

## Digital Clarity to build Social Media strategy for FindsYouCars.com

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Digital Clarity today announced that it was working with FindsYouCars.com to help plan, build and execute a Social Media strategy for the company.

Carlo Walther, Marketing Director at FindsYouCars.com said, "As FindsYouCars.com continues to grow and add more value to both car buyers and dealers who use the service, the need to engage on growing platforms such as Twitter, Facebook, as well as a dedicated blog - are becoming increasingly important as the online market continues to mature". He added, "Digital Clarity have worked closely with us on Paid Search (PPC) from launch and have a great feel for the correlation of how to use Social Media in a customer acquisition and brand building exercise".

Reggie James, Digital Clarity MD noted, "FindsYouCars.com has a high take-up in the Automotive sector and it made sense to focus efforts on building a strong community feel for new and existing users of its platform, allowing them an outlet to share and discuss the company's offerings. Many customers talk about customer engagement, though using platforms like Facebook, add value to a company's brand and shows a confidence in its abilities to let end-users and customers openly interact with the company".

The Social Media strategy will incorporate Facebook, Twitter, a dedicated blog with content being provided by news agency specialist, Adfero. Digital Clarity will continue to build on FindsYouCars.com's current Paid Search activity that currently incorporates Yahoo! Bing & Google properties.

### Digital Clarity

Digital Clarity are a leading Search & Digital Marketing agency specializing in Paid Search, SEO, Social Media, Analytics and Mobile. Digital Clarity focuses on creating integrated marketing campaigns for customer and service acquisition. Digital Clarity work with a wide variety of clients including, Mercedes-Benz, Abbey International, Bonusprint, FrontRange and Crimson Business as well as working with 3rd party agencies like JWT. For more information visit: [www.digital-clarity.com](http://www.digital-clarity.com)

### FindsYouCars.com

Pioneered by CEO Guy Walker and Chairman Adrian Cox, former UK and European chief executive of Ask Jeeves, FindsYouCars.com is a service that helps car buyers find what they want from suppliers keen to meet their exact requirements. A 'find engine' rather than a search engine, the service delivers 100% relevant, bespoke results, saving time and effort for buyers and sellers alike. FindsYouCars.com is free to consumers, safe, secure and is governed by a code of practice which requires everyone to behave honourably. For more information visit: [www.findsyocars.com](http://www.findsyocars.com)

### Reggie James

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