

# DEALERONWEBBY

# Expert from Facebook Shares Facebook's Automotive Retail Playbook!

## # DEALERONWEBBY

About Dealeron

Digital Dealer Website Excellence Award Overall
 Winner

✓ An Unprecedented 6 Years in A Row!

- DrivingSales Top Rated Website Provider 2011 thru 2015
- Three time AWA award winner
- Google AdWords Certified Partner
- More Dataium Monthly ASI Winners than all others combined
- DealerOn's website customers have an average documented lead increase of 200%



# DEALERON WEBBY

Upcoming Speaking Engagements

## DrivingSales ExecutiveSummit

#### Oct. 23 - 25 Bellagio, Las Vegas



**Greg Gifford** Director of Search & Social ggiffordøDealerOn.com øGregGifford



#### Shaun Raines VP of Business Development shaunøDealerOn.com øshaunraines

# DEALERONWEBBY





## Gabrielle Garrison

Partner Manager Team Facebook

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## DEALER

# DEALERONWEBBY SEND IN YOUR QUESTIONS

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O Use Mic & Speakers

- If you have questions during the presentation, please submit them using the "Questions" feature
- Questions will be answered at the end of the webinar
  - A link to the recorded webinar will be emailed to you within 24 hours and will also be posted on DealerOn.com/webinar as an On-Demand Webinar -----(-) Auga Audio Mode: OUse Telephone



# DEALERON WEBBY

PRIZE ALERT



After the presentation, be the first to answer the giveaway question correctly to win this awesome prize!



# AFTER THE SHOW



After the webinar, please fill out our short survey and let us know what YOU thought of today's presentation!

# DEALERON WEBBY

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# DEALERONWEBBY

# Expert from Facebook Shares Facebook's Automotive Retail Playbook!



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# DEALERONWEBBY

## AGENDA

\* Playbook Walkthrough

\* Giveaway

\* Question & Answer Session



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## facebook

# Automotive Retail Playbook

2017

The Road to Best-in-Class Automotive Marketing





## Introduction

Facebook's purpose begins with a few simple but incredibly powerful words:

#### Give people the power to build community and bring the world closer together"

In a world that has shifted to mobile at record speed, dealerships have an unprecedented opportunity to connect with consumers, share information, and build these life-long relationships in new and innovative ways.

But what are the keys to success for automotive marketing in a mobile world?

This guidebook is intended to help you get the most value from your Facebook partnership. Brands around the world are already accelerating their brand-building and driving their core business objectives by using Facebook, and this playbook will allow you to best identify what will help dealerships sell more cars, and the steps you need to take to get there.

•	Why Facebook for Automotive Marketing?
	2
	Automotive Solutions:
	<ul> <li>Increasing Awareness of your</li> </ul>
	Dealership
	Inspiring
	Consideration
	Desching In Market
	Reaching In-Market     Shoppers
	Driving
	Leads
	7
	Generating Excitement for
	Tentpoles
•	Understanding the Facebook Campaign Structure
	Setting up your
	Campaign
	10

## Why Facebook for automotive marketing?



SCALE AND REACH

2B people on Facebook and 700M on Instagram, spending 1 out of 5 mobile minutes each day.

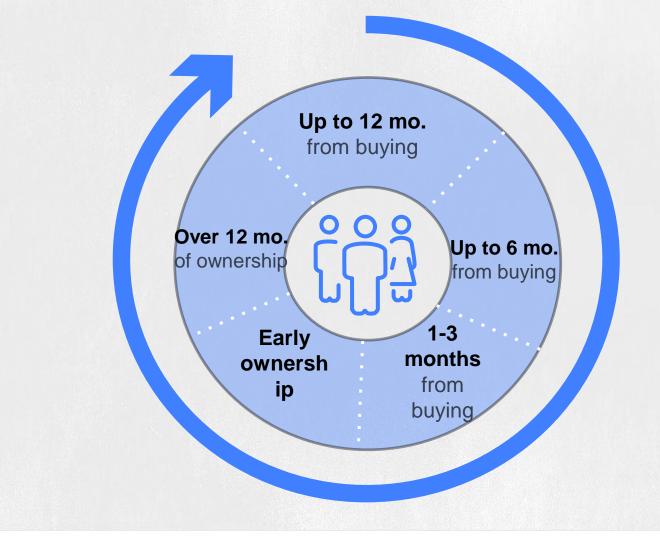


With Facebook log-in data, you are reaching real people, not proxies, thereby ensuring your message is reaching the right audience



Solutions that drive your business objectives throughout the customer journey, including Awareness, Consideration, In-Market Shopping and Ownership

#### Impact 100% of your customer's journey on Facebook



COMMUNICATING WITH REAL PEOPLE ALLOWS DEALERSHIPS TO TALK TO CUSTOMERS THROUGHOUT THEIR JOURNEY AND BUILD RELATIONSHIPS OVER THEIR OWNERSHIP CYCLE.

## Where to begin?

#### 1. Focus on your business objective

Likes, actions and comments are good, but business results are even better. From driving awareness during a launch to increasing leads to dealers, start by thinking about what your true business objective is.

SHIFT FROM "SOCIAL METRICS" TO "BUSINESS METRICS"

To this:

reach."

"I need to drive leads."

From this: "I need to increase shares, comments, and likes." "I need to grow fans."

"What is a best-in-class social strategy?"

#### 2. Plan with your target audience in mind

Because the 2 billion consumers on Facebook are real people (not proxies), Facebook offers precise, accurate targeting and scale.

