



## Upcoming DealersEdge webinars

Dealers are encouraged to take advantage of a partnership between The CATA and DealersEdge to provide high-quality training and informational webinars to dealers at a significantly discounted rate.

The rate for CATA members for the weekly presentations is \$149, or half what is charged to viewers who do not subscribe to DealersEdge. And to help introduce a new audience to them, DealersEdge will permit CATA members to view one of the next three webinars free. Webinars premiere on a near-weekly basis.

Even for dealers who hold an annual membership with DealersEdge, the new relationship with the CATA represents a savings, because DealersEdge offers its webinars to its own members for \$198. Regular annual membership fees are \$397, and normal fees are \$298 for non-DealersEdge members.

Once purchased, DealersEdge webinars and accompanying PDF files can be downloaded and viewed later—and repeatedly. No matter how many people watch at your location, each connection costs a CATA member just \$149. A telephone connection is not needed; and the fee includes both PowerPoint slides and audio.

To register for any of the DealersEdge webinars, go to [www.cata.info](http://www.cata.info). On the tan bar across the top of the screen, click on Education/Careers and follow the drop-down menu to CATA-DealersEdge webinars.

Upcoming webinars:

Thursday, July 11 at 12 p.m. CDT

**“TeleCom Tech Confusion: Cut Through the Clutter of New Technologies and Applications for Dealership TeleCom Systems”** Many of the changes brought by advancing technology in dealership systems

SEE **WEBINARS**, PAGE 2

## Dozens of dealerships to host barbecues for USO on July 20

Throughout their country’s history, Americans have felt profound appreciation and gratitude for the dedication and sacrifice of U.S. troops and their families.

In that vein, more than 40 area new-car dealerships signed on to host fundraiser barbecues on July 20, with all proceeds collected to be donated to USO programs that support deployed troops, military families, wounded, ill and injured troops and their caregivers, and families of the fallen.

The USO, a nonprofit, non-political organization, has for 70 years provided Americans with a tangible way to express appreciation and gratitude for the dedication and sacrifice of the na-



tion’s troops and their families.

The Chicago Automobile Trade Association has arranged for radio advertising and is working with many radio, print, television and social media partners to develop an aggressive promotional campaign leading up to July 20. All CATA messaging

SEE **BARBECUE**, PAGE 2

## SocialMediaROIpossiblewith7metrics

It’s been said for years that Social Media return on investment can’t be measured, perhaps as an excuse to discount the value of Social

Media or from fear of adapting to a new marketing tool. Or perhaps a bit of both.

A recent study by the Platt  
SEE **SOCIAL MEDIA**, PAGE 3

## Webinars

CONTINUED FROM PAGE 1

can be found in TeleCom. But in converting from wired to wireless, the choices can be mind-numbing.

Join dealership telecom expert Phillip Sherman for an examination of the new ways telecommunications technology and applications are being used successfully by a growing number of early adapters in the auto dealership world. You will learn:

- Which single telecom technology is raising dealership productivity to new heights
- Why being “hard-wired” to a desk is a thing of the past
- Why you will need to keep your “main” phone line, at least for now. But even your old phone number is likely to become a relic of the past
- And more tips on how to Cut Through the Clutter when buying state-of-the-art telecom equipment and services

Tuesday, July 16 at 12 p.m. CDT

**“How Lead Controllers & CFOs Can Master the Management of Multiple Dealer Group Locations and Staffers”** Master the art of “managing at a distance,” with this encore presentation by Sandi Jerome. Group Controllers or CFOs are challenged to maintain tight financial and business office discipline at groups with two to 20-plus locations. Learn ways to keep everyone on the same page.

The growth and dominance of small- to medium-sized dealer groups has done nothing but accelerate over the past decade or so. The growth of this dealership ownership structure is a challenge for those charged with keeping it all running smoothly. This is especially true for the Group CFO or Lead Controller.

## CATA offering Northwood scholarship

Dealership employees considering a Northwood University degree, and current and prospective Northwood students whose parents or legal guardians work at a CATA-member dealership are eligible to compete for a scholastic scholarship of \$6,500 a year for up to four years at Northwood.

The scholarship, funded by the Chicago Automobile Trade Association, is offered for full-time study in the university’s automotive marketing curriculum. Northwood, a private, accredited university specializing in managerial and entrepreneurial education, has three campuses: Midland, Mich., West Palm Beach, Fla., and Cedar Hill, Texas. Tuition and fees for the 2012-2013 school year were about \$15,000.

For consideration, scholarship applicants must have a high school grade point average of at least 2.5 on a 4.0 scale. Continued eligibility is subject to maintaining a 2.5 GPA at Northwood. For more information, call the CATA’s Dave Sloan at (630) 424-6055.

