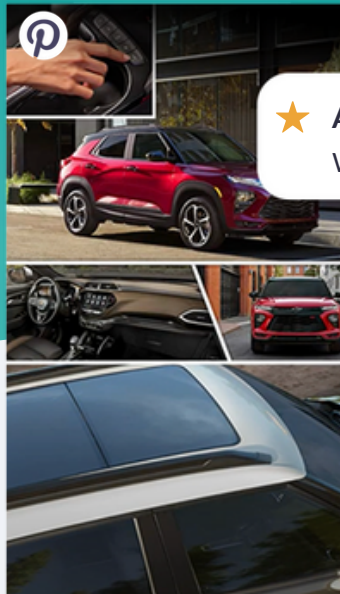


# Bulletproof Social Ad Framework

FOR YOUR AGENCY'S DEALER-CLIENTS



★ Audience  
Website traffic - 7 days

🎯 Campaign objective  
Retargeting



## ACCESS NOW:

- ✓ 5 social ad campaign ideas proven to help any dealer
- ✓ Includes creative, targeting, and messaging guides
- ✓ Works on the most popular social channels  
*(From TikTok and Snapchat to Instagram and more!)*

## BEST PLATFORMS:



## AWARENESS & BRANDING

# Introducing Your Client's Dealership

## Messaging

Differentiate every dealer-client from their competitors by running ads that focus on promoting brand-forward content, such as:

- "Why Buy Here" copy
- About Us videos
- Meet The Team images
- Behind-the-scenes videos
- Testimonials
- Human-first content

## Targeting



### Audience Ideas:

All website visitors (180 days);  
In-Market Car shoppers



### Location Targeting:

Within a 50-mile radius of your  
client's dealership address

## Recommended Formats



VIDEO



IMAGE



STORY

### RECOMMENDATION:

Remember: Brand & Awareness campaigns are not about getting your client clicks or leads...

The objective is to keep your client's dealership top-of-mind throughout their audiences car buyer journey, and to give their shoppers a reason to choose your client over another dealer.

## AWARENESS & BRANDING

# Introducing Your Client's Dealership



**The Car Spot**  
Sponsored · ❄️


It's All About YOU at The Car Spot! 🎉 😊

- ✓ Every Vehicle, 100K Warranty
- ✓ Complimentary Maintenance
- ✓ FordPass Rewards


🚗 In-store or online, we're here to help. Just ask. 🙋

Learn about us 👉 [TheCarSpot.com](https://TheCarSpot.com)

What's the difference between dealers?



2021 DEALER OF THE YEAR  
2020-2021-2022 WINNER  
Best City



**The Car Spot**  
Sponsored

“ SO EASY, STRESS-FREE, AND QUICK BUYING EXPERIENCE! THESE ARE PEOPLE I TRUST, WHO GIVE NOTHING LESS THAN AMAZING SERVICE! ”

- BRITTANY Z.

[TheCarSpot.com](https://TheCarSpot.com)

Learn more >

👍 🗨️ 📌


TheCarSpot 🥰🥰 So easy, stress-free, and quick buying experience! These are people I trust, who give nothing less than amazing service!”

-Brittany Z.

Click "Learn More" & see who we are at The Car Spot.

**The Car Spot**  
Sponsored

Following | For You



@thecarspot

Want to see what else we're talented at... BESIDES handstands?! 🤔

Soundtrack

Learn More >

Home Discover + Inbox Me

### PRO TIP:

Want your clients' ads to be seen more frequently? Adjust the Frequency Cap in each platform's Ads Manager to get 2 impressions every 7 days!

## BEST PLATFORMS:



## SPECIALS & EVENTS

# Vehicle Acquisition

## Messaging

Provide dealers with a way to acquire vehicles from shoppers who own desirable models! This campaign should focus on "Cash Offer" messaging, like:

- Put cash in your pocket
- Get top-dollar for your car
- Now is the time to sell
- Upgrade your ride

## Recommended Formats



VIDEO



IMAGE

## Targeting



### Audience Ideas:

Expiring lease;  
Last vehicle purchase > 365 days;  
High household income



### Location Targeting:

Within a 50-mile radius of your client's dealership address

### PRO TIP:

If your dealer-clients are low on used vehicle inventory, encourage them to promote Custom Orders...*Why?*

*Because* - it's a win-win and allows dealers to acquire used vehicles, while providing shoppers with the ability to get the EXACT vehicle they want.



SPECIALS & EVENTS

# Vehicle Acquisition



**The Car Spot**  
Sponsored · 🌐

DON'T settle for LESS! 😞  
Get MORE cash for your car! 🤩👍

We're looking to buy your car! Get top dollar for your ride today!

Click "Learn More" below to get started! 📌

**MORE CASH**  
FOR YOUR CAR

thecarspot.com  
**More Cash For Your Car**  
Right Now! ✅

Learn more

The Car Spot  
Sponsored

**UPGRADE**  
YOUR RIDE

Learn more

📌 TIME FOR AN UPGRADE! 📌

Bored of your old ride? Looking to get in a new one? We can help! ✅

💰 Get TOP DOLLAR for your ride!  
👉 Value your trade-in all online!  
🔥 Hop into one of our new rides!

Click "Learn More" below to get started! 📌

LEASE EXPIRING  
IN THE COMING  
MONTHS?

Visit site

**Contact The Car Spot to  
find out your options!**

**PRO TIP:**



Is your dealer-client hosting a Vehicle Acquisition event? Run ads to promote their event and add it to their existing Vehicle Acquisition Campaign!

## BEST PLATFORMS:



## INFORM & EDUCATE

# Electric/Hybrid Vehicles

## Messaging

Encourage any dealer's in-market shoppers to *go electric* using ads that inform, educate, and excite them!

- The future is now
- More range
- No more stopping for gas
- Feel the electric difference
- Cheaper to maintain
- Get to know electric

## Targeting



### Audience Ideas:

Retarget audience who browsed your client's Hybrid/EV SRPs/VDPs



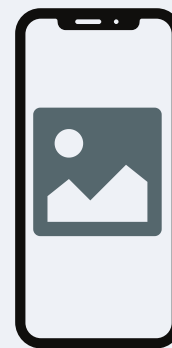
### Location Targeting:

Within a 50-mile radius of your client's dealership address

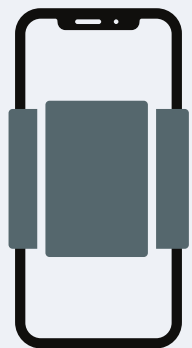
## Recommended Formats



VIDEO



IMAGE



CAROUSEL

## WHY SNAPCHAT, TIKTOK, & PINTEREST?

The majority of Snapchat & TikTok users are Millennials or GenZ, who make up 1/3 new vehicle registrations AND are most willing to pay more for big purchases.

Plus, Pinterest reaches the most US households with HH income > \$100k...

INFORM & EDUCATE

# Electric Vehicles & Hybrids



The Car Spot  
Shop Now

# THE FUTURE IS NOW

Visit site

Following | For You

# MORE RANGE

@thecarspot  
It's time to go electric.

Shop Now >

1:12  
Search  
electric vehicle

## EV CHARGING

WHERE DO I CHARGE?  
HOW LONG DOES IT TAKE?  
WHAT ARE THE COSTS?

Get answers to all of your EV questions now!

How to Build a 72 Volt Electric Vehicle - Car / Jeep

Canoo: A Bauhaus Inspired, Subscription-Based Elect...

Sell the Honda E Prototype electric vehicle in North A...

Atlas Cross Sport  
Luxurious where you need it to be

priestmangoode reimagines mass transit with electric...

### PRO TIP:



Help dealers be the electric-vehicle "myth buster!" Run ads that ease the concerns of their shoppers re: EV/Hybrid batteries, range, & charging!

## BEST PLATFORMS:



## CATALOG SALES & CONVERSIONS

# Inventory Ads/Model Lines

## Messaging

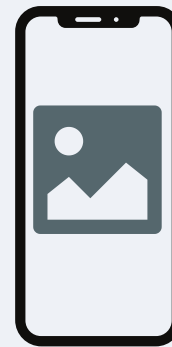
Reach your client's audience of active in-market auto shoppers with the vehicles most relevant to them!

- Your new [Model Line] is waiting
- Looking for a pre-owned car?
- Here are some vehicles we know you'll love
- Still interested?

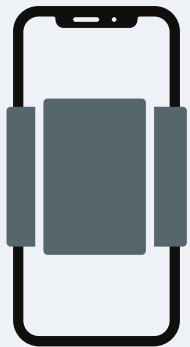
## Recommended Formats



VIDEO



IMAGE



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## Targeting



### Audience Ideas:

All website visitors (30 days); In-Market Shoppers

Exclude: Users who have filled out lead forms



### Location Targeting:

Retargeting (Warm Audience): Within a 50-mile radius of dealership

Prospecting (Cold Audience): Within a 25-mile radius of dealership



# CATALOG SALES & CONVERSIONS

## Inventory Ads/Model Lines




**The Car Spot**  
Sponsored · 🌐

Get ready for a bold new take on sedans. 🦋

The 2022 Hyundai Elantra is transformed and loaded with technology. With a giant leap into modern style and intelligent innovations, it's bold inside and out.


Press "Learn More" to browse our inventory. 🖱️



The sedan is back, with an edge.

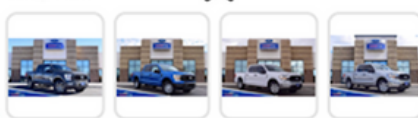
thecarspot.com  
**2022 Hyundai Elantra**  
Press "Learn More" to bro... [Learn more](#)

**The Car Spot**  
Shop Now




**2021 Ford F-150 XL**  
In stock  
**\$42,015.00**

Shop Now



Following | For You

**\$44.9K**



@thecarspot  
Your 2022 Honda CX-4 is calling...  
Soundtrack

[Shop Now >](#)

Home Discover + Inbox Me

### PRO TIP:



You can narrow down your client's Retargeting audience for model-line specific campaigns by including the "Type" of page that a user visited. (Ex. Truck, SUV, Sedan, etc.)

## BEST PLATFORMS:



## RETARGETING & A REVOLVING FUNNEL

# Customer Loyalty

## Messaging

Help dealers re-connect with their audience even after they've purchased from them to increase customer loyalty through continued communication around:

- Service
- Maintenance
- Purchase follow-up
- Specials
- Model line accessories

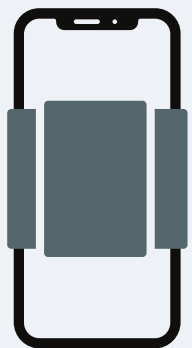
## Recommended Formats



VIDEO



IMAGE



CAROUSEL

## Targeting



### Audience Ideas:

Upload Custom Audience of previous customers (*especially "sold-not-serviced"*)



### Targeting Radius:

Within a 50-mile radius of your client's dealership address

## BONUS AUDIENCES:

To reach any dealer's existing customers and transform them into Customers for Life, utilize these additional target audiences within their Customer Loyalty campaign:

- Upcoming lease expiration
- Recall Lists

## RETARGETING & A REVOLVING FUNNEL

# Customer Loyalty



**The Car Spot**  
Sponsored · 🌐

Safety, security, and peace of mind. 🤖🚗

Imagine the comfort of knowing that every eligible new Toyota comes with a maintenance plan that covers you for 2 years or 25,000 miles.

Now you don't have to imagine it! 😊

Press "Learn More" for details. 📌

**ToyotaCare**

**DON'T FORGET YOUR TOYOTA COMES WITH TOYOTACARE**

**SCHEDULE SERVICE**

Coverage period begins when vehicle is sold for 2 years or 25,000 miles, whichever occurs first. See participating dealer for coverage details.

thecarspot.com  
**ToyotaCare**  
Tap "Learn More" for deta...