RICH TARGETING CAPABILITIES

- Demographic Lifestyle/life Geographic Your site visitors
- Interests/intent stage
- Your customer
  - 3rd party data (auto

"I need to drive awareness of my dealership."

"I need to complement my TV buy with increased

#### Psychographic list shoppers) 3. Ensure media best practices align with your objectives

For lower funnel campaigns: Capture quality conversions by staying competitive in the auction with the value of the user, the relevance of your ads and your optimization tactics for delivery.

VALUE RELEVANCE	
-----------------	--

 Select the optimization goal that Bid what the conversion is worth to • Use copy and images that resonate meets your objectives., and make with your audience. This paired with you through manual bidding or let sure you are optimizing for it via the Facebook decide the best bid for you targeting can help increase ad Facebook Pixel. relevance score for more consistent ad through automatic bidding. Test and iterate where needed to delivery.

To help lower funnel objectives: Pair top of the funnel efforts and use Pacebook's Reach and Frequency buying tool to ensure capture of a quality audience to drive into the lower funnel actions.

#### 4. Think about Creative for a mobile world

The majority of your Facebook impressions will be delivered on mobile screens. The goal is to develop creative that will stop people as they scroll through their News Feed.

Great creative on Facebook is just great creative, but tailored to a mobile world.

Capture attention quickly

vehicle sales?

- Design for sound off
- · Frame your creative to work in a mobile

#### 5. Measure the effectiveness of your Facebook campaigns

At Facebook, we want to ensure that your campaigns are driving results tied to your key business objectives. When launching a campaign, think about what are the important KPIs you need to measure to assess the effectiveness of your campaigns.

REACH	RESONANCE	REACTION
Are we reaching the right audience	Is the campaign positively impacting	Does the campaign result in an uplift
at the right reach and frequency to	brand metrics and wider perceptions?	in foot traffic, lead generations or

achieve our business goals?

DELIVERY



## Increasing awareness of your dealership

Put your dealership at the center of discovery

Automotive consumers are shifting their attention from traditional media to digital and mobile, reshaping the path to purchase. Facebook and Instagram are at the center of that shift—it's where people spend time across their devices.

And because consumers share their lives and discover what matters to them on Facebook and Instagram, there's no more relevant place to launch and sustain your vehicle with full sight, sound and motion.

Best practices for generating awareness for your dealership

• Build a comprehensive campaign strategy. Maximize reach to drive results.

too narrowly Suggested media plan for dealership awareness

- Deliver your message with video, carousel and link ads across Facebook, Instagram and the Audience Network.
- Ensure reach of 50-70% of your target all the time, maximize the reach at launch timing (for 4-8 weeks).
- Target a frequency of 1.5-2X per week for 8-12 weeks, increase the frequency at the launch timing (3-4X per week) for 4-8 weeks.

## Targeting for dealership awareness

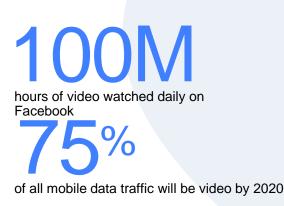
Target audiences across Facebook,<br/>Instagram and the Audience Network<br/>based on their demographics (and<br/>interests if needed)—but don't targetIf you have multiple target a<br/>relevant content tailored to<br/>segments. (e.g. tech conter<br/>interests in technology).

Awareness	Consideration	Lead Generation
Raise brand awareness Video ad Link ad	Boost brand launch Video ad Carousel ad Canvas ad	Lead ad Link ad Dynamic ad
Generate awareness among near- market segment intenders in your community	Generate consideration among in- market intenders (see pages 5-6)	Drive funnel actions among in-market shoppers for incremental leads (see page 6-7)
<ul> <li>Utilize "Reach" to raise awareness among your target audience</li> <li>Drive the audience to your website and collect audience data for retargeting (Facebook Pixel)</li> </ul>	<ul> <li>Blast campaign by maximizing Reach (60-70%) and Frequency (3-4X per week) for 4-8 weeks</li> <li>Remarket to people who saw your ad/visited your vehicle page previously and promote the benefits of doing business with your dealership</li> </ul>	<ul> <li>Remarket to people who saw your ad/visited your vehicle page with a relevant offer to drive foot traffic to the dealership using Lead Ads, or the Test Drive form on your website</li> <li>Leverage Oracle/Polk MAX in-market data and lookalikes for additional</li> </ul>

Something to consider—Personalized content at scale

If you have multiple target audiences, consider creating relevant content tailored to the interests of those segments. (e.g. tech content for people who have interests in technology).

reach



## Inspiring consideration

Make the consideration list with the right audience

Increasing time spent online and access to new vehicle information have reshaped the way people research and evaluate cars.

Consumers now consider more vehicles and visit fewer dealerships than ever before.

Capturing attention and delivering the right message to the right person at the right time is critical for driving consideration.

Best practices for driving consideration

- Think about relevant messaging by aligning your vehicle benefit to the interests of your audience – but make sure not to target too narrowly
- Leverage Facebook's creative options to tell richer stories
- As compared to the vehicle launch phase, narrow your target slightly
- · Ensure a minimum reach of 50-70% of your target
- · Targetraetmaugnanofflr512xinerwasheformin0 weeks
- 1. Broad audience (e.g. women 18-54) as you would target in other mediums
- 2. People interested in the lifestyle pillars you're targeting
- 3. People entering new life-stage
- 4. Those that previously viewed your videos or messages on Facebook
- 5. Visitors to your website

Greative platfoncer the tally opated as diportion or his gestagy segments)

#### CAROUSEL







+37% +11%

Facebook campaigns increase

consideration and decrease competitive consideration

Brand site visits

Brand searches

-3% Competitive brand searches

Competitive model searches





#### For more information: Carousel Ad , Facebook Canvas,

## **Reaching in-market shoppers**

The shift to mobile is reshaping in-market automotive marketing

More and more people are researching vehicles online, discovering information that matters to them in a personalized, curated way on mobile. Facebook is the best place to reach them.

