



# FACEBOOK + INSTAGRAM AD BLUEPRINT

## TARGETED REACH

Reach only qualified shoppers with high net worth

## QUALIFIED LEADS

Deliver high closing, 1st party leads, in real-time to your CRM

## 100% RELEVANCE

Stay top-of-mind throughout the sales cycle

### 1. Build Your Audience

- + In-Market Shoppers with high net worth
- + Shoppers interested in Luxury Vehicles + Owners of competitive makes (Porsche, Mercedes)
- + People who look like your current customers, as well as Leads and Prospects in your CRM

### 2. Engage & Activate Your Audience

- + Target qualified shoppers with OEM-style ads to determine who is interested in your brand
- + Display Vehicle Specials and "Browse Our Inventory" ads and bucket those who engage

### 3. Drive Qualified Leads

- + Leads sent in real-time to your CRM using ADF/XML format
- + Easily track leads, shows, and sales with clearly tagged lead sources
- + Use Facebook Offline Events to match and attribute sales

Facebook ad for Essence Alfa Romeo. The ad text includes: "Still staring? An Alfa Romeo Giulia is well within your reach. LEASE FOR \$349/mo at Essence Maserati. Press 'Sign Up' to take your VIP test drive." The ad features a red Alfa Romeo Giulia and a sign-up form overlay. The form includes a "Sign Up" button circled in yellow. The form fields are: Preferred Test Drive Time? (Afternoon), Full name (Cara Lane), Email (caracathleenlane@gmail.com), and Phone number (US +1 (941) 366-6760). A "Submit" button is at the bottom right of the form.

### Showcase Your Inventory

4.

- + Automatically turn your vehicle feed into high-converting, dynamic ads
- + Send shoppers to your VDPs and track engagement for retargeting

Facebook ad for Essence Alfa Romeo. The ad text includes: "What color Giulia is right for you? Make a bold statement and express elegance. Press 'Shop Now' to browse our selection of Alfa Romeo Giulia's." The ad features a grid of four images of Alfa Romeo Giulia vehicles in different colors: blue, red, black, and white. Below each image is a "Shop Now" button. The ad also includes a "Like" button, a "Comment" button, and a "Share" button.

### 5. Retarget With VIN Ads

- + Intelligently retarget for 1-7 days based on exact VINs viewed
- + Drive VIN-specific leads with Preferred Test Drive Time, Full Name, Email and Phone Number

Facebook ad for Essence Alfa Romeo. The ad text includes: "We just need a little info." The ad features a red Alfa Romeo Giulia and a sign-up form overlay. The form includes a "Sign Up" button circled in yellow. The form fields are: Preferred Test Drive Time? (Morning), Full name (Brooke Jensen), Email (brookejensen@mail.usf.edu), and Phone number (US +1 (941) 961-3361). A "Submit" button is at the bottom right of the form. The ad also includes a "Like" button, a "Comment" button, and a "Share" button.



## Choose Your Package

	Piccolo	Medio	Grande
Monthly price* (*After 50% Co-Op Reimbursement)	\$1,250	\$2,500	\$3,750
<b>What you can expect</b>			
# of models advertised	1 model	2 models	All models
Expected reach	25,000	50,000	100,000
Expected impressions	75,000	150,000	300,000
Est. minimum new vehicle leads /month	25	50	100
Est. new vehicle sales /month	4	8	15
<b>New audience targeting</b>			
In-Market Shoppers (POLK Targeting)	✓	✓	✓
Top Credit Tier Shoppers (TransUnion Targeting)	✓	✓	✓
Luxury & High Net Worth Shoppers (Oracle Targeting)	✓	✓	✓
Competitive Make Owners (POLK Targeting)			✓
<b>Additional Targeting</b>			
Retarget all website visitors	✓	✓	✓
Retargeting VIN shoppers w/ in-stock vehicles		✓	✓
Your leads, prospects, customer lookalikes			✓
<b>Ad formats</b>			
Carousel ads & lead ads	✓	✓	✓
Collection ads & canvas ads			✓
<b>Reporting and tracking</b>			
UTM tracking & tagging, CRM tagged & tracked leads	✓	✓	✓
Offline Events / Sales Matchbacks	✓	✓	✓

# READY TO REACH LUXURY SHOPPERS?

Co-Op Packages Starting At \$1,250

[DEALERSUNITED.COM/ALFAROMEO](https://dealersunited.com/alfaromeo)

