



Facebook & Instagram:

Increase Sales and Measure Your ROI



DEALER OMG
ONLINE MARKETING GROUP



Andrew Street

OUTLINE

1. Facebook's Value Proposition
2. How It Relates to Your Dealership
3. What We've Learned
4. How to get started



2,600

**Touches
Every Day**

*The average American scrolls
300' each day*



3,100,000
apps



75%

of consumers'
app time is spent
using just 4 apps



2.6b
People
Each month



165m
People in US
Every Day

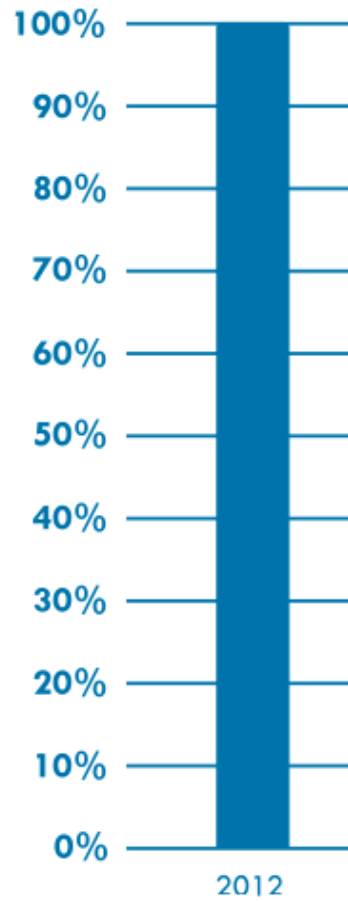
50+
Minutes
Every Day

**Reach people
where they are
the most
engaged**



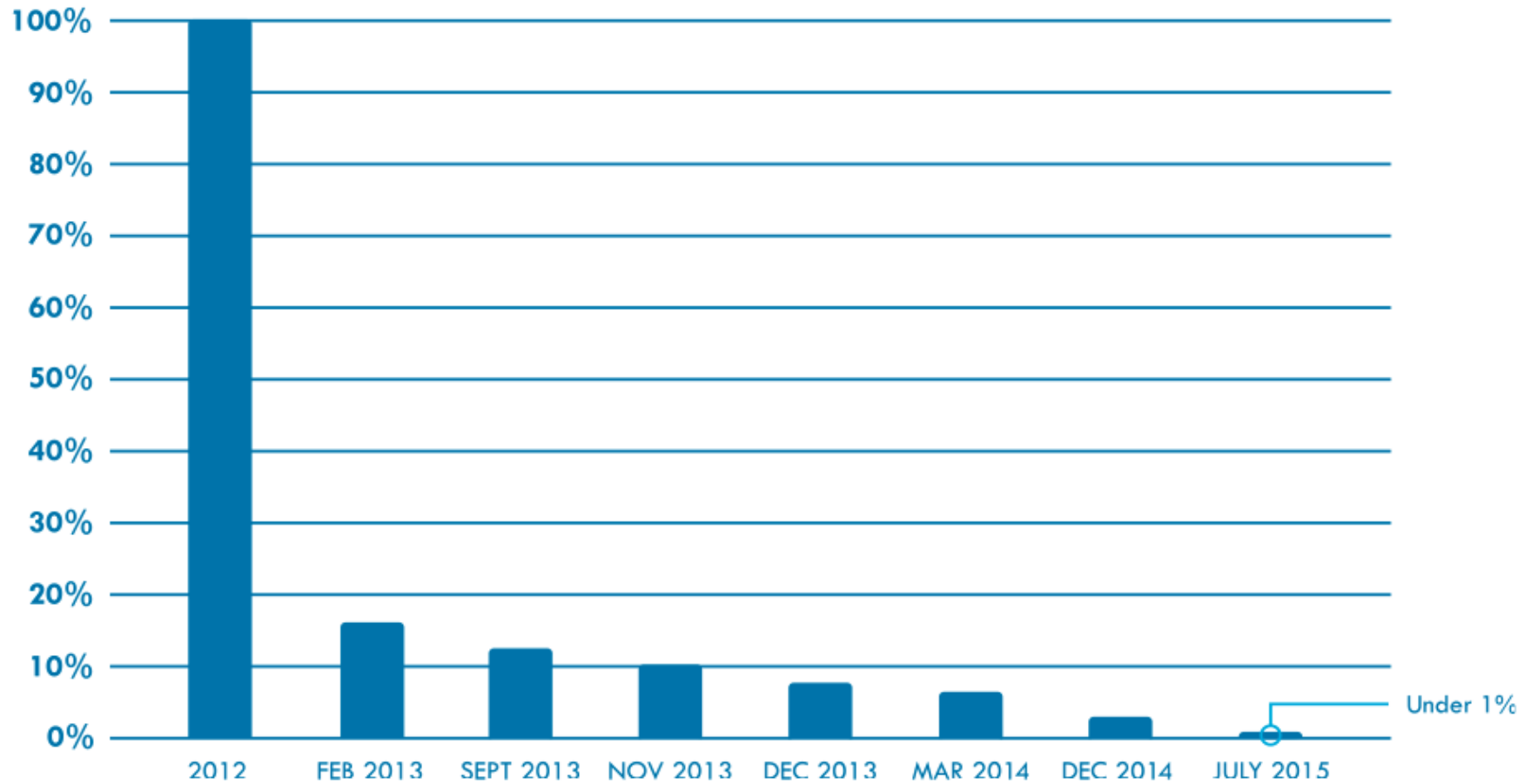
ORGANIC REACH PER FAN

FEB 2012 - JULY 2015



SOURCE: TECHCRUNCH.COM

ORGANIC REACH PER FAN FEB 2012 - JULY 2015



SOURCE: TECHCRUNCH.COM

So What?...



In-Market Shoppers & Owners are on Facebook & Instagram

75%



Your Store

Reach

11x audience size

Quality

Polk and DLX verified

People

Real identity targeting

4%

3%

3%

2%

2%

2%

Facebook

AutoTrader

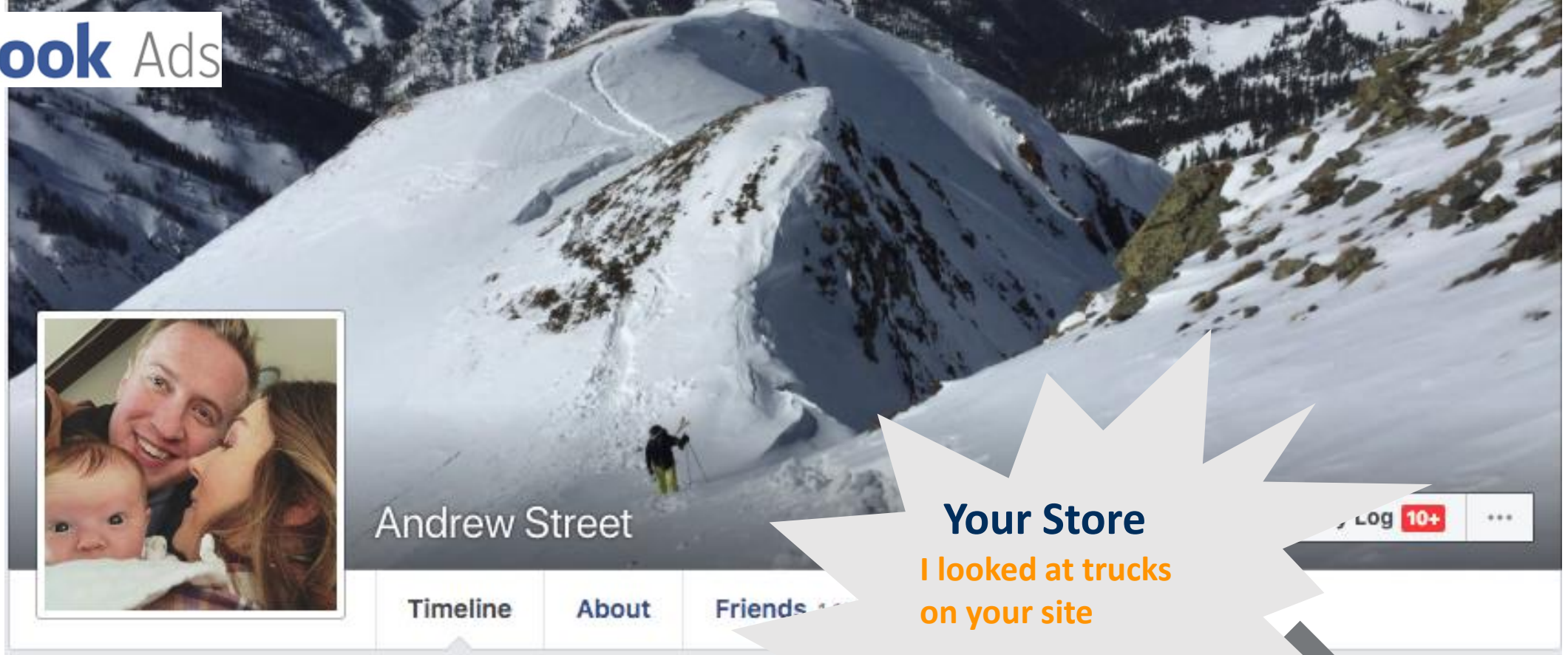
AOL Autos

Cars.com

Edmunds

MSN Autos

KBB



Your Store
I looked at trucks
on your site

Facebook Data

- live in Northwest Austin Texas
- 36
- Married with a newborn girl

- looking at jeep
- Business owner
- 5 friends endorse store

- Own SUV
- Shop for
- Credit score income

Data Warehouse

2011

facebook








Search


Home Profile Account


Kevin Tighe

Wall Info Photos +

What's on your mind?