Best practices for reaching in-market shoppers

- Option 1: To maximize for site actions, buy media via the Facebook Auction and optimize for conversions with oCPM
- Option 2: To maximize your audience, buy media on a Reach and Frequency basis.

Targeting in-market shoppers

- 1. Target existing owners/lessees using Facebook's real people
- 2. Remarket to people coming to your site

#### ProTip

Install the Facebook Pixel which allows you to report conversions, build audiences and get rich insights about how people use your website

- 3. Leverage 3rd party in-market data such as Oracle/Polk and Acxiom where available
- 4. Create Lookalike Audiences built from website visitors (WCA) and existing customers database

#### Three creative platforms that drive action

#### LEAD AD



Lead ads make the mobile signup process easier by automatically populating contact information that people have given Facebook, like email addresses. CARDUSEL



Carousel Link Ads allow you to show multiple images, videos, and links in one unit. They drive 30-50% lower cost-perconversion than single-image link ads.

#### LINK AD



Link Ads include a call-to-action within the ad and drive to important sections of your website, like Get a Quote or Schedule Service.

## **Driving leads**

Facebook and Instagram's Lead Ads solve key challenges for lead generation

Facebook and Instagram's lead ads allow people on mobile to complete forms with just a couple of taps, making it incredibly easy for people to send you their information.

Form filling on mobile is painful and primary reason for high conversion gap

27%

of all car shoppers do a majority of their vehicle search on a mobile device longer to fill out forms on mobile than desktop

#### Best practices for lead generation

- Ensure you have raised enough awareness in the market.
- Get ready for the operation (email/phone call) before launch.
- Increasing the amount of information you require will decrease the amount of leads, but may drive more qualified leads.

- When someone clicks on your lead ad, a form opens with the person's contact information automatically populated, based on the information they share with Facebook, reducing the friction for completing forms.
  - Keep text input to a minimum. Consider multiple choice questions instead.
  - Optimize for conversion with oCPM to let Facebook optimize delivery to people likely to fill out the lead ad.
  - Create a few different ad sets with different forms. Optimize based on which forms yields the lowest CPLs and best set of information.

#### Targeting tips for Lead Ads

- 1. Target MAX in-market shoppers
- 2. Create Lookalike Audience who look like your existing high LTV customers
- 3. Website Custom Audience to reach people who've visited your website

#### Quality lead gen at SCALE

## Collect leads across devices

Facebook. Lead ads solutions

on any device, when they use

devicesIntegrate with CRM + API toReach people through Lead Adsimmediately take action on leads.

#### Improve quality of contact info

Forms are pre-populated with information people shared with Facebook. You can select from up to 18 prepopulated fields and add an additional 3 customizable fields.

Collecting sign-ups for test drives, newsletters, offers, price estimates, follow-up calls and business information

Access leads in real-time

#### Information you can ask for

<ul> <li>Name (first and last, or full name)</li> <li>Email address</li> </ul>	<ul><li>Date of birth</li><li>Country</li><li>Zip code</li></ul>	<ul><li>Military status</li><li>Company name</li><li>Job title</li></ul>
<ul> <li>Phone number</li> </ul>	Gender	<ul> <li>Work email</li> </ul>
<ul><li>Street address</li><li>City</li></ul>	<ul><li>Age range</li><li>Marital status</li></ul>	Work phone number
<ul> <li>State or province</li> </ul>	<ul> <li>Relationship</li> </ul>	

## Auto-specific custom questions

- Car make
- Car model
- Trim
- · Year of make
- Car dealership

More on Lead Ads here: Lead Ads on Facebook

## Generating excitement

For tentpole events

Facebook tools to amplify the excitement of tentpole events

Deliver your video, live video, 360 video, Canvas or other creative to targeted audiences including geo-targeted audiences in your dealership's city or in-market shoppers for special events and sales.



Facebook Live

You can broadcast to the largest audience in the world with Facebook Live. It is a fun, powerful way to connect with your fans and create new ones along the way. Facebook Live is perfect to drive excitement around your vehicle reveal or tentpole event.



#### Canvas

Create a Canvas unit that provides indepth video and photos of your dealership event or new vehicles on the dealership lot.



#### Hand-raisers

Use Facebook "Lead Ads" to capture interest around the reveal of pre-launch vehicles and start a sequential messaging strategy leading up to vehicle availability. 860

360 photo and video

360 photo and video is a stunning and captivating way to share immersive brand stories, places and experiences with your fans. Create 360 photos or videos of your dealership space or a particular vehicle interior/exterior.



Local Awareness (geo targeting)

The "Reach" objective gives you the chance to connect with local audiences and drive offline foot-traffic to your dealership's sales and philanthropy events.



#### Co-branded content

If working with influencers on a specific event or project, promote the cobranded content to targeted audiences.

Building up momentum	1 week before event	During event
Event creation on Page	Facebook Live	Reach Ads/Local Awareness
Photo / video ad (teaser)	360 Video	360 Video
Canvas ad	Canvas ad	Facebook Live
Co-branded content	Photo / video ad (reveal)	Photo / video ad
	Carousel ad	Carousel ad
	Reach Ads/Local Awareness	Co-branded content
	Co-branded content	Lead ads
	Lead ads	



# DEALERONWEBBY

# POLL QUESTION

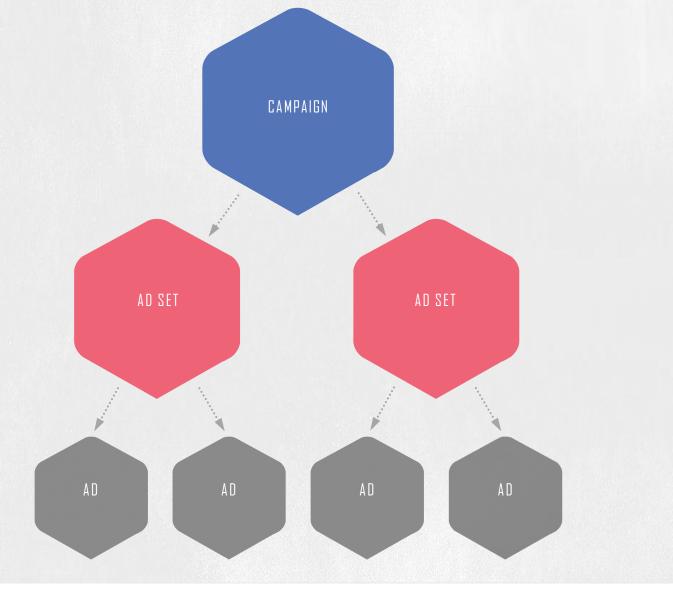
**>** 

@DealerOn @ElianaRaggio

facebook

### Understanding the Facebook campaign structure Campaign set up for auction

Facebook's campaign structure makes it easier for you to organize, optimize and measure the performance of your ads. The structure has three levels: campaign, ad set and ad.



#### CAMPAIGN = OBJECTIVE

AD SET = AUDIENCE

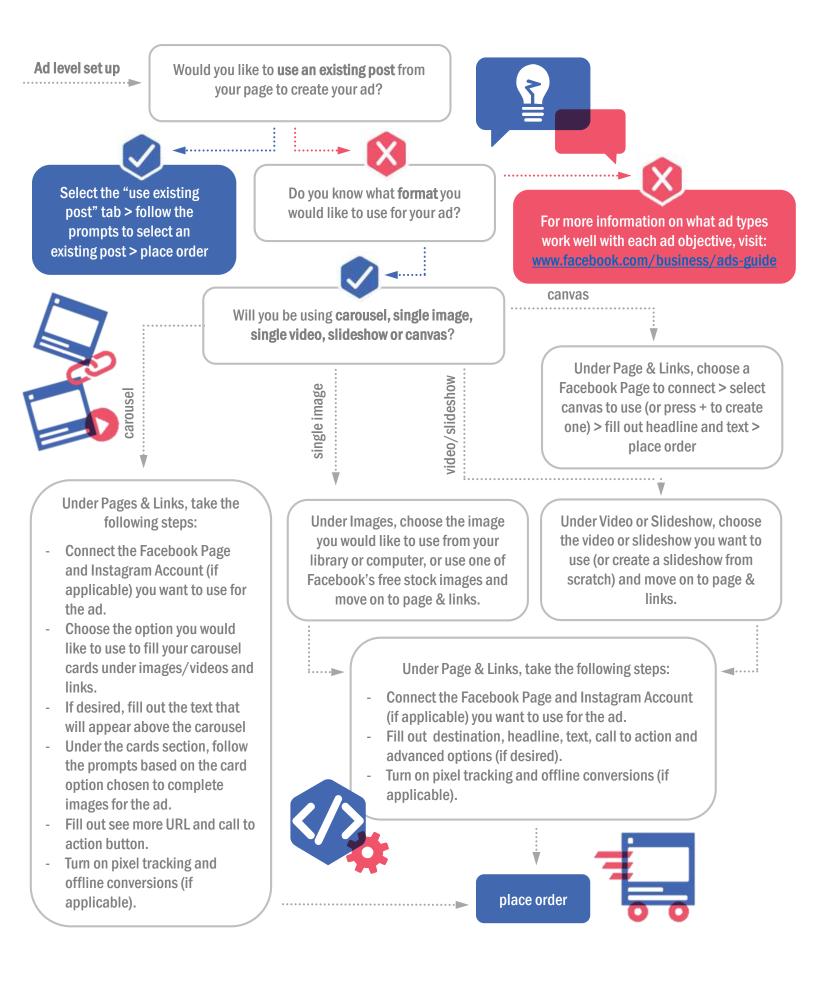
AD = CREATIVE

- 1. Set up campaigns based on advertising objectives
- 2. Create multiple campaigns within an ad account
- Cap spend across all campaigns and track spend for each campaign
- 1. Organize ad sets by audience segment
- 2. Optimize top performing placements
- 3. Set bidding to maximize performance
- 4. Adjust budgets to optimize spend
- 1. Use ad types that match your campaign objective
- 2. Create multiple ads to optimize performance
- Don't go over the limits for number of campaigns, ads sets and ads

## Setting up your campaign

Do you know what your marketing objective is?





## Understanding the auction

	Core Addition Dasies
Set the Right Bid	<ul> <li>You have two options for setting your bid:</li> <li>Automatic bidding: Our ad auction system will adjust your bid to generate the most desired actions possible within your budget</li> </ul>
	<ul> <li>Manual bidding: You set the monetary value of your desired outcome</li> </ul>
	• With manual bidding, it's best to start with a bid that represents how much you value each outcome or action you're optimizing for. For example, if you want website conversions and a conversion is worth \$20 to you, bid at least \$20. Lower bids may reduce the number of people in your target audience who see your ad.
Determine the Right Budget	To ensure smooth and ongoing delivery, your daily ad set budget should at the least be greater than your bid. If your objective is conversions, your ad set budget should be many times greater than your bid.
	Be aware that splitting your total budget across too many individual ad sets might make it harder for your ads to deliver as much as you intend them to.
Optimize Events to Maximize Action	Make sure to set your ad delivery to the conversion event that best aligns with your campaign objective, but keep in mind that your ad set should capture 15-25 conversions per week (bare minimum) to establish an adequate baseline. If your volume is lower than this, move your optimization event up the funnel to actions like search or add-to-cart.

ore Auction Basics

## **Under Delivering?**

#### If under-delivery is an issue, optimize for:

- High frequency conversion events, ex: if service appointment scheduling is low, test optimizing for "Leads" to increase ad action rates
- Pro Tip: If under-delivery continues to be an issue, use the default automatic bidding option or increase bids/budgets to be more competitive in manual bidding



## FACEBOOK + AUTOMOTIVE RETAIL Measuring What Matters

#### Our goal is to help you grow your business

At Facebook, we want to ensure that your campaigns are driving results tied to your key business objectives. When launching a campaign, think about the important KPIs you need to measure to assess the effectiveness of your campaigns. Our goal is to help you grow your business.



REACH

Are we reaching the right audience at the right reach and frequency to achieve our business goals?



#### RESONANCE

Is the campaign positively impacting brand metrics and wider perceptions?



REACTION

Does the campaign result in an uplift in vehicle sales?

#### Focus On Metrics That Matter

Business Goal	Campaign Objective	<b>Measurement Metrics</b>	
Awareness	Brand Awareness	Brand Lift, Audience Outcomes	
Build top of mind awareness, equity, affinity and consideration	Reach	(Nielsen DAR/TAR), Reach, Ad Recall, Purchase Intent,	
	Video Views	Viewability	
Consideration	Website Conversions	Conversion Lift (Online), Partner Lift (Offline), Conversion Reporting, In-Store Visits, ROAS	
Generate interest, demand and consideration in the brand's products, services or promotions online and in-store.	Website Clicks		
	Lead Generation		
	Event Responses		
Acquisition	Lead Generation	Conversion Lift (Online), Partner Lift (Offline), Conversion Reporting, ROI, ROAS, Sales Outcomes (MTA,	
Get people to demonstrate purchase intent through a sign up, subscription or lead form.	Conversion (Offer Ads)		
	Product Catalog Sales (Dynamic Ads)		
	Store Visits	MMM), In-Store Visits	

### Forget the Ones That Don't

#### Non-KPI

#### Source of Recommendation

Engagement (Likes, Comments, Shares)No correlation to offline sales or brand healthOrganic MetricsMinimal impact on overall campaign reach potential



## Measuring What Matters

#### Measure the True Business Value



Measure real business outcomes across the consumer journey

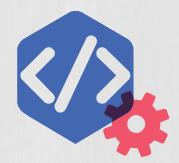


Measure incremental lift and attribution



Measure across devices, channels and publishers

#### **Tools for Measuring Business Impact**



#### THE FACEBOOK PIXEL



#### OFFLINE CONVERSIONS

- Snippet of code that helps you measure the effectiveness of your Facebook campaigns.
- · Measures the actions of people, not cookies
- · Measures conversions that happen across devices
- · Works with Facebook Lift measurement
- Lets you generate lookalike audiences of people who convert
- Allows optimization for conversions
- Connect your digital ads to business transactions
   wherever they happen
- See what types of audiences are seeing your ad and making purchases in stores or over the phone.
- Create Custom Audiences based on offline information such as high in-store spenders, loyalty card holders or lapsed customers.
- With the full picture on conversions, tailor your campaign parameters to drive future results.
- Prove ROAS



represents your business. In addition to the code creation form this process, you can add <u>standard events</u> or <u>custom conversions</u> to your pixel to report different conversion events.

## The Facebook Pixel: About the Pixel Code

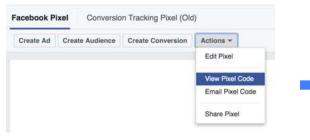
THE PIXEL CODE IS MADE UP OF TWO MAIN ELEMENTS: **PIXEL BASE CODE** AND **EVENT CODE** 

#### **PIXEL BASE CODE**

The pixel base code tracks activity on your website, providing a baseline for measuring specific events. The base code should be installed on every page of your website.

To install the pixel base code:

#### Pixel Tab > Actions > View Pixel Code



#### Click code to copy > paste in website HTML



\* paste code between the <head> tags on each web page, or in your website template to install it on your entire website

#### Additional pixel code installation options:

Share the pixel with a 3<sup>rd</sup> party to install

Use a 3<sup>rd</sup> party solution to install the pixel yourself

#### Pixel Tab > Actions > Email Pixel Code > Enter Email > Send



#### Vendor options:

Google Tag Manager: <u>https://www.facebook.com/help/gtm</u> Tealium: <u>https://www.facebook.com/help/tealium</u> Ensighten: <u>https://www.facebook.com/help/ensighten</u> Website/Shopping Platforms: Shopify, Squarespace, LeadPages, Wix, Weebly, Big Commerce, GoDaddy: <u>https://www.facebook.com/business/help/4570</u> 75141160886

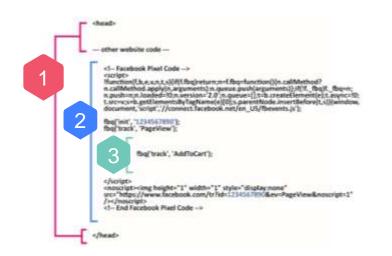
#### **EVENT CODE**

Events are actions that happen on your website, either as a result of Facebook ads (paid) or organic reach (unpaid). The event code lets you track those actions and leverage them in advertising.

