

# Social Media Strategy for VR Automoveis

## TRW-Analysis/Suggestions:

### Top Players Analyze(Tik Tok/Ig) :

(1) **Central car**: CAR videos, (combine with memes), Car Photos, Car Videos with Copy, Communication of Bonuses/Advantages/Values/Special Dates, New Arrivals, FAQ always present, the existence of CTAs directing to the website  
(Go get News for Automobile reason)

(2) **AguiarAuto**: Just videos and photos (site match)

(3) **AltaMontra**: High quality videos much better than the central car  
use of creativity with memes/effects/back music

(4) **Class and Speed**: Similar to Altamontra, with More CTAs (Services provided)

-(5) **NorteCar**: Videos (Capcut trends). Video Showcase of cars 3 screens,

-(6) **Edução Motor** : Testimonials with customers, even customers from outside the country, About the owner of the company, Communication of values, Good Quality videos, Introducing the whole team, Creativity, Bonus communication, funny videos

**Unic Way**: polls that you can choose between different generations of a car model ..,

Goal: Generate comments, understand/Attract TARGET AUDIENCE.  
Drive audience to the website / Call

**Overall Strategy**: Model what the other do best to get attention, with implementation of a Unic WAY and some AI Ideas.

## Chatgpt work 1st Hand Ideas Prioritize what you can do from home

**Before and After Photos:** Showcase transformations of used cars after detailing and refurbishment.

**Customer Testimonials:** Share stories and feedback from satisfied customers who purchased used cars.

**Car Spotlights:** Highlight specific used cars in your inventory, focusing on unique features or selling points.

**Comparison Posts:** Create side-by-side comparisons of similar used car models to help potential buyers make informed decisions.

**Interactive Polls:** Engage your audience with polls about their preferences in used cars, such as favorite brands or features.

**Tips for Buyers:** Offer advice and tips for purchasing a used car, including what to look for and common pitfalls to avoid.

**Trivia and Facts:** Share interesting facts about various car models or the history of the used car industry.

**User-Generated Content:** Encourage customers to share photos of their purchased used cars and their experiences with your dealership.

**Meme or Humor Posts:** Use memes or humorous content related to the used car industry to entertain your audience.

**Maintenance Tips:** Provide simple DIY maintenance tips for maintaining and caring for used cars.

**Car Care Tips:** Share advice on how to keep used cars looking and running their best.

**Interactive Quizzes:** Create quizzes to help followers determine which type of used car best suits their needs and lifestyle.

**Throwback Thursday:** Share vintage ads or photos of classic used cars to tap into nostalgia.

**Customer Appreciation Posts:** Show gratitude to customers by featuring them in posts or offering special discounts.

**Seasonal Promotions:** Tailor content to seasons or holidays, such as "Summer Road Trip Essentials" featuring used cars suitable for travel.

Interactive Stories: Use Instagram or Facebook Stories to create interactive polls, quizzes, or behind-the-scenes glimpses.

Customer Success Stories: Share stories of customers who found their dream used car at your dealership.

Car Industry News: Share relevant news articles or updates about the automotive industry.

Car Care Product Recommendations: Recommend products for cleaning, maintaining, and enhancing used cars.

Finance Tips: Provide tips and advice on financing options for purchasing used cars.

Customer FAQs: Address frequently asked questions from customers about buying or financing used cars.

Car Industry Trivia: Share trivia questions about the automotive industry and give shoutouts to followers who answer correctly.

Car Buying Tips for First-Time Buyers: Offer advice tailored specifically to first-time buyers looking for used cars.

Car Maintenance Tutorials: Create step-by-step tutorials for basic car maintenance tasks that can save money for used car owners.

Car Brand Spotlights: Highlight different car brands available in your inventory and their unique selling points.

Car Finance Explainers: Break down complex finance terms and explain different financing options available for used car buyers.

Car Technology Trends: Discuss emerging car technology trends and how they impact the used car market.

Holiday Specials and Gift Ideas: Offer special promotions or gift ideas for holidays, birthdays, or other special occasions related to used cars.

## 2nd Hand Ideas

Feature Stories: Share in-depth stories about the history or unique features of specific used car models.

Car Modification Ideas: Share ideas and inspiration for modifying used cars to personalize them to the owner's tastes.

Interactive Challenges: Challenge followers to share their best car-related stories, photos, or tips for a chance to win a prize.

Top 10 Lists: Create lists such as "Top 10 Reliable Used Cars Under \$10,000" or "Top 10 Family-Friendly Used Cars."

Car Buying Myths Debunked: Address common misconceptions about buying used cars.

Featured Discounts: Highlight special discounts or promotions on select used cars.

Employee Spotlights: