

FOR IMMEDIATE RELEASE
May 12, 2010

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Travidia, Inc. to Launch Social Media Management Features to Link Automotive Sales Inventory to [Facebook](#) and [Twitter](#)

(Chico, CA – May 12, 2010) – Successful sales are about more than just pushing the content out. Savvy buyers are now accustomed to interacting online to make their sales decisions, thus making social media a new sales tool, especially for auto dealers. Recognizing that, Travidia's technology is adding tools for auto dealers such as social media management and inventory access via [Facebook](#) and [Twitter](#) so their advertisers can stay connected with the consumer and instantly generate leads.

According to Facebook's [statistics](#), there are now more than 400 million active users who share more than 25 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) each month. To keep up with this new communication revolution, Travidia has added the power and popularity of the social media sites, [Facebook](#) and [Twitter](#), to its suite of social media tools for automotive sales clients. Travidia Inc.'s Bamboo Auto Solution is the Internet-based auto sales solution that changed the face of car sales by bringing auto dealers online and into the future of Web sales.

Dealers who create a business profile on Facebook and/or Twitter will now be able to instantly upload their automotive inventory or send promotional messages to these profiles. Potential customers who visit these profiles will be able to instantly be linked to the auto dealer's site that advertised the vehicle of interest. Therefore, the application generates online leads for auto dealers. To take full advantage of the social media profile, dealers will need to invest time in building additional content for the Wall and Notes pages within Facebook and maintain a regular presence on Twitter, but the inventory piece will be covered by Travidia's technology. Travidia can also develop the initial profiles for auto dealers not currently using social media.

"Dealers and resellers could already upload inventories and publish them in minutes," says James Green, Travidia's chief marketing officer. "But now, dealers and resellers can push that content to Facebook and Twitter at the same time — where they can promote specials, showcase vehicles and even send out invitations to sales events."

About [Travidia, Inc.](#)

Travidia, Inc. is a leading provider of Internet marketing management and digital advertising publishing services for top newspaper companies and local advertisers. Travidia is the parent company to Bamboo AdNetwork. Travidia, Inc. is a privately held company with corporate offices in Chico, Calif. For more information, visit www.travidia.com or call (530) 343-6400.

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