There are two types of events you can send:

#### STANDARD EVENTS

Standard events are the 9 pixel events we're able to track and optimize your ads for without any additional actions. See below for an example of what your website code will look like with standard events installed. Your pixel within your website code will look like the following with a standard event added:



The key here is that every page of your website should have the base code (your pixel id will be different than the example '1234567890'), but different pages will have different snippets of code for standard events. On the special pages of your website that you want to track and optimize your ads for, add one of these 9 standard events. Just copy and paste everything in the standard event code column and add it to the page on your website where you'd like to track this action.

Be sure to avoid adding your standard event code to the header section of your website (where you add the Facebook pixel base code). If you do, you won't know on which page of your website a certain event happened. If you'd prefer to use URL rules instead of standard events, you can use <u>custom conversions</u> instead. The Facebook pixel code with a standard event.

1. Your website's original code: Paste the Facebook pixel code between the <head> and </head> tags of your web page. You may already have other existing code between the head tags, so just place the pixel code underneath that, but above </head>.

**2. Your Facebook pixel base code:** Your Facebook pixel code will look like the diagram above, except your pixel ID will be different from 1234567890.

**3. Your standard event code:** Within your Facebook pixel code, above the **</script>** tag, paste the Standard Event code that's relevant to your page (ex: Complete Registration, Add To Cart). You'll need to do this for every page you want to track.

Website action	Standard event code
View content	fbq('track', "ViewContent');
Search	fbq('track', 'Search');
Add to cart	fbq('track', 'AddToCart');
Add to wishlist	fbq('track', 'AddToWishlist');
Initiate checkout	fbq('track', 'InitiateCheckout');
Add payment info	fbq('track', 'AddPaymentInfo');
Make purchase	fbq('track', 'Purchase', (value: '0.00', currency: 'USD'))
Lead	fbq('track', 'Lead');
Complete registration	fbq('track', 'CompleteRegistration').

#### CUSTOM CONVERSION EVENTS

Custom conversion events are actions that are important to your business, but that you can't use for tracking and optimization without additional action. Creating custom events can be executed through your ads manager where your pixel is located. Learn how to use custom events.

## The Facebook Pixel: Best

Practices on your website to help you measure, optimize and build audiences for your ad campaigns



**Measure conversions** 

See how your customers are moving between devices before they convert



**Optimize delivery** 

Ensure your ads are

shown to people likely

to take the action you

want them to take



**Build audiences** 

Retarget website visitors and scale reach among people similar to your customers



**Get insights** 

Get rich insights about how people use your website from your pixel dashboard.

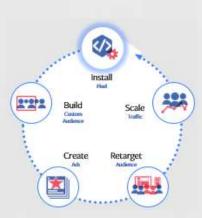
#### 4 WAYS TO MAKE THE MOST OF THE FACEBOOK PIXEL

#### VERIFY YOUR FACEBOOK PIXEL IMPLEMENTATION

- Install the Facebook Pixel Helper Chrome Extension
- Type your business URL in the Chrome browser
- Click the Pixel Helper icon in the upper right hand corner of your browser
- A Pixel Helper pop up will show and confirm if your pixel has been installed
- If your pixel is not implemented correctly, follow the recommendations displayed in the pop-up

#### **BUILD AND GROW YOUR AUDIENCE**

- Build a Custom
   Audience. Learn how.
- Create ads with creative geared toward website visitors, and those likely already interested in your products or services.
- Retarget your website visitors. Learn how.
- Scale your website traffic by creating a



#### ADD EVENTS TO TRACK AND MEASURE CONVERSIONS

- There are 9 standard events you can use to track the actions that happen on your website. From there, you can optimize your audiences and ad delivery based off of these signals.
- Within your Facebook pixel base code (under your 'PageView' event), insert the standard event code that's relevant to your page (e.g., Lead). You'll need to do this for every page.



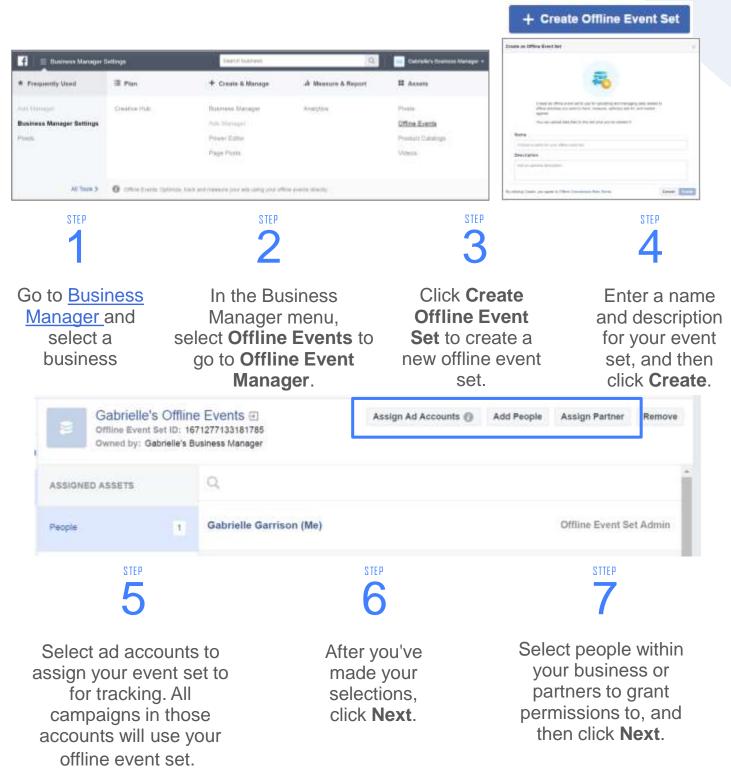
. . . . . . . . . . . . . . . . . .

