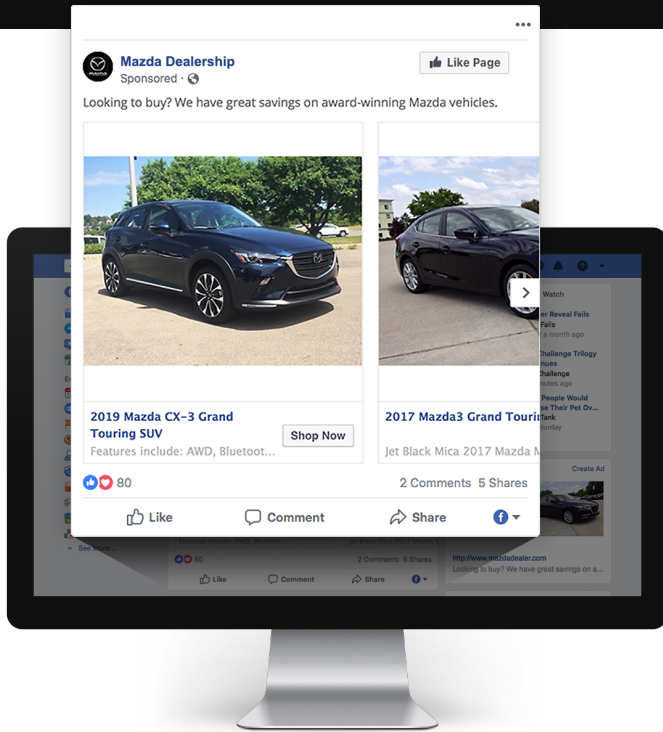


# BEST PRACTICE SERIES: SOCIAL ADVERTISING

Facebook and other social properties have immense scale and are top platforms throughout the customer journey. In fact, 78% of Internet users in the US access Facebook every single month, which is over 215 Million people monthly. Over 166 Million people access Facebook every day, which amounts to 78% of monthly active users. Social advertising offers dealers a creative way to connect with their audience, on the platforms their customers are already active on.



## QUICK TIPS:

- Install a Facebook Pixel on your website to effectively track your Facebook advertising efforts.
- Ensure you are always achieving a reach of 50-70% of your target for your campaigns, and increase your reach target for the first 4-8 weeks when launching a new, important campaign. Target a frequency of 1.5-2x per week for 8-12 weeks. When launching a new campaign, aim for 3-4x per week for up to 4-8 weeks.
- For hyper-targeted campaigns, export a customer list from your CRM and develop a campaign specific to those customers. Think about customers who are coming off lease, who are current owners, who are in an equity position on their vehicle.
- Use your dealership logo consistently in all advertising creative that you run. This helps users develop familiarity with your brand.

## ✓ TARGETING METHODS

**Utilize refined targeting methods to deliver your message to the right people.** Through Facebook, dealers have the ability to target vast audiences including: Geographic Targeting (DMA, Radius, Zip Code, City), Demographic Targeting (Age, Gender, Occupation), Behavioral/Interest-Based Targeting, Website Retargeting, Custom Audience List, Look-a-Like Audiences, In-Market Audiences, and more!

## ✓ CREATIVE APPLICATIONS

**Deliver your message with a Video, Carousel and Link Ads across Facebook and Instagram.** These are the highest performing creative applications on the Facebook and Instagram platforms, especially when the creative is custom. In fact, carousel ads are 10x better at getting clicks than static posts. Why? Because the creative is engaging and inspires consumer action either via a video view or click-through to your website to see the inventory you have in stock.

## ✓ CALL-TO-ACTION

**Ensure you have a strong message and an even stronger Call-to-Action.** While the copy in your ad comes second to the creative you use, it's still important to have a clear, concise and direct message that is easy for the consumer to understand. Be direct with your Call-to-Action and ask for the click. In fact, there is a 2.85x increase in CTRs from Facebook's Call-to-Action buttons. Use copy like "Click the 'Contact Us' button to schedule a test drive," or "Click the 'Apply Now' button to get financing."

## ✓ LANDING PAGE

**Land customers on a relevant landing page.** Not only does this help keep the customer experience fluid, it is the natural way to progress the consumer through the sales funnel. And as a plus, it helps to reduce bounces off of your ad and your site.

## ✓ MOBILE ADS

**Enable your ads for mobile...** because that's where the people are. Facebook reports that users spend 1 in every 4 mobile minutes on Facebook and Instagram. Twenty-seven percent of people in the US report doing most of their vehicle research on mobile and 45% of millennials do most of their research on mobile. As a result, it is necessary to ensure you are advertising and operating on mobile.