

SEE COOLING ECONOMY IMPROVINGLY

■ What makes it unique? Pinterest is highly visual and is effective in driving traffic to Web sites. It is also seen as a strong lead generator: more than 82 percent of U.S. online consumers have made a purchase based on recommendations from Pinterest.

■ How can dealers use it? Dealers can create a Pinterest account, create a set of boards and start pinning and sharing relevant items: original photography of vehicles, special cars for sale, vehicle tips and more. There is a great deal of vehicle-related information on Pinterest, and a category called car care and maintenance makes it a natural fit for dealers to generate leads.



Google+

■ What is it? Google+ is a social networking service operated by Google that is part of a connected suite of Google applications such as Gmail and YouTube.

■ How many people use it? Google claims 141 million users, but users mainly use other Google applications, hence many estimate that 15 percent of Internet users use Google+.

■ What users it? Google+ users tend to drive toward younger users, especially those who consider themselves "tech geeks."

■ What do users do? People and businesses can use Google+ as they use other social media tools such as Twitter and Facebook. They can send messages, photos and even video chat with other Google+ users. They also can use Google+ to search for things such as restaurants and local recommendations.

■ What makes it unique? A Google+ user's public profile contains information and photos that appear when someone conducts a regular Google search. If someone with a Gmail account searches for an auto dealership, a Google+ profile is displayed if the dealership has created one. It would be the consumer's first search page.

■ How can dealers use it? Dealers can create a Google+ account and profile. Because so many people use Google to search for information, a Google+ profile can enable a dealer to share information about the dealership and create an immediate personal connection. It also allows the dealership to be readily accessible to mobile users.



Instagram

■ What is it? Instagram, owned by Facebook, is a simple way to share photos and videos.

■ How many people use it? Instagram has 130 million users, with more than 90 percent under age 35.

■ What users it? Fifty-eight percent of Instagram users are female, 37 percent of Instagram users access the site daily and the average Instagram user spends 217 minutes

monthly on the site.

■ What do users do? Instagram users take and upload images and videos, add visual filters to enhance the photos and share with friends. They also follow their friends, friends and other users that catch their eye as they can "like" and comment on each other's images. Instagram can be easily connected to Facebook and Twitter, making it easy for users to share images and videos on cross-site platforms.

■ What makes it unique? Instagram is an easy-to-use platform that can be used only from a smartphone or tablet. Instagram filters are providing a platform for users to showcase their creativity.

■ How can dealers use it? Dealers can create an Instagram account and tag photos and take videos of anything visual at the dealership — vehicles, promotions, signs — to create a personal dealership experience.



Yelp

■ What is it? Yelp is an online guide to help people find businesses such as restaurants and retail stores. Customers review businesses and rate them based on their experiences.

■ How many people use it? Yelp had 100 million unique visits to its Web site in January. Yelp users have written more than 10 million reviews since the guide was started in 2004. There are 1 million businesses with active profiles.

■ What users it? Twenty-eight percent of users have gone to college or graduate school, and more than a third have incomes of more than \$100,000. Fifty-nine percent of searches on Yelp are conducted on mobile devices.

■ What do users do? By typing in a business category such as "restaurant" or "auto dealer" and a neighborhood location, users can search the database for local businesses, learn about companies and view what customers had to say about them. Once people have registered with Yelp, they can sign in and post reviews.

■ What makes it unique? Customer reviews are the heart of Yelp. Although online consumers can post reviews and opinions in many places — including Facebook, Google+ and others — Yelp was created specifically to help consumers find local businesses.

■ How can dealers use it? Yelp can help dealers manage their online reputation. Dealers can "claim" their business on Yelp by personalizing their pages with extra information such as business hours, photos and a link to the dealership Web site. They can also monitor what consumers say about them and, when appropriate, send a public or private response to a reviewer.

Source: Company Web sites and press releases, Forrester.com, eMarketer.com, Pew Research Center, Automotive News and media reports.

Stagram Picks Guide

Rachel S Tattersall



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