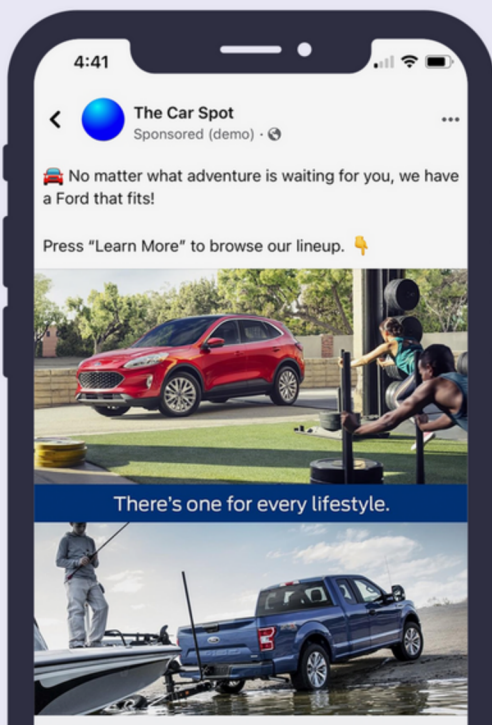
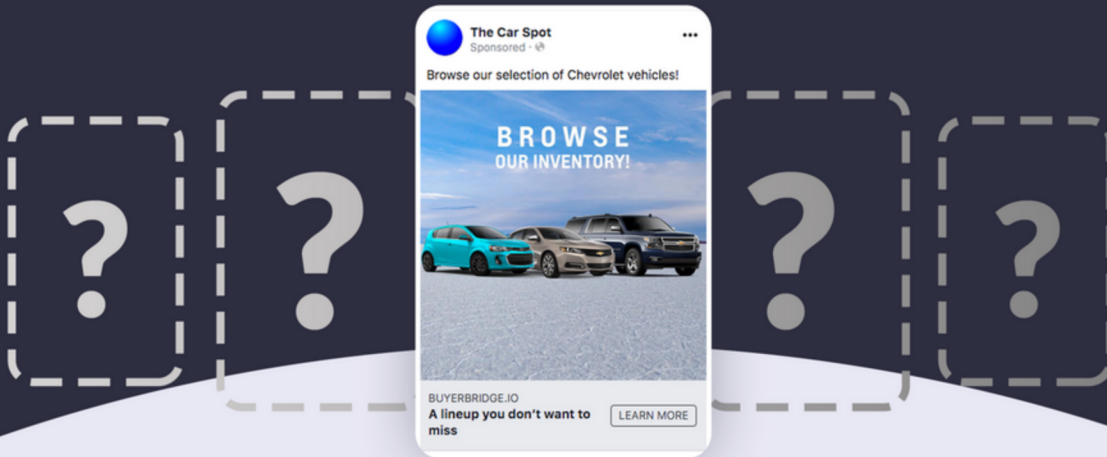


# 5 KEY FACEBOOK CAMPAIGNS

## Your Dealership Needs To Be Running



## AWARENESS & BRANDING

With dozens of dealerships offering the same inventory as yours, why should your audience choose to buy from YOU? Differentiate your dealership's brands from your competition through **Reach** and **Brand Awareness** campaigns that deliver brand-forward, "Why Buy Here" messaging, like testimonials, videos, and "human-first" content

### Audience Targeting:



#### Custom Audience(s):

Website Retargeting - All Website Visitors - 30 Days

*Inclusions:* None specified

*Exclusions:* None specified



#### Targeting Radius:

Within 50 mile radius of dealership address



**PRO TIP:** Other Customers For Life key audiences to target include recent customers, upcoming lease expiration and recall lists.

# INVENTORY ADS (AIA)

Automotive Inventory Ads are the perfect way to deliver your inventory to active in-market shoppers. Use the “Catalog Sales” objective and Facebook’s Broad Audience Targeting to reach shoppers with the vehicle most relevant to them. Try separating your ad sets into New and Used, and decide whether to direct traffic to on-Facebook VDPs or off-Facebook VDPs on their website.