**Learn more**



The Car Spot  
Shop Now

**15% OFF**

**YOUR NEXT SERVICE VISIT**

**Swipe to call**



**Lookup Safety Recalls & Service Campaigns**

Get information on open safety recalls and service campaigns released since 1999 for Toyota, Lexus and Scion vehicles intended for sale or sold in the U.S., U.S. Territories, and Mexico using our quick and easy recall and campaign lookup below.

**Check for open recalls on your Toyota!**

**Visit site**

### PRO TIP:

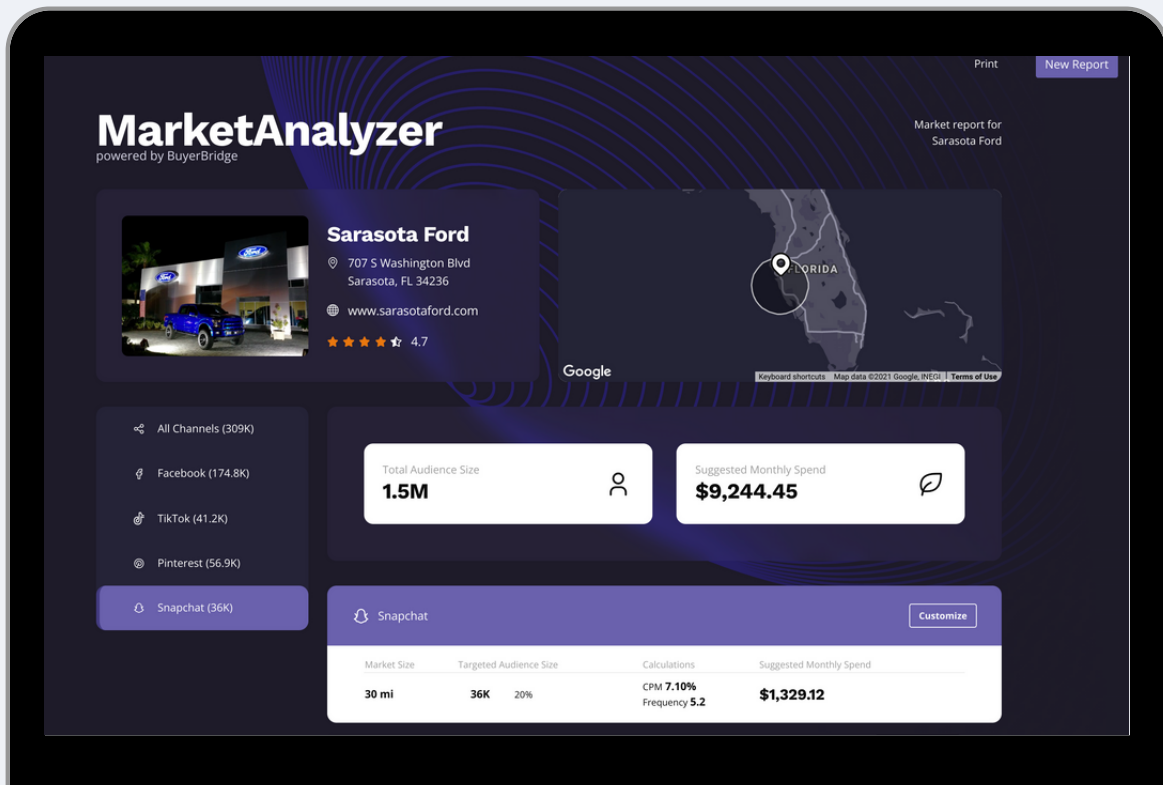


Upload your dealership-client's sold list (180 days) and build an audience of recent vehicle buyers. Then, retarget their customers with a campaign about their vehicles warranty or maintenance alongside incentives.

**FREE TOOL:**

# Analyze any dealer's *market opportunity* across top social ad platforms.

Calculate budget, audience size, and ROI.



[marketanalyzer.io](https://marketanalyzer.io)