Attach:        **Share**  Options


 **Kevin Tighe** This one's for you, Chuck!


 **Another Performance**
www.youtube.com
Anything Goes


August 21 at 11:45am · Comment · Like · Share


RECENT ACTIVITY

 Kevin commented on Chuck Hughes's status.


 Kevin is now friends with Chip Rigsbee and 3 other people.


 Kevin wrote on David Ainbinder's Wall.

 **Kevin Tighe** Have a good laugh with Business Time!

 **Flight of the Conchords- Business Time**
www.youtube.com
Flight of the Conchords performing their song "Business Time."


August 14 at 7:01pm · Comment · Like · Share

 **Kevin Tighe**

 **New Orleans** A quick trip through The Big Easy last week.
By: Cambridge Practice Consultants
Photos: 5


August 11 at 2:08pm · Comment · Like · Share

Think You Can Win


 15 Free spins are waiting for you. Play and win big prizes at Prize-O-Rama™, the hot new game on Facebook.

 Like


Dental Technology Consultants


 Dental Professionals: finding it hard to keep up with technology? Become a fan and get daily updates on what's new for dental offices.

Tom Winkler, Casie A. Tanner, and 3 other friends like Dental Technology Consultants.

 Like

PreXion 3D High Quality Cone...

 PreXion's high quality 3D images & more accurate diagnosis increases patient acceptance equals more revenue & profit James Jesse DDS

 Like

The Value Prop Has Shifted...



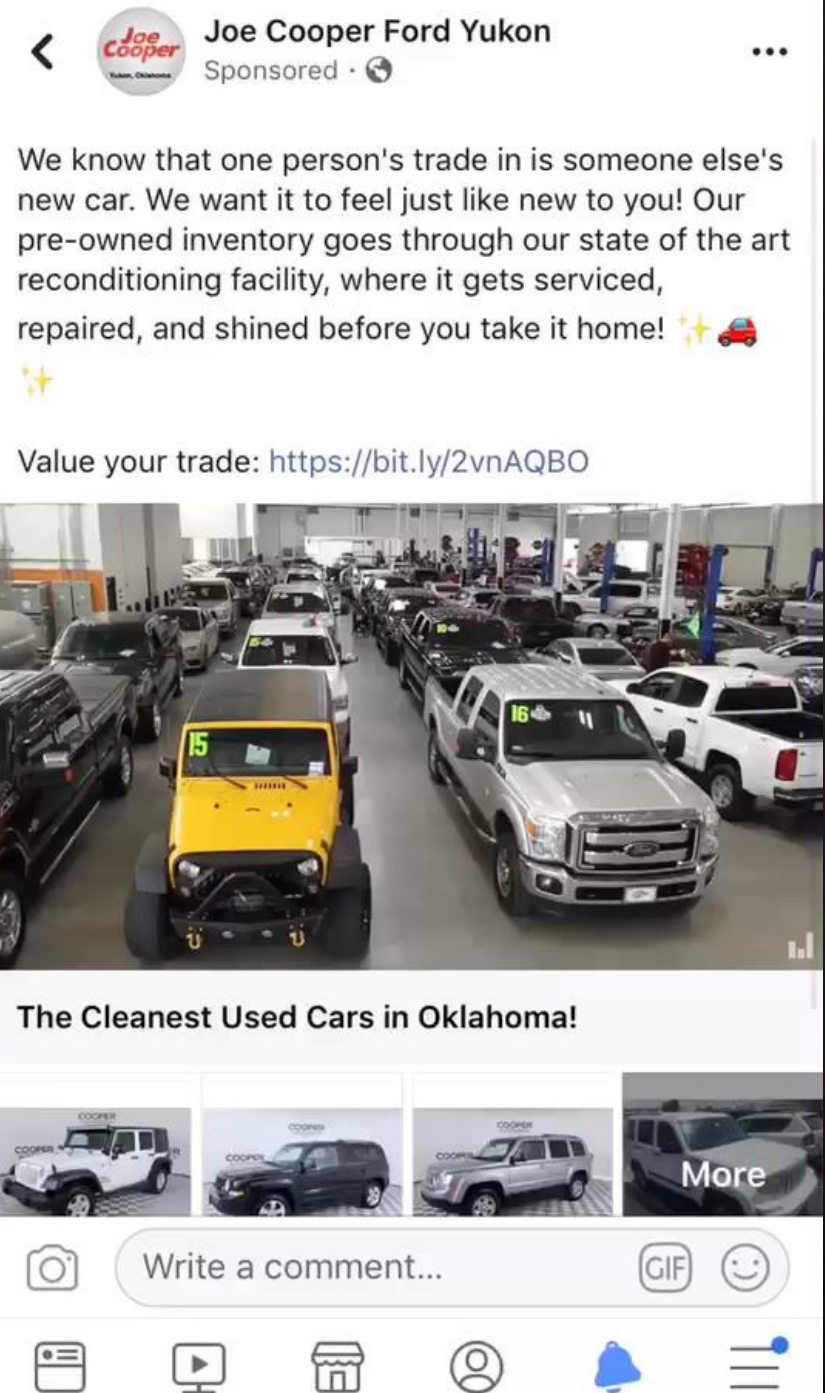
Social Objectives

Likes, Shares, Engagement
(Fan Acquisition & Rep Management)