## Audience Targeting:



### Custom Audience(s):

Retargeting - Catalog Sales - Inventory Ads - 30 days  
Prospecting - Broad Audience Targeting

*Inclusions:* Users who viewed content in the past 30 days

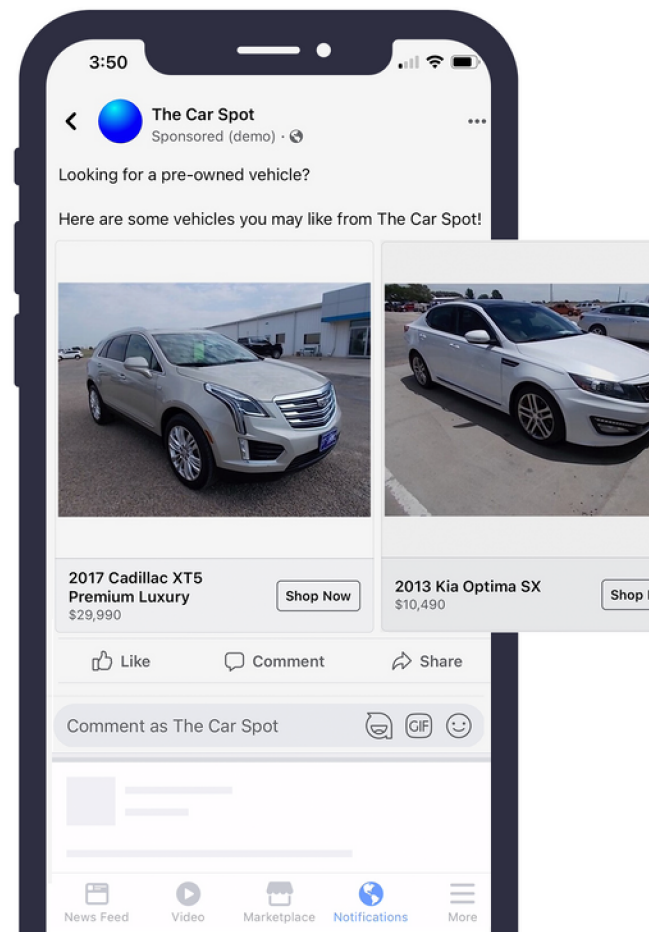
*Exclusions:* Users who have filled out lead forms



### Targeting Radius:

Retargeting: Within 50 mile radius of dealership address

Prospecting: Within 25 mile radius of dealership address



# SPECIALS & EVENTS

Deliver fresh content to shoppers every month that reveals your dealership’s events, promos, specials, and offers! In addition to Broad Audience Targeting, an easy way to find new people who are likely to be in-market is to build a **Prospecting** campaign using a Lookalike audience based on customers or those who have visited your dealership’s website

## Audience Targeting:



### Custom Audience(s):

Prospecting - Website Visitors - Lookalike - 180 days

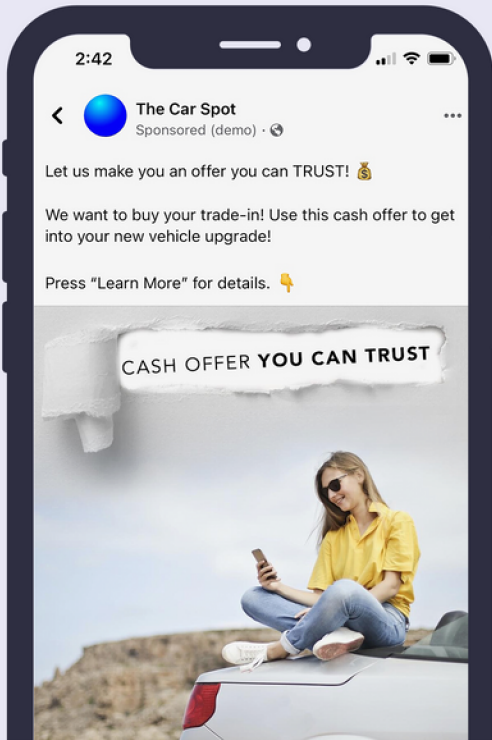
*Inclusions:* None specified

*Exclusions:* Users who have visited your website in the past 30 days



### Targeting Radius:

Within 50 mile radius of dealership address



**PRO TIP:** Facebook’s Best Practice is to turn on Automatic Placements and let Facebook decide where your ad should go.

# RETARGETING

Keep your dealership top-of-mind throughout your customers' car buying journey by using messaging that's relevant to your audience! The most efficient way to do this is to build a **Retargeting** campaign with a custom audience, which will retarget users who have interacted with your dealership's brand both on and off of Facebook.