## Barbecue

CONTINUED FROM PAGE 1

will direct individuals to [www.DriveChicago.com](http://www.DriveChicago.com) to find participating dealers nearby. Host dealers will be highlighted on DriveChicago, with links to information on specific events.

The CATA and the USO also are jointly hosting a “Salute the Troops” social media contest, July 8-21. Dealers who best support this contest will win 500 tickets to the 2014 Chicago Auto Show.

Dealers who want to join the fundraiser should contact the CATA’s marketing director, Tim McBride, at (630) 424-6085.

Some of the planned fundraising activities include:

- Car Wash, with dealers asking for donations
- Lunch special for employees and their families and friends. They can leave the brown bag at home and eat in, to support the troops
- Cornhole/Bags Games. No American barbecue is complete without a cornhole/bags tourney!
- On Demand DJ, with donations made for song requests
- Social Media Donations. Enlist employees to promote the dealership’s USO Barbecue for the Troops through their Facebook, Twitter, LinkedIn and similar accounts, to collect additional donations through an event page.

## Congratulations!

Eight area dealerships were named 2012 Elite of Lexus Dealers: **Bredemann Lexus in Glenview, Lexus of Highland Park, Lexus of Merrillville, Lexus of Naperville, Lexus of Orland, McGrath Lexus of Chicago, McGrath Lexus of Westmont, and Woodfield Lexus (Schaumburg).**

Nine area dealerships are winners of the 2012 Toyota President’s Award: **Arlington Toyota (Palatine), Chicago Northside Toyota (Chicago), Classic Toyota (Waukegan), Continental Toyota (Hodgkins), Elgin Toyota, Oakbrook Toyota in Westmont, Planet Toyota (Matteson), Toyota of Merrillville, and Toyota of Naperville.**

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Listings of items for sale are subject to the approval of the CATA. Candidates for employment must submit a full resume to the Editor.

Review past editions dating to 1998 or search by subject at [www.cata.info](http://www.cata.info).

David E. Sloan  
Erik K. Higgins

President, Publisher  
Editor, Director of Dealer Affairs

## Social Media

FROM PAGE 1

Retail Institute was conducted in association with the American Marketing Association, which compared marketers' rankings of various channels' budget allocations against the channels' perceived importance and ROI. The study revealed that of the 11 channels identified, Social Media marketing ranked fourth in both current importance and ROI but ranks only sixth in budget allocation.

As Scott Monty of Ford Social explained in his blog: "The study reveals there's a mismatch between marketing budget and effectiveness in key areas. Two are mass media and customer support, which are being overspent on versus their return on investment. Alternately, email and social are being underspent on while they have a more effective ROI."

Social Media's ROI can be tracked. But the results gained from tracking must be tied back to a business' objectives to get real return on investment.

The following are Facebook objectives and results tracked on a weekly basis by Kathi Kruse, an automotive Social Media market-

Marketing Channel (survey ranking)	ROI	Budget allocation	Current importance	Future importance
Direct sales	1	2	2	3
Physical selling location	2	5	5	6
Company website	3	1	1	1
Social media	4	6	4	2
Email marketing	5	8	3	4
Inside sales telemarketing	6	10	8	9
Mass media	7	4	7	8
Call center	8	3	6	10
Digital marketplace	9	9	9	7
Direct mail and catalog	10	7	10	11
Mobile	11	11	11	5

ing expert, blogger, author, speaker, and founder of Kruse Control Inc.

**1. Community Growth: number of likes obtained.** This metric shows how a page is growing and can be tied in with budget spent on Facebook ads.

**2. Engagement: number of likes, comments and shares.** Content is what drives Social Media success. When content is tracked by how it is received by the audience, the business gets smarter about what to post in the future.

**3. Total Reach: number of people who viewed the content.** This is another metric that can be tied to Facebook ad spending. Facebook now allows advertisers to pay to reach more people.

While that is a lot different than even last year at this time, Kruse said that as a Facebook marketer, she is glad to have that available to her.

**4. Popular Posts: The posts got the highest engagement.** This is a useful metric for content curation. "As marketers," said Kruse, "we always use our best guess as to what the audience is looking for. Keeping track of your most popular posts allows you to give your audience more of what they like. I have a client who shares a lot of content around a certain female service advisor. She's well known in the community and has a bubbly, enthusiastic personality. Their posts with Mackenzie get off-the-chart engagement."

**5. Budget Spent**

**(Facebook ads, software tools, design, etc.).** Facebook is not free; one has to pay to play. Those who want to increase their reach must devote a budget for ads. Beyond an ad budget, money is needed for software monitoring tools, scheduling software, photos and graphic design. Since it is actual money that is spent, this is the easiest metric to track.