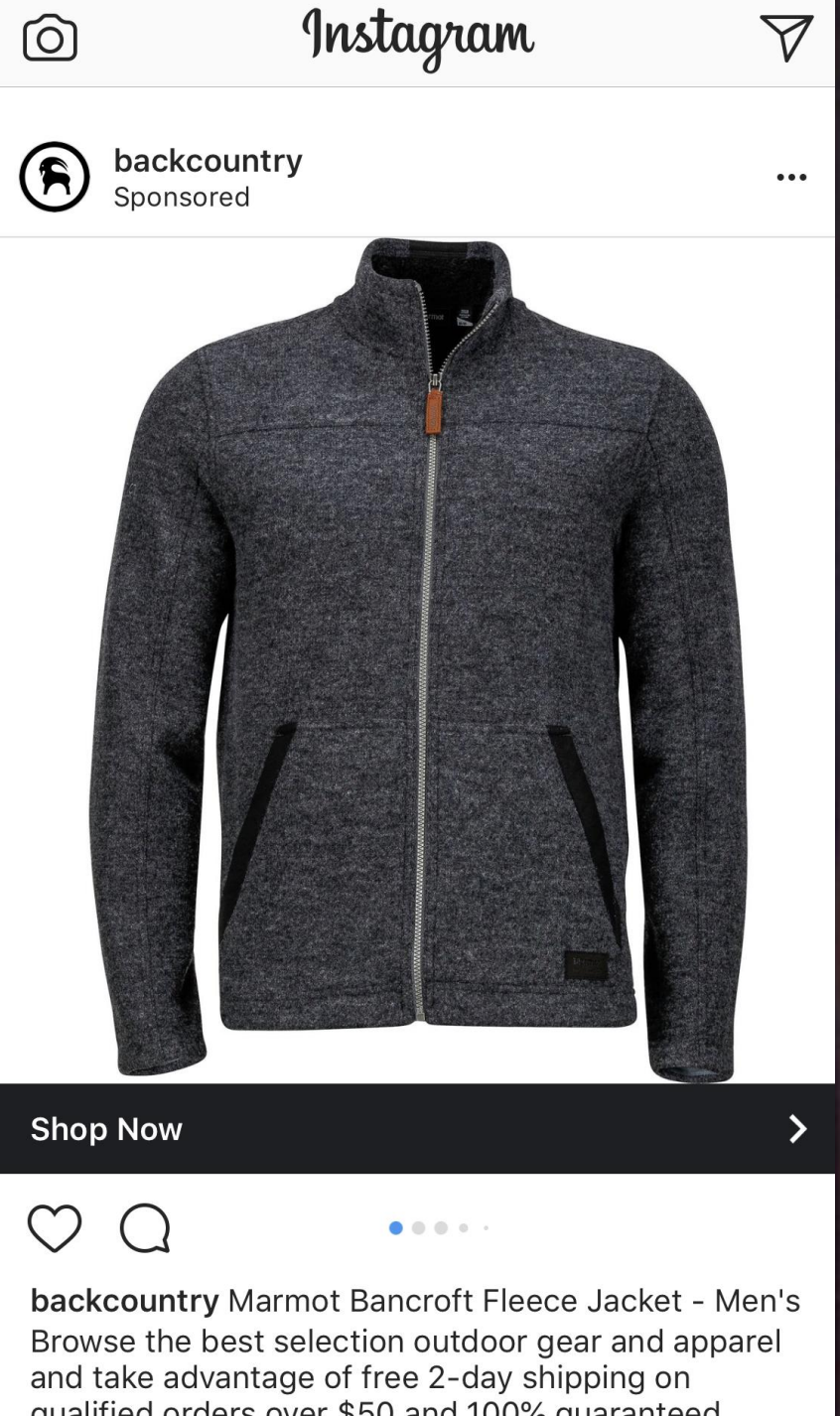
Business Objectives

Leads, Conversions, Reach & Consideration

2019



2019



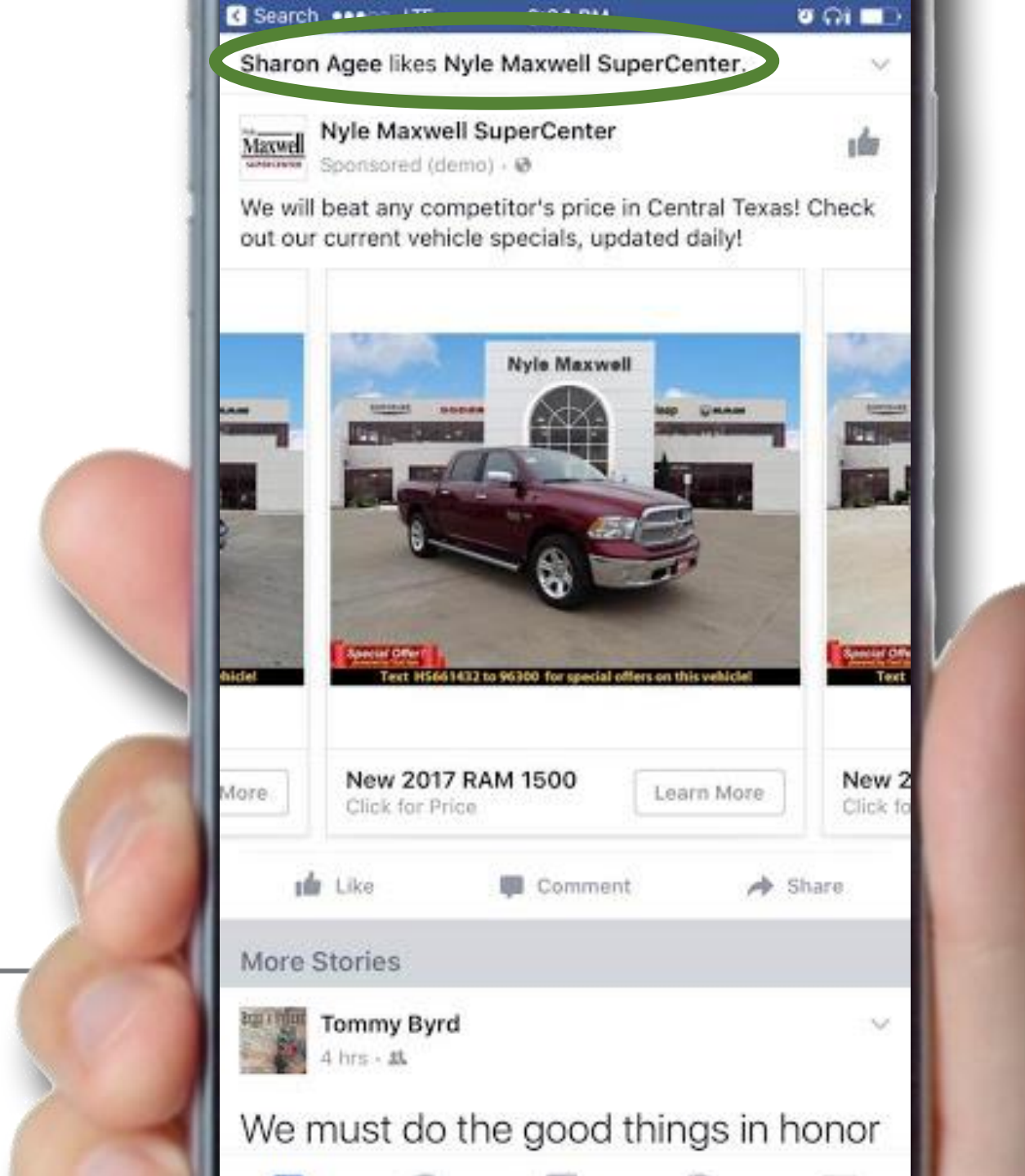
*70% of customers who purchased from a subprime lot,
picked their dealership because of inventory*

2018

**Put People First
...Not Product**



2019



Data matching is the game changer....

External
Data



Facebook
Data



Data matching is the game changer....

External
Data




Facebook
Data



Modernize your approach

The Most Cost-Effective Paid Marketing Strategy





Lindsay Shearon

✓ Friends ▾

✓ Following ▾

Message

...

