

ORGANIC SOCIAL MANAGEMENT



Content Builds Connection. Connection Drives Value.

A strong organic strategy keeps your brand visible between campaigns, builds trust in your business, and creates the familiarity that drives buying decisions when the time comes.

FORDDIRECT - PRODUCT - PARTNER

Dealerships generate great moments every day with events, deliveries, and community involvement. Capturing and consistently sharing them at scale is where it becomes difficult. Our team acts as an extension of your brand, handling the planning, strategy, content creation, and posting while staying closely connected to each location for optimal authenticity.

SOCIAL MANAGEMENT PACKAGES			
PACKAGE INCLUSIONS:	ESSENTIAL	PROFESSIONAL	PREMIUM
Retail Ready Social Submissions Platform/App	✓	✓	✓
Meta (Facebook & Instagram) Profile Posting	✓ 4	✓ 8	✓ 12
Google Business Profile Posting (Matches Meta Content)	✗	✓ 8	✓ 12
Quarterly Content Calendar	✓	✓	✓
Dedicated Social Engagement Specialist	✓	✓	✓
Community Management (Mentions, Comments, Reviews, DMs)	✗	✓	✓
Boost Budget (Included in Monthly Cost)	✓ \$50	✓ \$100	✓ \$200
Retail Ready Social Submissions (Additional Posts/Videos)	✓ Up to 4	✓ Up to 8	✓ Up to 12
Retail Ready Social Submissions Platform/App Kickoff Training	✓	✓	✓
Monthly Cost	\$399	\$699	\$999

SOCIAL MANAGEMENT EXTRAS	
TikTok Posting (If Videos Submitted Regularly via RRSSP)	\$75/mo
On-Site Video Shoot for Social Content	Custom Quote Required
Spanish-Language Content	Included (Swap Some Posts on Calendar)

ONBOARDING MADE EASY!

Stream will work with you on necessary steps to make this process simple.

- Social Profile Access
- Content Strategy Discussion
- RRSSP Account Setup & Training



Interested in Learning More? Contact **Dave Greenhalgh**.
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