

## Wetpaint expands their social media portfolio

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Wetpaint social media department has been growing exponentially over the last few months. Most notable amongst these leaps and bounds are the variety of automotive clients which have been recently acquired. Namely: a number of Jaguar, Land Rover, Subaru and Volvo dealerships in the Gauteng region.





Creating a powerful online presence requires a seamless integration of online platforms in a way that is informative, fun, interactive, engages consumers, and creates an accountable means of lead generation. That is the beauty behind online marketing tools; every click is traceable. For an industry, like the automotive industry, which rely so heavily on lead generation and conversion of leads into sales this makes the online and social media landscape the ideal environment.





New vehicle launches, dealership locations, special offers, product review videos, and concept car images are just a few of the varieties of content that we share via social media sites like Facebook. Our aim is to provide something that will interest the automotive enthusiast on a daily basis.

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