Timeline

About

Friends 13 Mutual

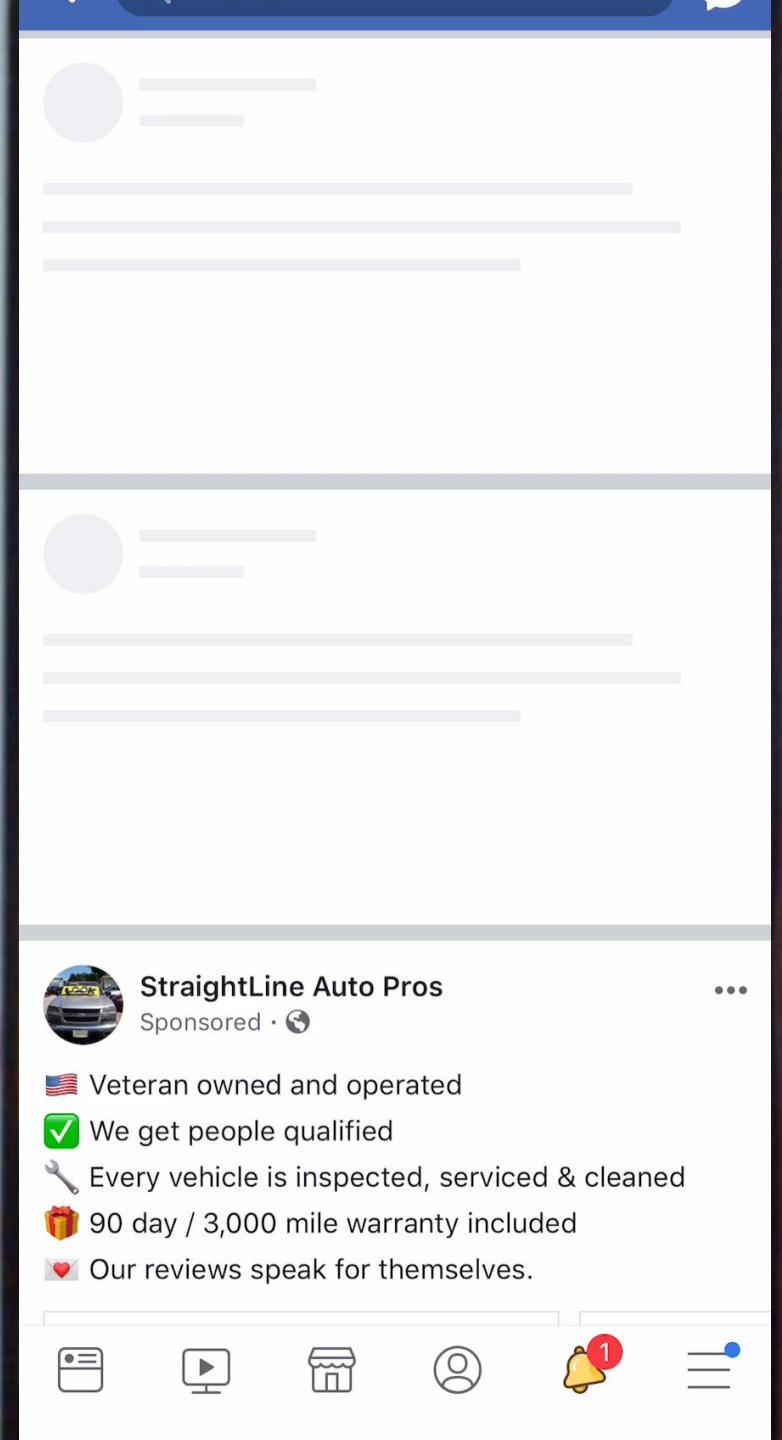
Photos

More ▾

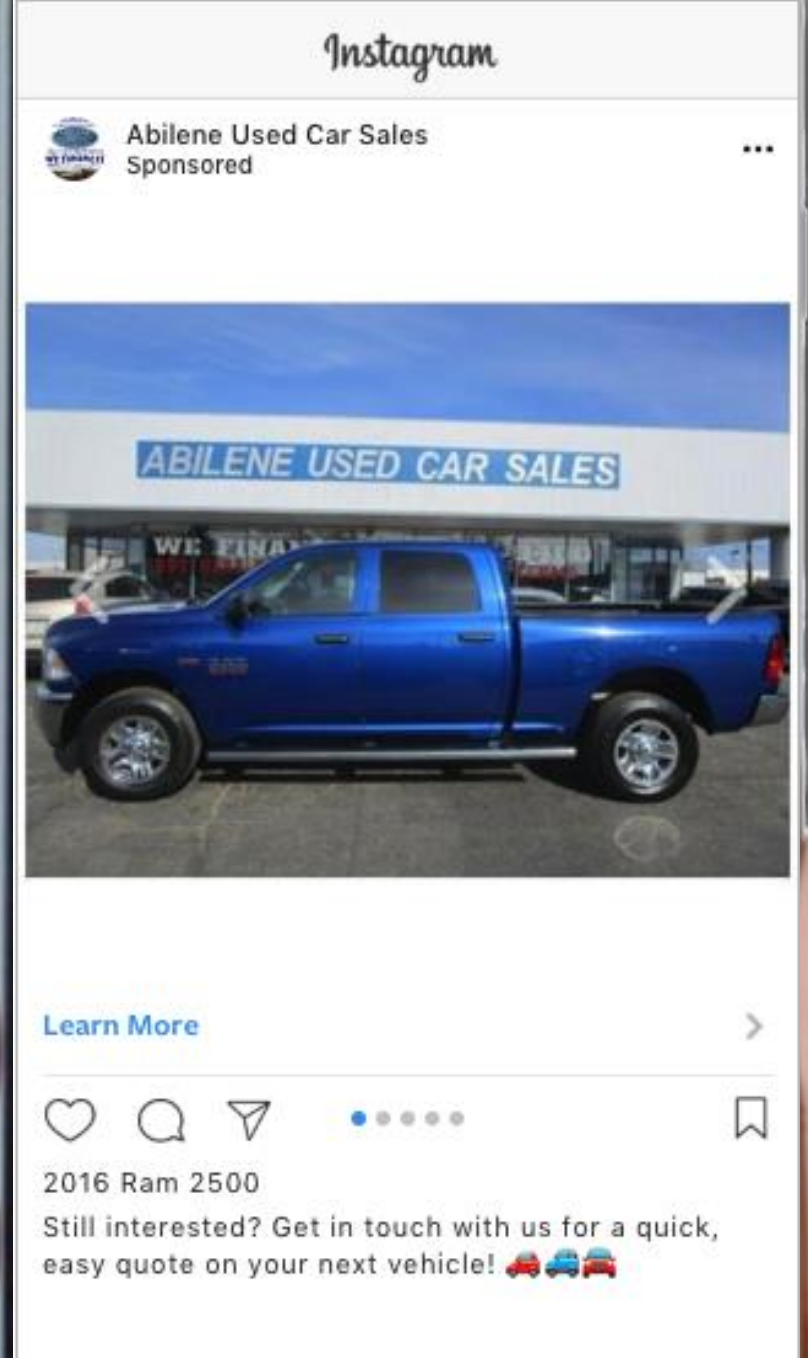
- Credit Challenged
- Shopping for SUVs
- My friends like your store

1 Dynamic Prospecting

Facebook
Newsfeed

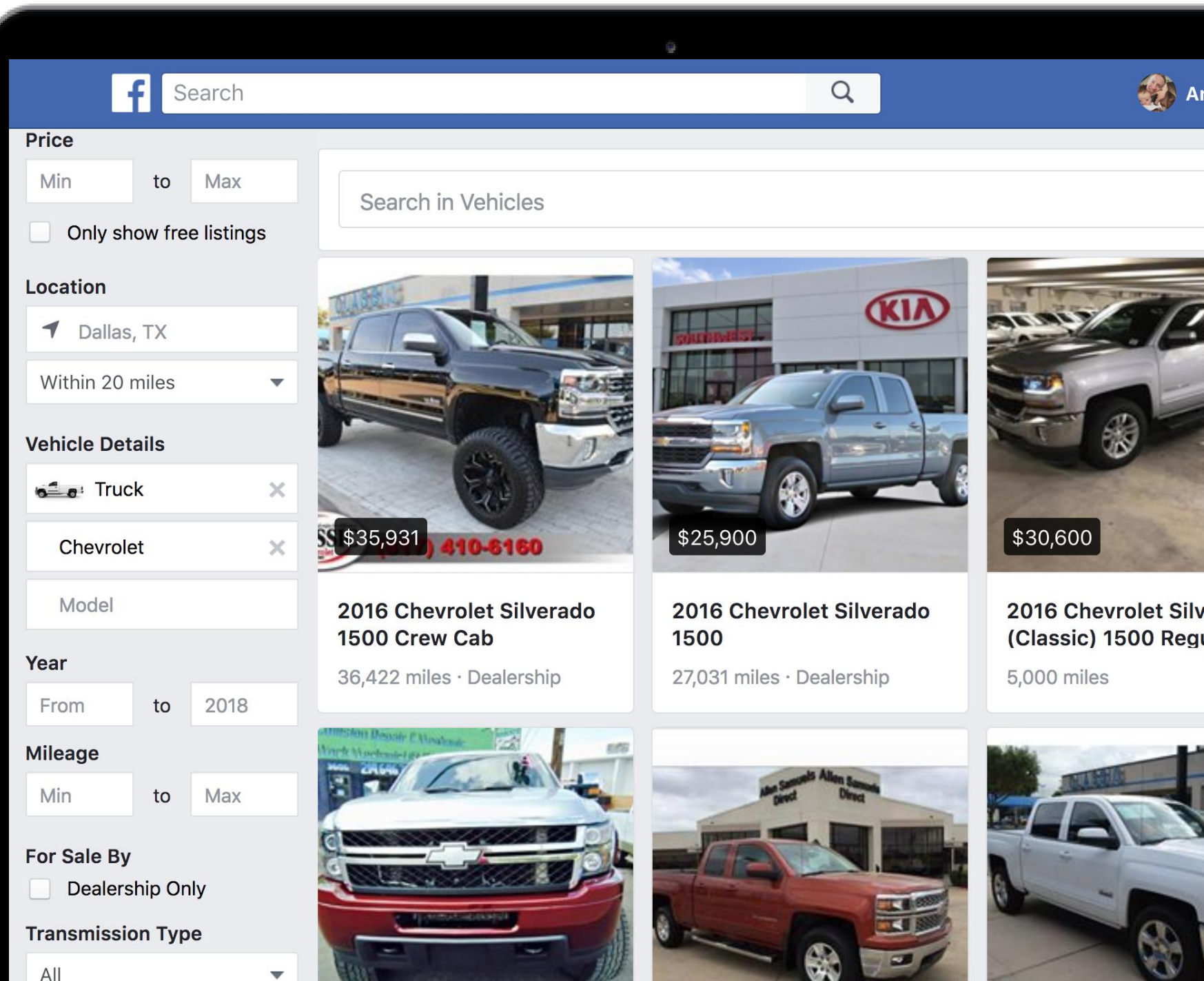


Instagram





DEALER OMG
ONLINE MARKETING GROUP



Inbox



Skydria Rose Durham

Unassigned ▾



✓ Mark as done



3



20+



Latest Unread Messages



Moath S Zaben

Wed

[www.facebook.com/marketplace/it...](https://www.facebook.com/marketplace/item/257880424995944/?ref=Auction123)

Tialboi Thang Mualcin

Wed

[www.facebook.com/marketplace/it...](https://www.facebook.com/marketplace/item/257880424995944/?ref=Auction123)

Robyn Fryer-Zumwalt

Tue

[www.facebook.com/marketplace/it...](https://www.facebook.com/marketplace/item/257880424995944/?ref=Auction123)

All Other Messages



Skydria Rose Durham

3:39pm

Thanks!



Cynthia Ann Martinez

3:13pm

[www.facebook.com/marketplace/item/...](https://www.facebook.com/marketplace/item/257880424995944/?ref=Auction123)

Shahbaz Ahmed

2:29pm

[www.facebook.com/marketplace/item/...](https://www.facebook.com/marketplace/item/257880424995944/?ref=Auction123)

Elder Mendez

12:42pm

www.facebook.com/marketplace/item/257880424995944/?ref=Auction123

VIN: 2C4RDGCG6FR540724

Is this still available?



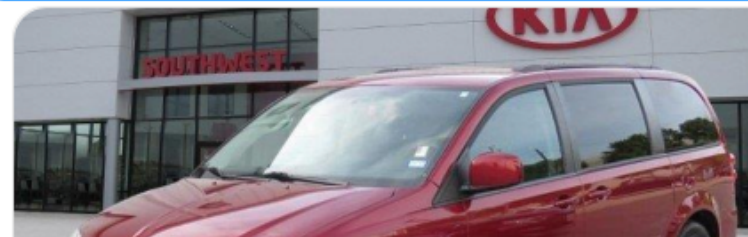
2015 Dodge Grand Caravan SXT

Used 2015 Dodge Grand Caravan SXT
Southwest Kia

2:47PM

Is this vehicle available still?

Hey Skydria! Yes, that vehicle is available. Here is a link with more photos: <https://www.southwestkia.com/inventory/all-vehicles/vehicle/2C4RDGCG6FR540724/Used-2015-Dodge-Grand-Caravan-Dallas-TX>



Skydria Rose Durham

[View Profile](#)

About

🕒 Local time 4:05 PM

🏢 Works at [Homemaker](#)🎓 Studied at [Saint Augustine Catholic High School](#)📍 Lives in [Arlington, Texas](#)🏠 From [Blue Mound, Texas](#)

Labels

[Manage Labels](#)

Labels help you keep track of your conversations. Only admins can see labels.

Your Notes

[Add Note](#)

Notes help you keep track of your

Audience Network

Recommendations based on topics & channels you read.



The Washington Post

Analysis | This researcher studied 400,000 knitters and discovered what turns a hobby into a business



AutoMax Dodge Chrysler Jeep Ram

△ BLACK FRIDAY SUVs ON SALE △ 😎
Guaranteed best price on each vehicle. ...

