven opportunity by creating new initiatives to attract women buyers.

This story will truly resonate with your audience — both men and women. It is a local business story, an economic trend piece, an auto article, a social commentary and a women's page article. I will contact you shortly to discuss this great opportunity. I have several experts at my dealership and at General Motors available to discuss the importance of women customers and women dealers.

Best,

[INSERT NAME AND CONTACT INFORMATION OF DEALERSHIP MEDIA CONTACT]

[COPY AND PASTE TEMPLATED PRESS RELEASE INTO THE BODY OF THE EMAIL]

GM Women's Retail Network: 2015 Dealer Toolkit

For immediate release:

Contact: Jane Doe, XXXX Dealership

(555) 555-5555, jane.doe@aol.com

Women Drive Economy with Record High Purchasing Power

[City, State] — Female buying power is at an historic high — a fact GM and its dealers take very seriously.

“Women are now a primary consumer,” said Celeste Briggs, Director of the GM Women’s Retail Network (WRN). “They truly do hold the purse strings. They are formidable, intelligent and discerning buyers looking to spend money with businesses that understand their needs.”

Here are the facts:

- Women control \$7 trillion in U.S. spending. That’s 85 percent of overall consumer spending and includes everything from autos to healthcare.
- Women will control two-thirds of the consumer wealth in the U.S. over the next decade and will be the beneficiaries of the largest transference of wealth in our country’s history.
- Women buy more than half of the new cars in the U.S. (65 percent), influence up to 80 percent of all car purchases, and request 65 percent of the service work done at dealerships.
- Women will spend over \$200 billion on new cars and service this year.

Marketing to women is a strategic advantage for the GM and its dealers. In 2001, GM began its Women’s Retail Network to fill its dealership pipeline with highly skilled candidates for all dealership positions. The WRN continues as the auto industry’s only initiative to recruit and train women for retail-related positions and to place women as GM dealers.

“Our vision is to be the leader in the industry with a dealership population that mirrors our communities,” said Briggs. “We are increasing the number of women as dealers, managers and employees within GM dealerships. This is just one way in which we are uniquely positioned to attract and satisfy the growing market of female buyers.”

The WRN is engaged in several initiatives to promote women in the auto industry:

- **WRN Drive to Succeed Scholarship Program:** The WRN offers scholarships to females pursuing an academic degree with aspirations of making a career in any aspect of automotive retail including sales, service and management.
- **GM WOMEN: Field Sales, Service & Marketing Group:** This grassroots effort, comprised of 200 women representing all five U.S. regions, is focused on creating networking opportunities and career growth for women who serve as the interface between GM and its dealers.
- **20 Group:** NADA runs a 20 group exclusively for female dealers to share best practices, improve financial metrics and grow customer loyalty.
- **Service & Parts Network:** The WRN is creating a network that will connect and provide training to female service and parts managers and employees. The goal is to grow the number of women working in retail S&P by allocating the proper resources that empower people for success.

The number of female-owned dealerships is on the rise for GM. In 2013, GM recorded 215 female-owned dealerships, which accounted for 110,674 new vehicle sales and 13,287 dealership employees.

“Our dealers treat both women and men with respect,” said Briggs. “But they are hyper-sensitive to the needs of women. With their economic force, it will be women who intimately make or break us. More than the transaction, women focus on building a relationship with a company. We are looking for women to join our brand, and become loyal, life-long customers.”

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Digital Media Outreach: Tips, Tools and Samples



Digital media is the most used and most effective form of communication to reach both a broad audience and a very specific group, including customers and potential customers, media, civic leaders, educators and community organizations.

Whether you want to promote buzz and boost attendance for a dealership event, build a loyal following for your blog, or simply keep your dealership name in the media via regular tweets, digital media make great tools.

Tactics

Use all or a combination of these tools and tactics to build an audience and reach your most important targets.



EMAIL: Targeted email is a very effective method of communication, especially when followed by a phone call. When hosting an event, send an e-blast to everyone in your customer database describing the purpose of the activity and inviting them to come. You may wish to include an incentive to those who respond to the email — a car wash or other non-monetary award, such as a donation to a charity of choice. Quarterly or even monthly e-blasts (the modern form of newsletters) are a great way to keep in touch with customers and provide updates about products, incentives, awards, activities and top performers at the dealership.



WEBSITE: Now is the time to use the power of the Internet. Turn your web page into a billboard for your dealership. Many web pages are easy to build and keep current. Assign the task of updating the website to a tech-savvy employee. Don’t relegate this task to an intern — this is the face of your dealership and the first interaction most customers will have with your store. It is your brand. Make your website a top priority — think of it as your electronic front door. When hosting an event at your dealership, consider adding new information to your website daily leading up to the date. Create a game, lottery or other fun incentive to encourage people to watch.



BLOG: Well-written blogs can build a following of loyal readers who become customers. Blogs can also serve as powerful pulpits from which to share keen observations on social change, the role of women, education advocacy, community involvement and philanthropic support. By developing a point of view — not just an advertisement for your dealership — people will become roused and interested in what you have to say.

It is best to keep the text short and sweet. People will want to know specifically what you are doing to cash in women’s buying power. Bullets, statistics and quotes make good copy. People love personal stories. Write a post about a female’s positive experience with other women at your dealership.

When hosting an event, use your blog to spread the word. Repurpose the content of the press release and key messages to craft several blog posts leading to the event.

Digital Media Outreach: Tips, Tools and Samples continued



TWEET: If you tweet, tweet feverishly and with passion. Once you start, don't go into hibernation — you'll lose your audience. Keep the count fewer than 140 characters. To keep things simple, write a dozen or so tweets before you begin so that you'll have an arsenal. Always have a cache of tweets on hand in case you find yourself strapped for time. Set a digital daily alarm to remind yourself it's "Twitter time."



FACEBOOK: Use your dealership's Facebook page to create buzz, especially if you are hosting an event. Post photos/video during the event and after. Don't recreate the wheel. Repurpose the same content used in emails, website, tweets and blogs. Facebook is a very powerful recruiting tool. Potential employees might view your dealership as engaged, fun and relevant.



LINKEDIN: LinkedIn is not just for individuals. Many businesses use this channel to increase awareness, influence perception, generate leads, promote recognition and drive revenue. LinkedIn offers guides to help you tap into this powerful marketing tool including Company Pages, Sponsored Updates, expanding the reach of your content marketing strategies and reaching millions of active business professionals with rich display ads and highly-targeted text ads.

TIP

CREATE ONCE, PUBLISH EVERYWHERE.

Make the most of the content you create. Repurpose the same content used in emails, website, tweets and blogs. It is good to reinforce messages.

Not everyone uses the same social channels. If it's worthy of a blog or a tweet, it's also a good Facebook and LinkedIn post.

Social Media Outreach Samples

You can use the following samples to create your own media outreach messages:



TWITTER POSTS WRN Drive to Succeed Scholarship Samples

- We're pleased to congratulate nine exceptional women on receiving the Women's Retail Network scholarship award for 2014.
- The WRN Scholarship will help pay for female student education as they pursue careers in automotive retail.
- Please congratulate these women on receiving a WRN Drive to Succeed Scholarship: www.gmwomensretailnetwork.com
- We're pleased congratulate nine exceptional women on receiving the Women's Retail Network scholarship award for 2014
- Congratulations to the nine recipients of the 2014 Women's Retail Network scholarship: www.gmwomensretailnetwork.com



FACEBOOK POSTS WRN Drive to Succeed Scholarship Samples

- We were proud to sponsor {WINNER FULL NAME} for the 2014 GM Women's Retail Network Scholarship, and now we are doubly proud to announce that she has won! {NAME} will use the scholarship to pursue her education in automotive retail. We congratulate {NAME}, wish her much success, and look forward to seeing where her career takes her.

Visual suggestion: Photo of the winner, photo of the winner at work

- She did it! Congratulations, {WINNER NAME}, on winning the 2014 GM Women's Retail Network Scholarship! Read more about the scholarship at: www.gmwomensretailnetwork.com

Visual suggestion: Photo of the winner, photo of the winner at work

- Friends in the {CITY NAME} area, you're invited to join us at the dealership for a special celebration! On {DATE} at {TIME}, we will be presenting {WINNER NAME} with her check as a winner of the 2014 GM Women's Retail Network Scholarship. Please stop by to see her receive this prestigious award and wish her well.

Visual suggestion: Dealership, balloons at dealership, party at dealership

- Let's celebrate! On {DATE} at {TIME}, we will be presenting {WINNER NAME} with her check as a winner of the 2014 GM Women's Retail Network Scholarship. You are invited to stop by to see her receive this prestigious award and wish her well.



Who drives
Dealer Name
You Do!

Did you know that women buy more than half of the new cars in the U.S.?

At Dealer Name we believe our dealership should be built around who our customers are and what they want.

It's why we work to be sure our vehicles meet the needs of both men and women customers. It's why our dealership staff reflects the customers we serve.

It's why we are a proud member of the GM Women's Retail Network (WRN), dedicated to promoting and supporting women in the automotive retail environment. The WRN is the only network of its kind in the automotive industry.



Dealer Name
Address
City, State, Zip
Phone Number

It takes strong women to build a strong community.

Dealer Name thanks the women who make a difference in ours.



IN PROUD RECOGNITION OF
Person's Name

Copy about woman, her position, what she's done in the community, including key contributions and dates. Here's how these acts have benefited our city. We thank her for all she's done, she inspires us all. Keep up the good work.

Join us for a **FREE OIL CHANGE** now through Month 00, 2015 at Dealer Name



Dealer Name is a proud member of the GM Women's Retail Network, dedicated to promoting and supporting women in the automotive retail environment. It's the only network of its kind in the automotive industry.

Dealer Name
Address
City, State, Zip
Phone Number



NOTES

NOTES

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www.gmwomensretailnetwork.com