#### you want to track. OPTIMIZE AD DELIVERY FOR CONVERSIONS

- · Create a campaign using the conversions objective
- Select the conversion event you care about and want to optimize for
  - The drop down menu will display the conversion event you set up using the Facebook Pixel (e.g. Purchase)
- Optimize your ad delivery for conversions so the system will serve your ads to people who are likely to take your desired action.
  - Select automatic bidding when you are unsure of your CPA or have a low conversion value (e.g. selling a \$10 inexpensive shirt) OR select manual bidding when you know your CPA or have a high conversion value (e.g. selling expensive shoes worth \$250) which can be used to set a manual bid
  - Fill out your audience, budget, schedule and creative ><sup>18</sup> place your order

## Tracking Offline Conversions: Creating an Offline Event

Offline event sets are groups of data about offline actions (actions that aren't captured with the Facebook Pixel or App Events) that your business uploads to Facebook. When you create an ad, you can connect an offline event set that lets you attribute actions that happen offline back to your Facebook ads.



## Tracking Offline Conversions: Uploading Offline Event

Data

Before you upload your offline event data using Offline Event Manager, keep these requirements in mind:

You should have administrator, advertiser, or analyst access to the ad account associated with the offline event sets and have a Business Manager account.

Every entry must include an **Event Name** that is one of the following case-sensitive strings: **Purchase**, **Lead**, **Other**, **ViewContent**, **Search**, **AddToCart**, **AddToWishList**, **InitiateCheckout**,

AddPaymentInfo or CompleteRegistration. If this is missing when you upload your offline event sets, you will be prompted to choose a value that applies to all entries.

Every entry must have an Event Time that is unix time stamp. Be sure to specify a time so that you don't miss conversion attributions.

Purchase events must contain the **Value** field and a **Currency**. While you can choose to set **Value** to zero, this turns off the ability to measure cost performance metrics and cost-based optimization features

Every entry must also contain some type of information that can match with Facebook users. Learn more about increasing the match rate for your data.

In the Business Manager menu, select **Offline Events** to go to **Offline Event Manager**.

step **2** 

STEP

Select the offline event set you want to upload data to, and then click **Upload Offline Events**. Or, if you did not use an event set previously to import events, click **Upload Offline Events** to import events from a file.

Step 3

STEP

Δ

STEP

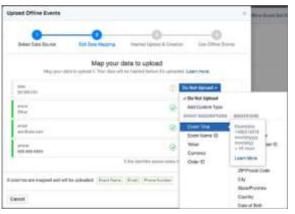
5

Click **Upload File** to select a file ( .csv or .txt) to upload, or drag and drop a file into the box. You can also select the option to copy and paste your data directly. Enter a name for the upload if desired, and then click **Next**.

Map your data to the appropriate identifiers and data types.

Click **Upload**. Keep your browser window open until the upload is complete.





## Tracking Offline Conversions: Viewing the Data

After you upload offline events sets in Business Manager, the sets are matched against your active ad campaigns that are configured for offline event tracking.

To view the results:

Go to Ads Manager.

STEP 2

STEP

STEP

STEP

2

STEP

3

STEP

4

STEP

Choose All Campaigns, All Ad Sets or All Ads from the dropdown menu and select your campaign.

Click the Columns dropdown menu and select Offline Conversions.

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A Martine Comments	1 to Desire	
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Calumna: Performance -

Performance (Default)

Video Engapement Acto Engagement Contrasel Propagentiert Performance and Ciclos Cross-Device

Customize Columns.

App Engagement

Cross-Device Office Conversions Gustom se Ostumne Set as Celauff Reset Column Wildhe

Course trapspersed Performance and Clicks

**Delivery** h-pagement

To customize your columns:

Set as Debuilt Reset Column Widths Columna: Perforeance -Click the Columns dropdown menu and selec. Performance (Default) Delivery Columns. Engagement Video Engagement

Select the columns you would like to see.

Set the attribution window to 1, 7, or 28 days.

To save these selections as a preset for future use, click the Save as preset checkbox, enter a name, and then click Apply. Otherwise, just click Apply to view this customization one time.

\*The preset you create appears in the **Columns** dropdown menu. If you want to make this preset your default view the next time you visit Ads Manager, select Set as Default in the Columns menu.

## Creative considerations for mobile

Facebook is a rich creative canvas for brand-building and driving

News Feed offers striking photo and video real estate in the place where consumers spend most of their time.