[GET OFFER >](#)

Name	Type	
Truck Intenders 8 Mile Radius	Saved Audience	38,000
People who engaged with any post or ad (365 days)	Custom Audience Engagement	1,600
Lookalike (US, 2% to 5%) - March Motors Sales 1/1/17-4/27/17	Lookalike Custom Audience: March Motors Sales 1/1/17-4/...	5,900
Lookalike (US, 1% to 2%) - March Motors Sales 1/1/17-4/27/17	Lookalike Custom Audience: March Motors Sales 1/1/17-4/...	2,800
Lookalike (US, 1%) - March Motors Sales 1/1/17-4/27/17	Lookalike Custom Audience: March Motors Sales 1/1/17-4/...	1,900
March Motors Sales 1/1/17-4/27/17	Custom Audience	
Anyone who		
People who		
Lookalike (U		2,100
Email List 9/19/16	Custom Audience Customer List	
General Web Traffic	Custom Audience Website	

Web Traffic

1,300



A screenshot of a Facebook profile page for a user named Lindsay. The background image is a close-up of a circular sign that reads "SHOW ME YOUR MAGIC" with a repeating pattern of the words "HIT THE ROAD". A large, light gray starburst graphic is centered over the profile picture and the top of the page. The profile picture shows a woman with dark hair and sunglasses. The name "Lindsay" is partially visible. Below the name, there are buttons for "Friends", "Following", "Message", and a three-dot menu. At the bottom, there are tabs for "Timeline", "Photos", and "More".

SHOW ME YOUR MAGIC

HIT THE ROAD

Lindsay

Friends

Following

Message

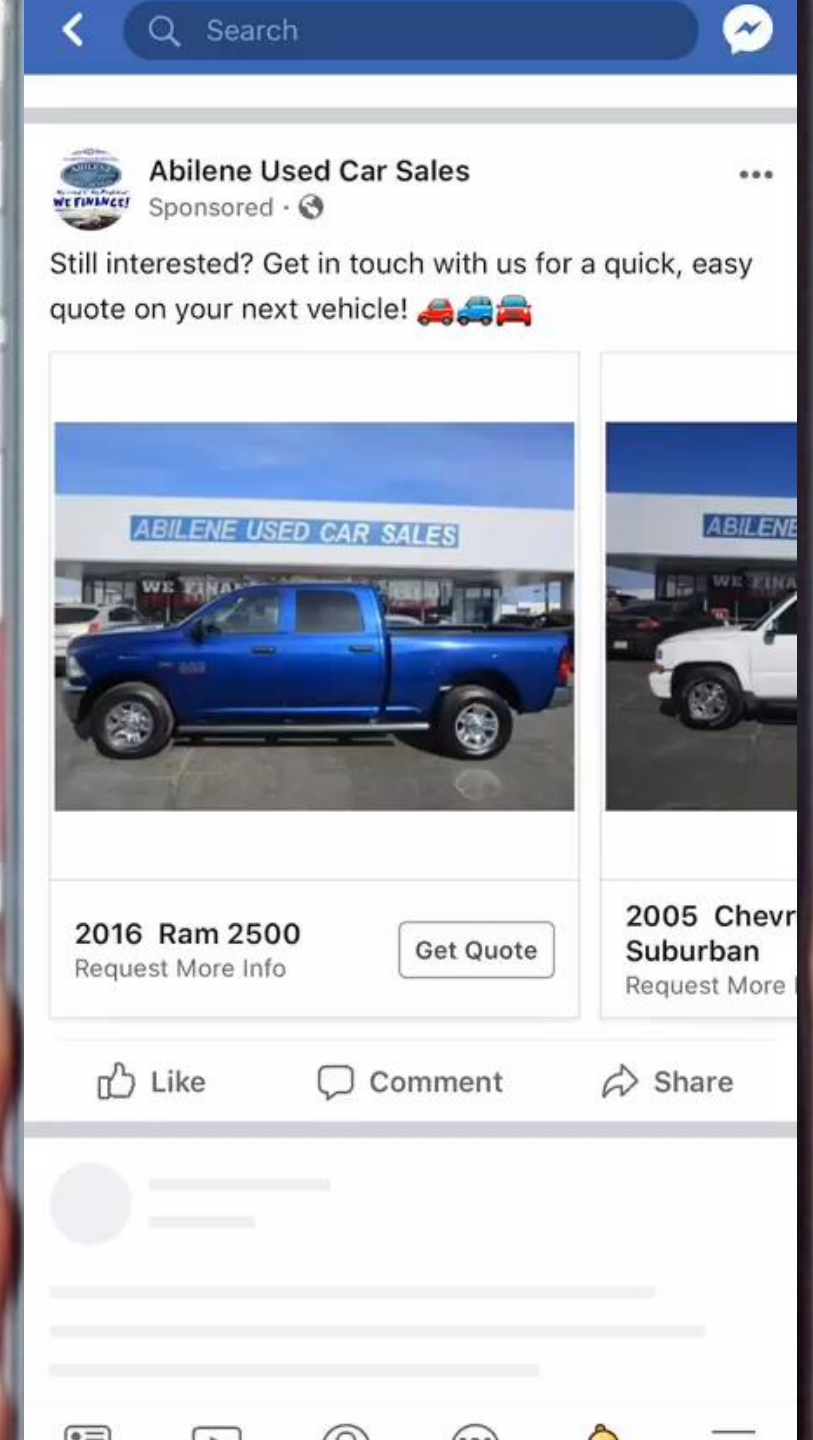
Timeline

Photos

More

2 Dynamic Leads + Dynamic Retargeting

Prepopulated
Lead Form

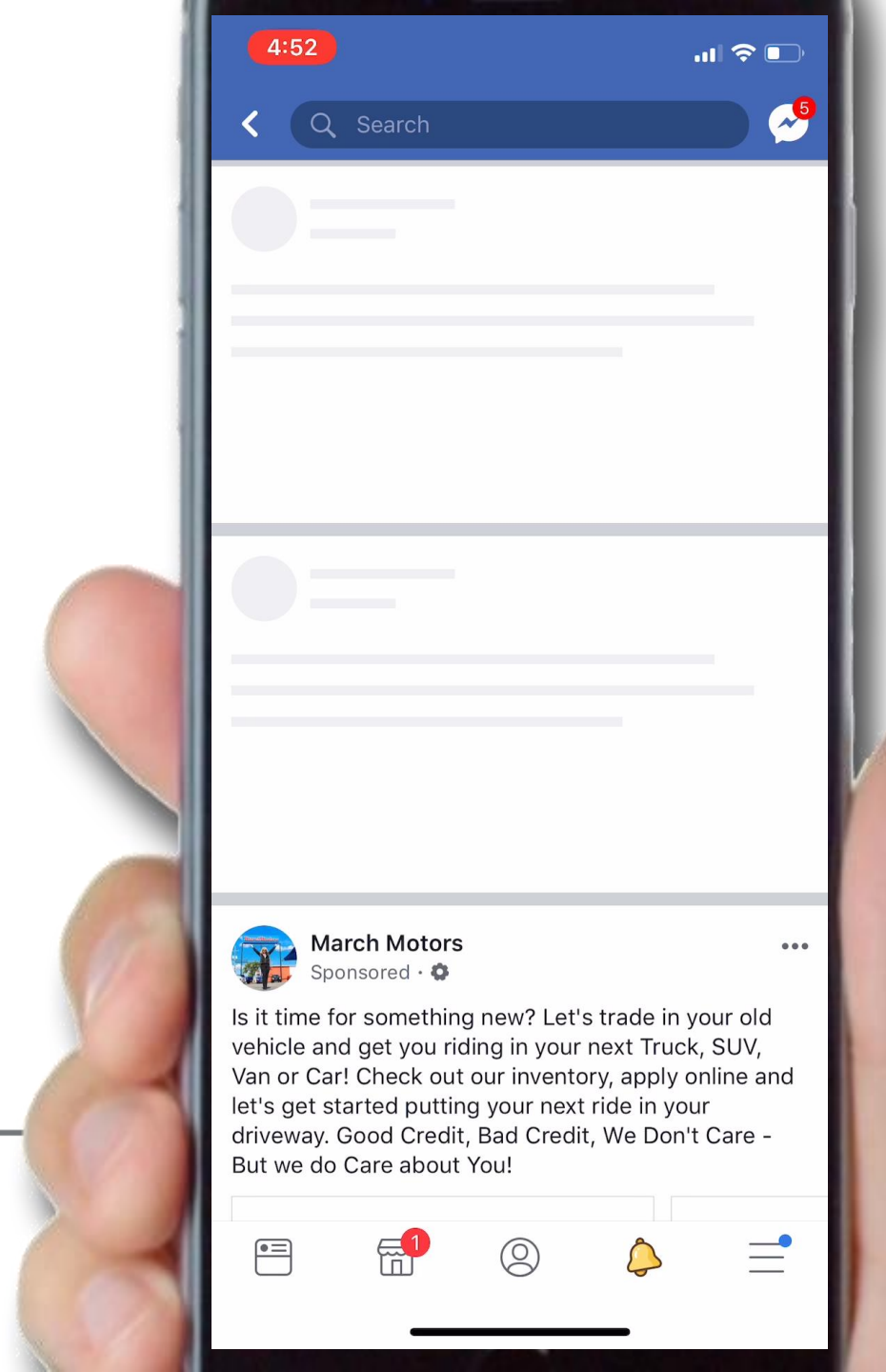


facebook Ads



43 Cars/mo → **65 Cars/mo**
with Dynamic Ads

Prepopulated Lead Form



3 Measure Return

Upload Offline Events

1

2

3

4

Select Data SourceEdit Data MappingHashed Upload & CreationUse Offline Events

✓

Your hashed data was uploaded

9 rows uploaded.