**6. Leads: number of leads generated.** This is the golden ring. There are two types of leads from Facebook: organic and traditional. Organic leads happen in the comments section of a post. Share a special offer and many times someone will ask, "How long is this for?" or "Do you service Nissans?" Be ready to answer the question and pose an-

other question to keep readers engaged.

A traditional lead come from a more proactive approach involving the strategic use of Facebook ads that click through to specific landing pages. There are thousands of ways to use this tactic, which all tie back to the business' objectives and the results sought.

**7. Sales: number of sales closed.** By their very nature, organic leads will be known immediately by the company's Social Media manager, who sometimes has had conversations with the lead for months.

When using more traditional campaigns with landing pages, it is helpful to have tracking software to know who the leads are so that follow-up can occur.

## Franchised New-Car Dealers in the 8-county CATA area as of 1 July 2013

Car Line	Chicago only Ill.	Rest of Cook Cty. Ill.	Lake Cnty. Ill.	DuPage Cnty. Ill.	McHenry Cnty. Ill.	Kane Cnty. Ill.	Will Cnty. Ill.	Lake Cnty. Ind.	Porter Cnty. Ind.	Total [prior] 1/1/2013	Total [present] 7/1/2013
Acura	1	4	2	3	0	0	0	1	0	11	11
Aston Martin	0	0	1	1	0	0	0	0	0	2	2
Audi	1	3	1	2	0	0	0	1	0	8	8
Bentley	0	1	0	1	0	0	0	0	0	3	2
BMW	1	4	1	3	1	0	0	1	0	11	11
Bugatti	1	0	0	0	0	0	0	0	0	1	1
Buick	2	10	1	4	4	1	3	2	3	31	30
Cadillac	1	8	2	2	1	0	1	1	0	16	16
Chevrolet	4	15	5	6	4	4	6	4	2	50	50
Chrysler	3	10	4	4	3	3	2	3	2	34	34
Dodge	4	11	4	4	3	3	2	3	2	36	36
Ferrari	0	0	1	1	0	0	0	0	0	2	2
Fiat	1	2	1	0	0	0	0	0	0	4	4
Fisker	0	2	0	0	0	0	0	0	0	2	2
Ford	3	13	6	7	3	4	5	4	2	46	47
GMC	1	10	1	4	3	1	2	2	2	27	26
Honda	4	10	3	2	1	2	1	2	0	25	25
Hyundai	2	10	3	3	1	1	1	2	0	23	23
Infiniti	1	4	1	2	0	0	0	0	0	8	8
Jaguar	1	3	1	2	0	0	0	1	0	8	8
Jeep	3	10	4	4	2	3	2	3	2	33	33
Kia	1	8	3	3	1	1	1	2	1	21	21
Lamborghini	1	0	0	0	0	0	0	0	0	2	1
Land Rover	1	3	1	2	0	0	0	0	0	7	7
Lexus	1	4	1	2	0	0	0	1	0	9	9
Lincoln	1	6	3	2	1	0	0	1	0	13	14
Lotus	0	0	1	1	0	0	0	0	0	2	2
Maserati	1	0	1	1	0	0	0	0	0	3	3
Maybach	0	0	0	0	0	0	0	0	0	1	0
Mazda	0	7	3	3	1	0	1	1	1	17	17
Mercedes	1	5	1	2	0	1	0	1	0	11	11
Mini	1	2	1	1	0	0	0	0	0	5	5
Mitsubishi	0	5	1	2	1	0	1	1	1	13	12
Nissan	2	12	3	4	1	1	1	2	1	27	27
Panoz	0	0	0	0	0	0	0	0	0	2	0
Porsche	0	3	1	1	0	0	0	0	0	5	5
Ram	4	11	4	4	3	3	2	3	2	37	36
Rolls-Royce	1	1	0	0	0	0	0	0	0	2	2
Scion	4	11	3	4	1	1	1	2	1	28	28
smart	0	2	0	0	0	1	0	0	0	4	3
Spyker	0	1	0	0	0	0	0	0	0	1	1
Subaru	1	5	2	2	1	1	1	1	1	15	15
Toyota	4	11	3	4	1	1	1	2	1	28	28
Volkswagen	2	7	3	4	1	0	1	1	0	19	19
Volvo	1	4	1	1	0	0	0	1	0	8	8
# of Car lines	61	238	78	98	38	32	35	49	23	660	652
# of Outlets	32	157	49	64	17	21	19	32	16	410	407

NOTE: The difference between car line and outlet figures is the result of outlets that handle more than one car line.