



# 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

The image shows a dropdown menu for targeting options: New vehicle shoppers, Luxury CUV, Luxury Car, Luxury Compact Car, and Luxury SUV. To the right is a map showing a location in Deer Hollow, Florida. Below the map is an 'Audience Size' gauge with a needle pointing towards the 'Broad' end, ranging from 'Specific' to 'Broad'.

The image shows an Instagram sponsored post from 'Essence Maserati'. The post features a video of a Maserati Ghibli driving on a road. The text of the post asks 'Where will you let the Maserati Ghibli take you?' and includes a 'Learn More' link. The post is shown in a mobile app interface with 'Like', 'Comment', and 'Share' buttons at the bottom.

### 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

Essence Maserati  
Sponsored · 🌐

Like Page

Still staring?  
Don't imagine excellence. Relish in it. Lease the \$699/mo at Essence Maserati.  
Press "Sign Up" to take your VIP test drive.

2018 MASERATI | GHIBLI  
LEASE FOR 36 MOS WITH \$1,000 DOWN  
\$699

2018 Maserati Ghibli  
Prepare to impress.

Like Comment

Sign Up

Sign up by providing your info below.

Preferred Test Drive Time?

Full name

Email

Phone number

By clicking Submit, you agree to send your info to Dealers United who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy, Privacy Policy](#)

Cancel Submit

### 4. Showcase Your Inventory

4.

Essence Maserati  
Sponsored · 🌐

Like Page

What color Levante is right for you?  
Make a bold statement and express elegance.  
Press "Shop Now" to browse our selection of Maserati Levante's.

2018 Maserati Levante S GranLusso \$90,870.00 Shop Now

2018 Maserati Levante GranLusso \$77,025.00 Shop Now

2018 Maserati Levante GranLusso \$77,825.00 Shop Now

2018 Maserati Levante \$73,000.00 Shop Now

Like Comment Share

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

### 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

AT&T 4:59 PM 76%

Facebook.com

Essence Maserati

2018 Maserati Ghibli GranSport : NAV, BLIND SPOT, BOWERS WLKNS, \$6K OPT

1 of 50 Photos Watch Video

CHAT TEXT

Essence Maserati

Sign up by providing your info below

Preferred Test Drive Time?

Full name

Email

Phone number

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Sign Up

Submit

2018 Maserati Ghibli GranSport \$74,650

Kendrick Lemke



## 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/MASERATI](https://dealersunited.com/maserati)