Facebook Page User IDExternal IDLead ID

Add a new file (CSV or TXT)

Download file template

Drag and drop your file here or

Upload File

Copy and paste

Upload Name

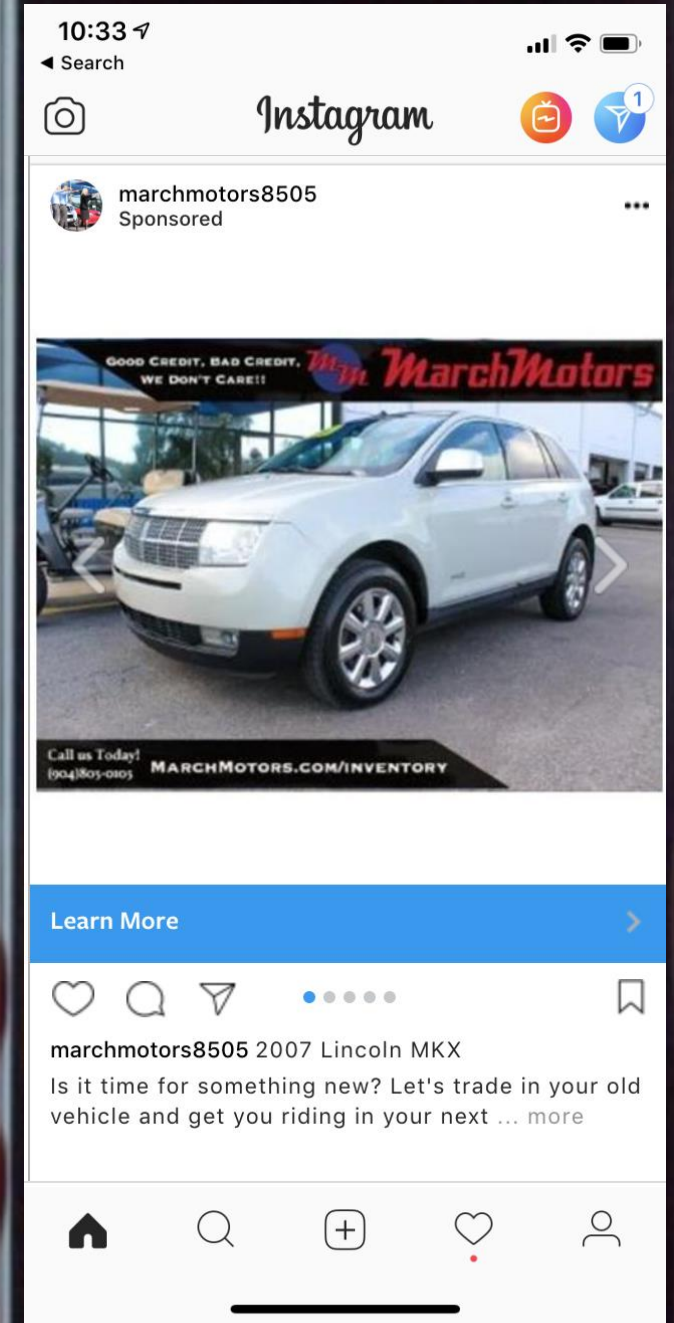
50

Cancel

Next

By clicking Next, you agree to [Offline Conversions Terms](#).

23 records matched!



RESULTS



Cars sold July 2017



Cars sold July 2018





Dealer Online Marketing Group

@DealerOMG

Home

About

Photos

Reviews

Videos

Posts

Community

Jobs

Info and Ads

Promote



Liked ▾



Following ▾



Share



...

Contact Us ✎



Create Post



Live



Event



Offer



Job



Write a post...



Photo/Video



Get Messages



Check in



...



Share a recent photo from your Instagram account



Only you can see this

5.0

5 out of 5 · Based on the opinion of 1 person



Our Story

- Overview
- Promotions
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Events
- Videos
- People
- Messages



Post Reach

The number of people who had any posts from your Page enter their screen.



Recommendations

This chart shows the number of times people recommended your Page in posts and comments.





Overview

Promotions

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Events

Videos

People

Messages

Your Fans

Your Followers

People Reached

People Engaged

The number of people who saw any content by your Page or about your Page, grouped by age and gender.

Women

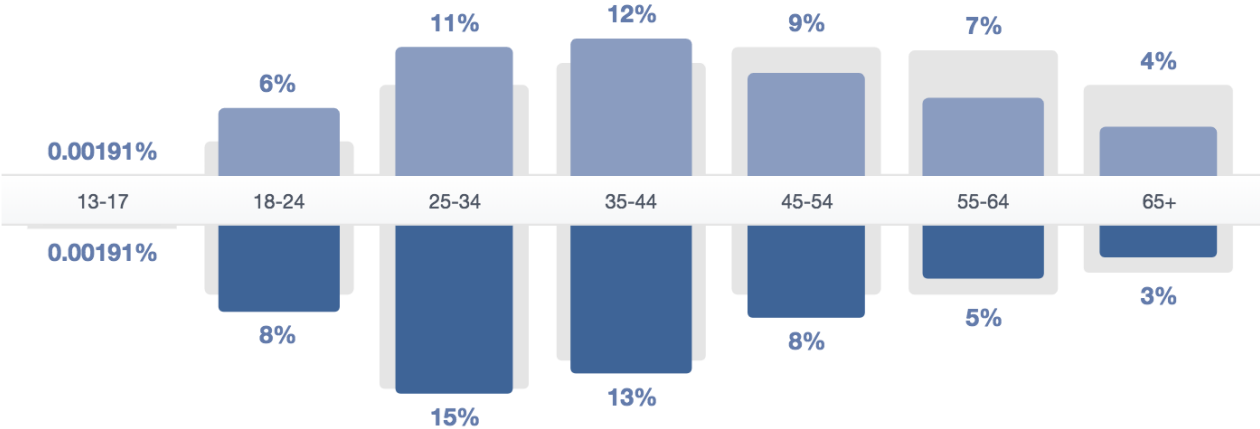
49%
People Reached

51%
Your Fans

Men

50%
People Reached

48%
Your Fans



Country	People Reach...	City	People Reach...	Language	People Reach...
United States of America	52,257	Austin, TX	25,431	English (US)	38,005
Mexico	55	San Marcos, TX	3,479	Spanish	12,308
India	1	San Antonio, TX	3,241	Spanish (Spain)	1,588
Iraq	1	Kyle, TX	2,146	English (UK)	288
Peru	1	New Braunfels, TX	2,098	French (France)	22
Pakistan	1	Seguin, TX	1,499	Arabic	20
El Salvador	1	Lockhart, TX	1,194	Spanish (Mexico)	18



All accounts > Elder Mitsubishi Main

All Web Site Data ▾



Search reports and help



REAL-TIME



AUDIENCE



ACQUISITION

Overview

▼ All Traffic

Channels

Treemaps

Source/Medium

Referrals

▶ AdWords

▶ Search Console

▶ Social

▶ Campaigns



DISCOVER



ADMIN

Users ▾

VS. [Select a metric](#)

● Users

200

100

...

Feb 3

Feb 5

Feb 7

Feb 9

Feb 11

Primary Dimension: **Source / Medium** [Source](#) [Medium](#) [Keyword](#) [Other](#) ▾

Plot Rows

Secondary dimension ▾

Sort Type: **Default** ▾

facebook

	Source / Medium ?	Acquisition			Behavior		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		813 % of Total: 12.68% (6,410)	771 % of Total: 13.40% (5,752)	859 % of Total: 8.77% (9,792)	74.62% Avg for View: 32.14% (132.19%)	1.64 Avg for View: 6.54 (-74.97%)	00:00:32 Avg for View: 00:04:46 (-88.67%)
<input type="checkbox"/>	1. l.facebook.com / referral	571 (70.15%)	539 (69.91%)	602 (70.08%)	86.21%	1.34	00:00:20
<input type="checkbox"/>	2. m.facebook.com / referral	232 (28.50%)	226 (29.31%)	244 (28.41%)	48.36%	2.19	00:00:57
<input type="checkbox"/>	3. facebook.com / referral	9 (1.11%)	5 (0.65%)	10 (1.16%)	30.00%	4.80	00:02:09
<input type="checkbox"/>	4. lm.facebook.com / referral	2 (0.25%)	1 (0.13%)	3 (0.35%)	33.33%	5.33	00:04:11



Reaching Real People: Via Authentic Identity & Across Multiple Devices





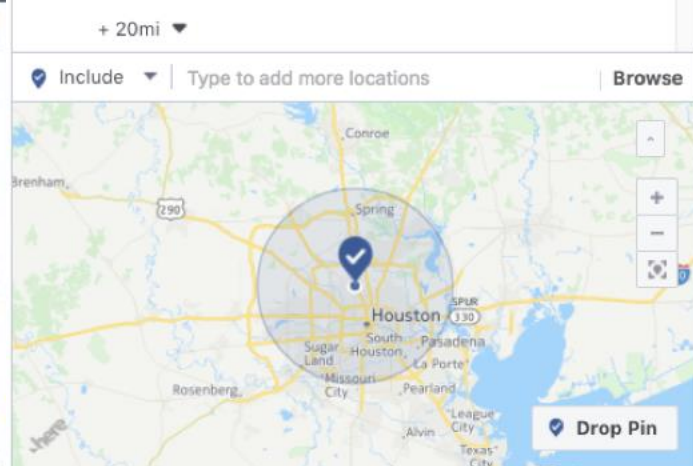
*“Half the money I
spend on advertising is
wasted; the trouble is I
don't know which half.”*

- John Wanamaker,

*father of modern advertising and a
"pioneer in marketing."*

HOW TO BUDGET

Spend about **\$1.50 /day**
Each **1,000 people** you're targeting



Add Bulk Locations...

