

# The Dealer Reputation Advantage

Reputation Drives Visibility. Trust Drives Sales.

How dealers win shoppers before the first click.



## HOW SHOPPERS FIND YOU



- Reviews power Local Search & AI Search
- "Best dealer near me" favors volume, quality & freshness
- No reviews = invisible dealership

## GET MORE REVIEWS (WITHOUT MORE WORK)



- Text & email review invites
- Sales & service touchpoints
- QR cards, signage, business cards
- Automated or personal

## MANAGE & RESPOND WITH CONFIDENCE



- Easy review management
- Fast, professional responses
- AI-assisted replies save time
- Builds trust with future shoppers

## PUT REVIEWS ON YOUR WEBSITE



- Auto-import reviews
- Homepage & inventory widgets
- Boosts SEO & AI relevance
- Turns trust into action

## OWN AN INDEPENDENT REVIEW CHANNEL



- 60% of customers can't leave Google reviews
- Capture more authentic feedback
- Public, searchable, dealer-owned

## CONVERT MORE & SPEND LESS



- Up to 270%+ higher conversions on key pages
- Improves paid ad relevance
- Better ad position, lower CPC



Reviews influence discovery, trust, and revenue more than any other marketing initiative.

**INVITE • MANAGE • PROMOTE**

InMarketSolution turns reputation into your dealership's strongest growth engine.