## Audience Targeting:



### Custom Audience(s):

Dynamic Retargeting - All Website Visitors - 30 Days

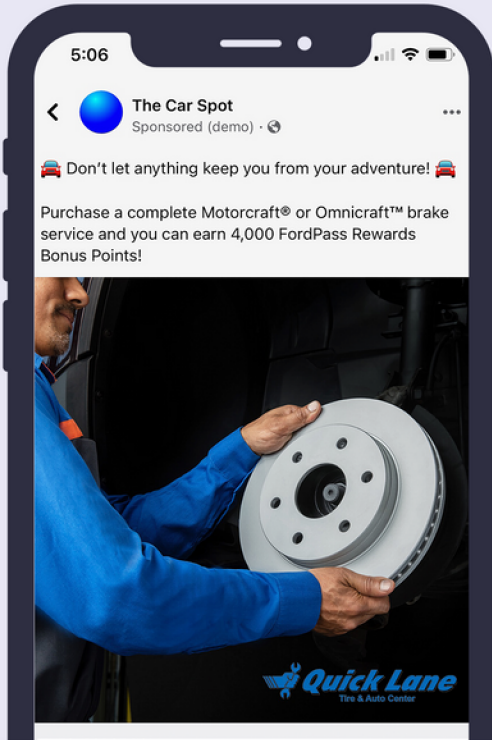
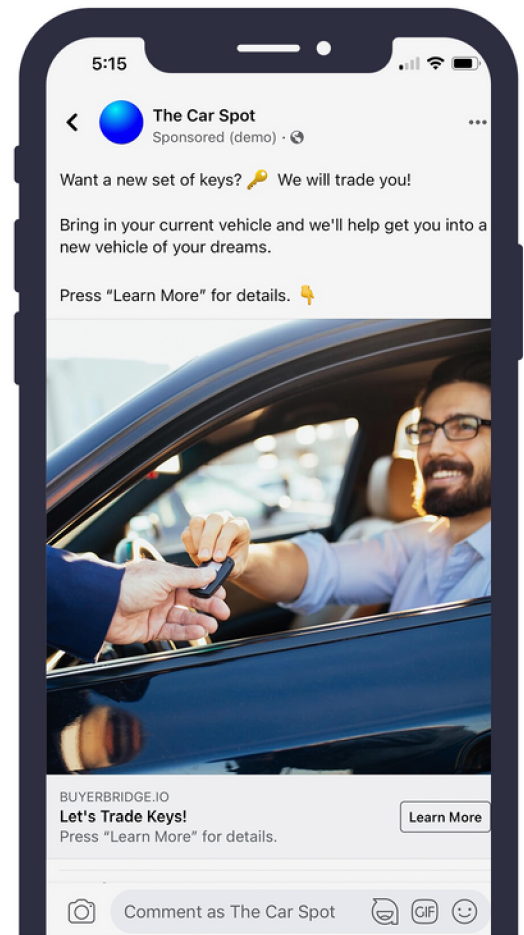
*Inclusions:* Users who searched a vehicle, viewed content or added vehicle to wishlist in the past 30 days

*Exclusions:* Users who have visited your site in the past 30 days



### Targeting Radius:

Within 50 mile radius of dealership address



**PRO TIP:** Other Customers For Life key audiences to target include recent customers, upcoming lease expiration and recall lists.

# CUSTOMERS FOR LIFE

The buyer journey doesn't end after the sale; that's just the start of building customer loyalty for life. Continue building a relationship with recent buyers through messaging focused around service, recalls, maintenance, and more. Building a **Reach** campaign using a custom audience will help your dealership deliver this messaging to people in need of service, follow up with customers and ensure they remain connected.

## Audience Targeting:



### Custom Audience(s):

Prospecting - Reach - Current Customers

*Inclusions:* None specified

*Exclusions:* Active service customers



### Targeting Radius:

Within 50 mile radius of dealership address



# KEY TAKEAWAYS & FINAL RECOMMENDATIONS:

1

## Create a “Full-Funnel” Strategy

To truly help your dealership transform Facebook into a revenue stream, you need to reach shoppers at every stage in the buyer journey. With a full-funnel strategy that is set up to cover everything from Awareness to Conversion, you will deliver the right message, to the right audience, at the right time.

2

## Further Your Dealership’s Specific Objectives

While these 5 campaigns are essential for a full-funnel strategy, always align your ad campaigns and budgets to the core goals of your dealership. If you need more service ROs, your campaigns should reflect that.

3

## Always Be Monitoring, Testing, and Tracking Results

Monitor and test various audiences, creative, and ad copy to determine the right strategy that drives the best results for your dealership! Be sure to use Facebook’s Offline Conversion Events to establish how your ad campaigns are leading to vehicle sales.

**EMAIL INFO@IDMD.CA**

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