



Acura Digital Program: SOCIAL MEDIA & REPUTATION MANAGEMENT PROGRAM

3 Birds is a nationally recognized solutions, consulting, and analytics provider founded on a simple belief: dealerships and OEMs deserve a better digital marketing partner.



BASIC

REPUTATION MANAGEMENT

FULLY MANAGED

PREMIUM

\$279

\$475

\$795

\$1,495

FEATURES

FEATURES	BASIC	REPUTATION MANAGEMENT	FULLY MANAGED	PREMIUM
Full access to the intuitive 3 Birds technology platform that makes it easy for anyone to manage content posting and monitoring across multiple channels, and offers robust tracking and analytics	✓	✓	✓	✓
Access to exclusive library of thousands of social media content assets – fresh Honda/Acura content added weekly	✓		✓	✓
Access to Neighborhood Watch to monitor the top 10 online review sites	✓	✓	✓	✓
Access to Competitor Watch to track the online reputation of up to five competitive brand dealerships in your DMA	✓	✓	✓	✓
Access to 3 Birds robust social media reporting dashboard	✓		✓	✓
Full access to 3 Birds Academy, an online portal with training materials and guides to help you make the most of every social channel and review site	✓	✓	✓	✓
Monthly coaching call with your dedicated 3 Birds Digital Strategist	✓	✓	✓	✓
Dedicated account management, including consumer review responses, from a 3 Birds Digital Strategist		✓	✓	✓
Dealership-specific social media content			✓	✓
Organic review-building across all the most important review sites		✓	✓	✓
Claimed and optimized major social and review sites to help you engage and attract customers		✓	✓	✓
Fully responsive digital newsletter and engagement site specific to your dealership				✓
Increased social engagement through sharing dedicated newsletter content across your social channels				✓
3 Birds' robust reporting dashboard with advanced reporting and analytics				✓

SOCIAL ADS

OCCASIONAL OR RECURRING

Social advertising can be added to any package or purchased as a stand-alone item. We charge a management fee of 25% of the social advertising spend for occasional social ads or 20% of the social advertising spend for ongoing social ads. We also require a minimum social advertising spend of \$500/one-time and/or monthly.