Age ⁱ 25 - 65+ ⁱ

Gender ⁱ **All** Men Women

Languages ⁱ Enter a language...

Detailed Targeting ⁱ INCLUDE people who match at least ONE of the following ⁱ

Behaviors > Automotive > Used vehicle buyers (In market) > Style

Pickup truck

Add demographics, interests or beha... | Suggestions | Browse

and MUST ALSO match at least ONE of the following ⁱ x

More Categories > Partner Categories By Request > Datalogix > TransUnion > Consumer Finance > Credit Behavior > Average Aggregated Credit Tiers

Sub Prime to Near Prime - 2nd Quartile

Add demographics, interests or beha... | Suggestions | Browse

Exclude People or Narrow Further

Audience Definition



Your audience is defined.

Potential Reach: 28,000 people ⁱ

Estimated Daily Results

Reach
2,500 - 3,800 (of 96,000) ⁱ

Link Clicks
62 - 170 (of 2,400) ⁱ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of

Link Clicks
60 - 160 (of 520) ⁱ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?



$$1.50 \times 28 = \$42 \text{ per day}$$

WHAT IS YOUR ROI

Offline Conversion Tracking

Upload Offline Events

1

2

3

4

Select Data SourceEdit Data MappingHashed Upload & CreationUse Offline Events

✓

Your hashed data was uploaded

9 rows uploaded.

Facebook Page User IDExternal IDLead ID

Add a new file (CSV or TXT)

Download file template

Drag and drop your file here or Upload File

Copy and paste

Upload Name

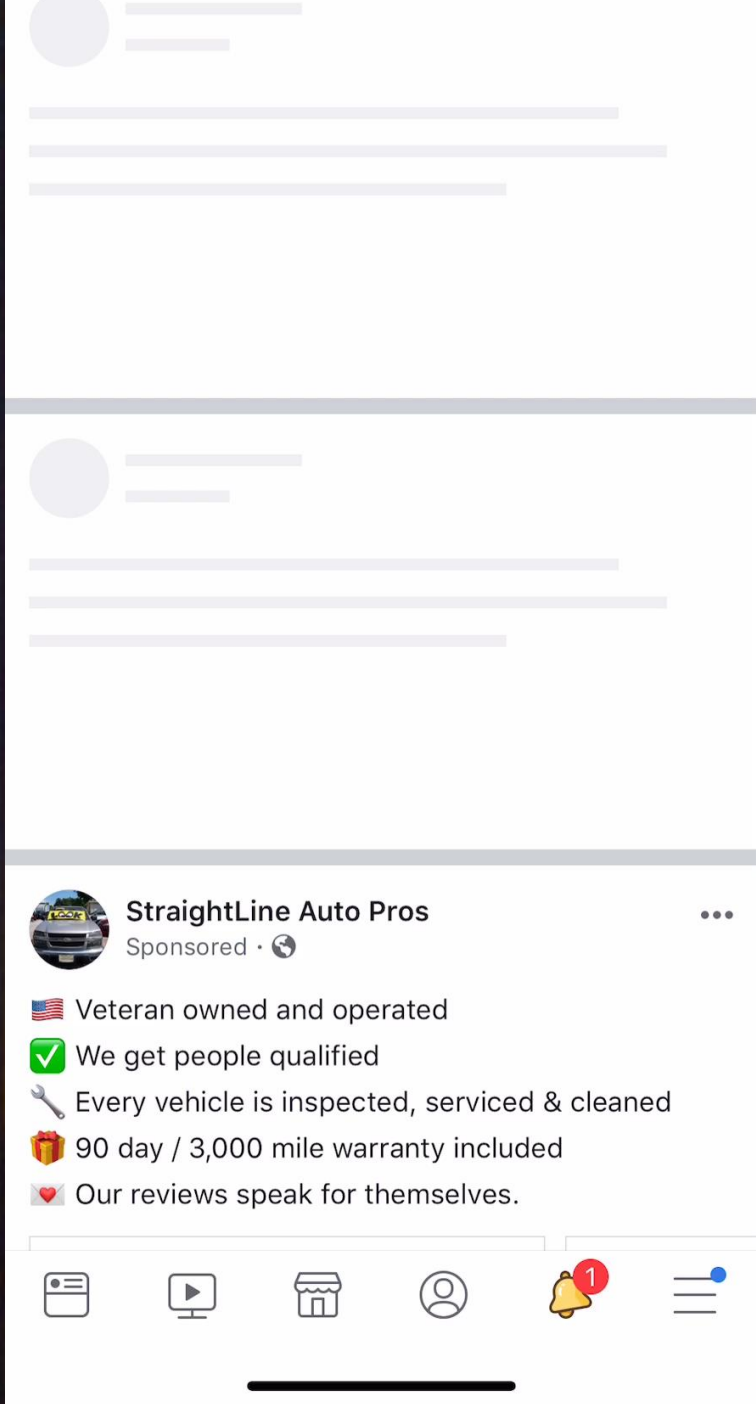
50

CancelNext

By clicking Next, you agree to [Offline Conversions Terms](#).



25 records matched!



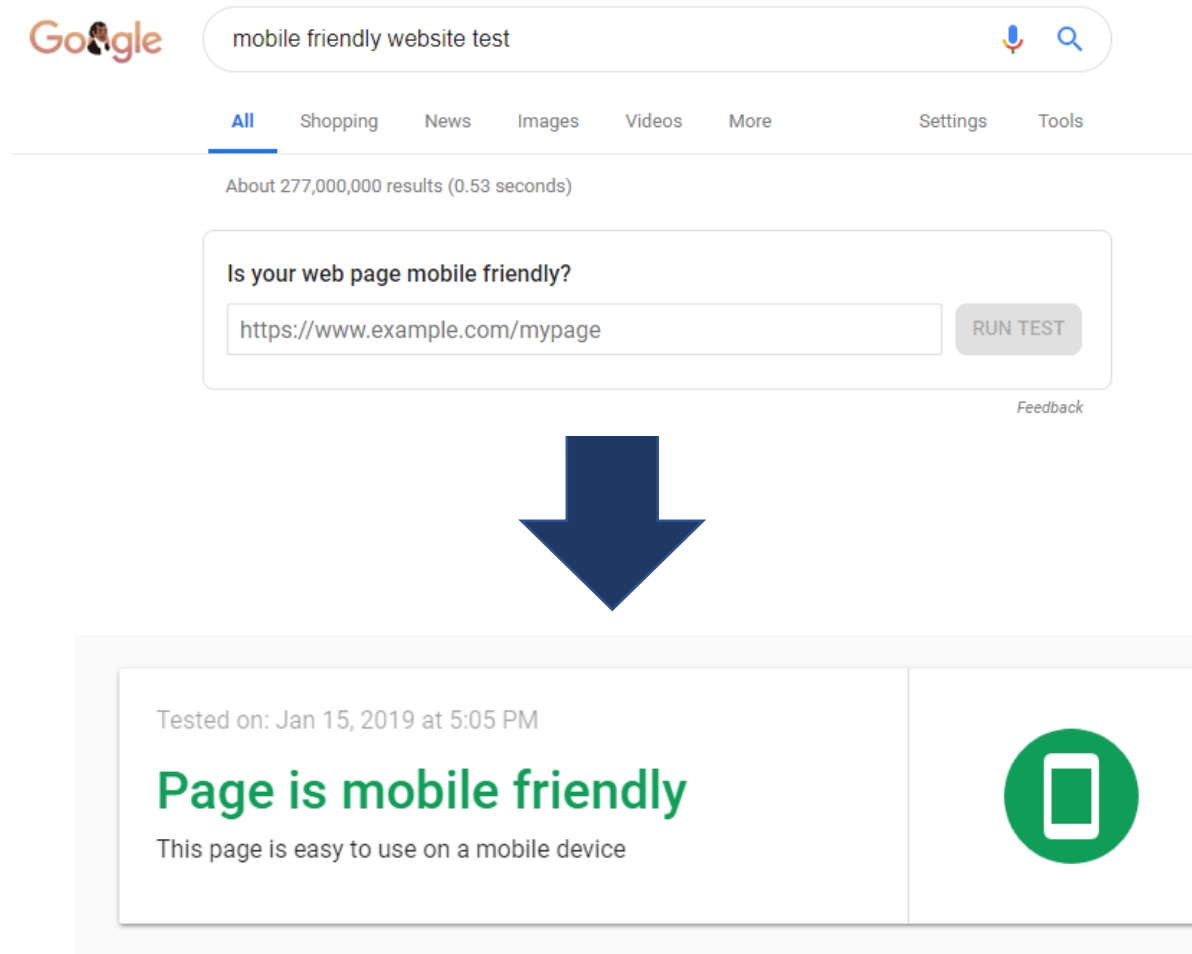
Offline Conversion Tracking

Campaign	Ad Set	Results	Cost per Result	Amount Spent	Sch	Offline Purchases	Cost per Offline Purchase
Dynamic Lead Form August 2018 23842941184410639	All	195 Leads (Form)	\$10.77 Leads (Form)	\$2,099.77	Aug ...	17	\$123.52
	Spanish Used Intenders 23842941184850639	54 Leads (Form)	\$15.82 Leads (Form)	\$854.39	Aug ...	1	\$854.39
	NEW Dynamic Lead Fo... 23842941184830639	92 Leads (Form)	\$8.51 Leads (Form)	\$783.27	Aug ...	6	\$130.54
	USED Dynamic Lead F... 23842941184830639	49 Leads (Form)	\$9.43 Leads (Form)	\$462.11	Aug ...	10	\$46.21
Prospecting Lead Forms August 2018 23842941184390639	All	47 Leads (Form)	\$30.00 Leads (Form)	\$1,410.04	Aug ...	4	\$352.51
	Playbook Manifest	7	\$39.37	\$275.61	Aug ...	4	\$68.90
Total Results 42 / 42 rows displayed		—	—	\$5,002.60 Total Spent	—	25 Total	\$200.10 Per Action

What can I do TODAY???

