

Employee Profiles: Best Practices

Follow these 5 Best Practices to create a stand out and effective profile.

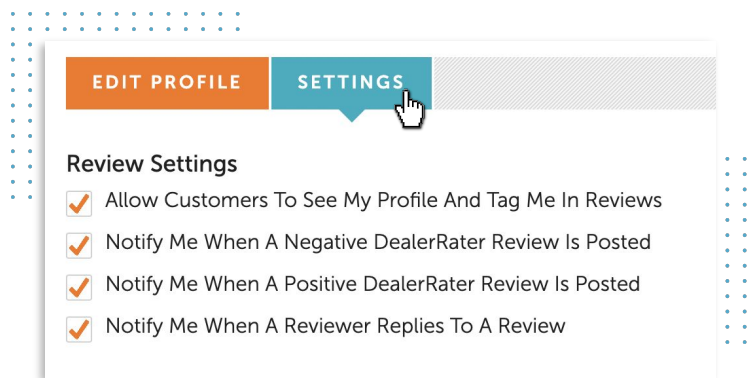
1. Adjust Notification Settings
2. Choose a Quality Photo
3. Write a Captivating Bio
3. Include a Welcome Video
4. Promote your Profile

Adjust Notification Settings

Select the Settings tab in the profile view.

Here you can check the box to allow that the user's profile can be viewed or tagged.



You can also adjust what type of notifications this user would receive.



Let's say you want to be notified if ever a negative review gets posted. With this box checked, you'll receive an email about the review, offering you the opportunity to approve our suggested response or edit it to address the review as you see fit.

Choose a Quality Photo

Upload a professional headshot to your profile. This encourages more quality leads and gives shoppers a recognizable face to seek out at your dealership (and submit a review for!).

 <p>Steve Dealer Manager at Cars Dealership</p>	<p>Bright, Forward Lighting</p> <p>Clean Background</p> <p>Professional</p> <p>Recognizable</p> <p>Smile and Be Yourself</p>	 <p>John D. Assistant</p>	<p>Dark Photo</p> <p>Back Lighting</p> <p>Busy Background</p> <p>Difficult to Recognize</p>
---------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------

Employee Profiles: Best Practices

Write a Captivating Bio

Create a personalized, relatable message for your bio by including:

- 3-4 Sentences (keep it concise!)
- Relatable details, like your interests and hometown
- Consider how those details relate to exceptional service at your dealership!
- What is your role at the dealership?
- How long have you worked there?
- Personal quote or motto
- Contact information

Add a Welcome Video

Let your personality shine with a video that focuses on the type of experience your shoppers will expect. This will help customers connect with your dealership in a more dynamic way, rather than just reading a static page on a screen.

YOUTUBE LINK

Upload a video to your dealership's YouTube channel and link out the video in your profile settings!

- Keep your video about 30 - 60 seconds
- Use the same tactics as your headshot
- Add music or your Dealership's logo
- Make it easy to follow

Promote your Profile

1. Bookmark the page for easy access
2. Add to Email Signatures and Social Media Bios
3. Create a QR Code
4. Add Credentials to your LinkedIn profile



Questions?

Email help@dealerrater.com