Without spending money...

1. Run a “Mobile Friendly” Test on your website.



The image shows a screenshot of Google's Mobile-Friendly Test interface. At the top, the Google logo is on the left, and a search bar contains the text "mobile friendly website test". Below the search bar are tabs for "All", "Shopping", "News", "Images", "Videos", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 277,000,000 results (0.53 seconds)". The main section is titled "Is your web page mobile friendly?". It contains a text input field with the URL "https://www.example.com/mypage" and a "RUN TEST" button. Below the input field is a "Feedback" link. A large blue arrow points down from the test interface to a result box. The result box is divided into two sections. The left section contains the text "Tested on: Jan 15, 2019 at 5:05 PM", "Page is mobile friendly" in green, and "This page is easy to use on a mobile device". The right section contains a green circular icon with a white smartphone symbol inside.

Google

mobile friendly website test

All Shopping News Images Videos More Settings Tools

About 277,000,000 results (0.53 seconds)

Is your web page mobile friendly?

https://www.example.com/mypage

RUN TEST

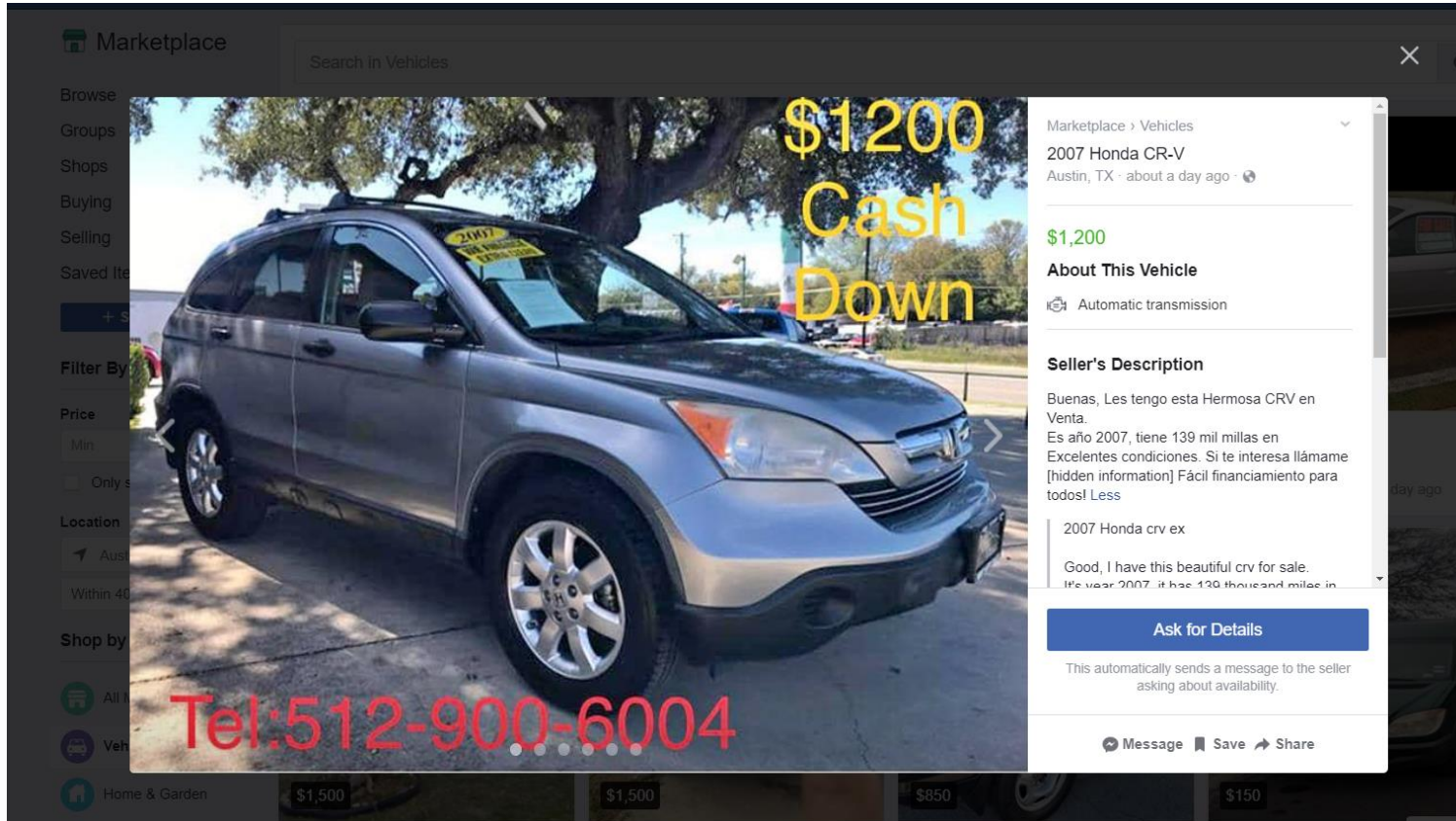
Feedback

Tested on: Jan 15, 2019 at 5:05 PM

Page is mobile friendly

This page is easy to use on a mobile device

2. Post a couple of cars on Marketplace.



The screenshot shows a Facebook Marketplace listing for a 2007 Honda CR-V. The main image is a silver SUV parked outdoors. Overlaid on the image in large yellow text is "\$1200 Cash Down" and in red text at the bottom is "Tel: 512-900-6004". To the right of the image is a white information box. The top of the box says "Marketplace > Vehicles" and "2007 Honda CR-V Austin, TX · about a day ago". Below this, the price "\$1,200" is shown in green. The section "About This Vehicle" lists "Automatic transmission". The "Seller's Description" section contains text in Spanish: "Buenas, Les tengo esta Hermosa CRV en Venta. Es año 2007, tiene 139 mil millas en Excelentes condiciones. Si te interesa llámame [hidden information] Fácil financiamiento para todos! Less". Below the description is a blue button that says "Ask for Details". At the bottom of the box are links for "Message", "Save", and "Share". On the left side of the screenshot, a dark sidebar shows navigation options like "Browse", "Groups", "Shops", "Buying", "Selling", "Saved Items", and "Filter By".

Marketplace > Vehicles

2007 Honda CR-V
Austin, TX · about a day ago

\$1,200

About This Vehicle

Automatic transmission

Seller's Description

Buenas, Les tengo esta Hermosa CRV en Venta.
Es año 2007, tiene 139 mil millas en Excelentes condiciones. Si te interesa llámame [hidden information] Fácil financiamiento para todos! Less

2007 Honda crv ex

Good, I have this beautiful crv for sale.
It's year 2007... it has 139 thousand miles in

[Ask for Details](#)

This automatically sends a message to the seller asking about availability.

[Message](#) [Save](#) [Share](#)

Tel: 512-900-6004

3. Stay ahead of the competition.

The screenshot displays the Facebook profile of Kyle Chapman Motors (@KyleChapmanMotors). The left-hand navigation menu includes links for Home, Reviews, Services, Posts, Videos, Photos, Inventory, Loan Application, Shop, Events, About, Jobs, Pins, Twitter, Community, **Info and Ads** (highlighted with a green circle), and Manage Promotions. The main content area features a sponsored post from Kyle Chapman Motors with the following details:

- Kyle Chapman Motors** (Sponsored)
- Checkmarks indicating benefits:
 - Quick Approvals
 - Past Repos? No problem
 - 12month/12,000mile warranty included
 - Get completely approved before walking on the lot
- Link: <https://www.kylechapmanmotors.com/car-loans-austin-tx?dealerId=>
- A video thumbnail showing two blue cars parked outdoors.
- Call to action: Call 512.782.2375
- A row of four small images showing different vehicles, with a 'More' button to the right.

On the right side of the page, the 'Page Information' section states: 'Page created on November 15, 2011' and 'Previously named Kyle Chapman Motors-Austin' and 'Previously named Kyle Chapman Motors'. Below this, language options are listed: English (US), Español, Português (Brasil), Français (France), and Deutsch. At the bottom right, links for Privacy, Terms, Advertising, Ad Choices, Cookies, and More are provided, along with the Facebook © 2019 copyright notice.

**Will you work your
Magic for my store?**





Lindsay Shearon

www.dealeromg.com/TIADA