Capture attention quickly

- Start with your most captivating elements
- Put your hero and brand front and center



wite engaging post copy

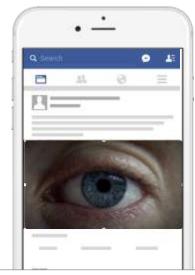
Design for sound off

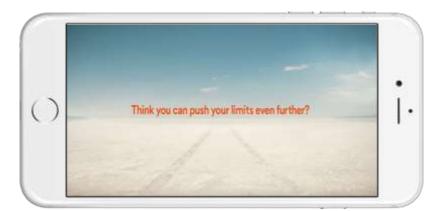
- Tell your story visually
- Use text and graphics to help deliver your message
- Try captions with video



Frame your visual story

- Explore different frames
- Highlight key elements
- Create visual surprises









## Auto Case Studies: Pre-ownership

#### Revving up web traffic with US Auto Sales

#### Objective

The US Auto Sales team wanted to boost awareness of its brand across the southeastern states and effectively drive more traffic to its website.

#### Learnings

#### Leads don't start at the search phase

With US Auto sales starting with Brand Awareness, they were able to collect data on their target audience long before their competitors joined the auction space in the consideration phase.

#### Data is important

Using the data from the video ads, US Auto Sales was able to get actionable insights on what content their customers like to help deliver more impact on a personal basis.

#### Dynamic ads drive dealership traffic

#### Objective

The DARCARS team wanted to increase online views of vehicle detail pages (VDPs) for inventory vehicles at key locations, while keeping its costs per click low, with the goal of increasing sales and maximizing its return on ad spend.

#### Learnings

#### Retargeting matters

By leveraging the Facebook Pixel, DARCARS not only was able to retarget visitors of their VDP pages, but they also were able to create lookalike audiences off those visitors, extending their reach to new potential buyers.

#### Dynamic ads deliver personalized and quality leads at scale

.Utilizing dynamic ads along with Facebook's core audiences (that were layered with custom audiences), DARCARS was able to deliver relevant ads to high quality users of the exact vehicles they were looking at on the website to ignite re-engagement.

#### Putting local car sales into gear

#### Objective

Brown Chevrolet Buick GMC wanted to drive sales by generating better online leads, so it ran lead ads to reach the local market of Eagle's Pass, TX.

#### Learnings

#### Incentives with local targeting works

Using Facebook's interest targeting, the dealership targeted users in the local area interested in buying a Chevrolet Silverado or other GMC trucks with a \$500 trade in bonus. This resulted in a 63% increase in new customers visiting the dealership.

#### Lead ads generate quality leads with efficiency

The dealership found that as they were collecting the lead ads and bringing the customers into the dealership, they found that the Facebook leads were more engaged in the consideration phase (browsing their website), hinting at the quality of the users which resulted in 8 vehicles sold at a higher profit.

## 20%

increase in yearover-year sales

78%

increase in people reached

**2**x

increase in website clicks

92%

lower cost per VDP view

66% lower cost per click

45k+

43%

Increase in website visits

63%

increase in collected email leads

12.5 x

return on ad spend







## Auto Case Studies: Parts & Service

Meeting the new neighbors

#### Objective

Nalley Nissan of Atlanta wanted to raise awareness among residents about its new location and increase vehicle service orders, particularly among Nissan owners who service their vehicles at independent auto shops.

#### Learnings

#### People based targeting works

The dealership partnered with Oracle to identify in-market service shoppers and then created and targeted its campaign to a custom audience of people who previously declined service packages. They also targeted Nissan owners in the market for auto service or with interests in auto parts and accessories. This contributed to the high amount of qualified website visits.

#### Lead ads generate quality leads and share shift opportunities

With Nalley Nissan receiving so many service appointments directly through the lead ads, they decided to reallocate a large portion of their direct mail budget to continue the success over 4 weeks that led to 201 service appointments.

Revving up service visits

#### Objective

DCH Montclair Acura wanted to boost service retention by reaching Acura owners who had never visited their dealership for service and encouraging them to bring in their vehicles.

#### Learnings

Utilizing CRM data on Facebook helps generate quality users DCH Montclair Acura used their CRM data of current Acura owners as one targeting tactic to help re-engage users post car sale that helped generate 116 offer claims and an impressive return on ad spend.

#### Facebook helps drive customer loyalty post vehicle sale

A consumer's buying cycle does not end at the close of a car sale. The dealership used offer ads to help incentivize car sale customers to become service customers, which helps continue a buyers lifecycle into the loyalty stage of a relationship with a business.

#### Driving vehicle sales from the service lane

#### **Objective**

Paragon Honda wanted to fuel new and certified pre-owned car sales, increase its pre-owned inventory and boost customer retention by introducing current sales customers to the service center.

#### Learnings

Facebook can help personalize ads by finding your customers The dealership team started with its customer relationship management and equity mining solution to build a list of current customers with positive equity in their current vehicle. When they uploaded and found these customers on Facebook, they were able to deliver a customized service offer.

#### Facebook delivers quality converters at a fraction of the cost.

Because of Facebook's people-based marketing capabilities, Paragon Honda was able to acquire quality customers for trade-ins which helped yield a \$79 average ad spend per new car sold, which is an 80% savings over their direct mail marketing efforts.

For more information: Nalley Nissan, DCH Montclair Acura, Paragon Honda re



service appointments scheduled directly from the lead ads

221X return on ad spend

116 offer claims





80%

savings over direct mail marketing

\$79

average ad spend per new vehicle sold

49%

redemption rate (101 oil change coupons redeemed)



### **Additional Resources**

To stay up to date on new products, announcements, and specific advertising questions, please visit:

Ads Guide Facebook for Business Facebook Newsroom



# POLL QUESTION

**>** 

@DealerOn @ElianaRaggio



### Appendix

### What's Inside?

- Auto shopping in a mobile world
- Instagram for Automotive
- Messenger for Automotive
- Fans: Myth vs Reality
- Why has organic reach declined on Facebook?
- Targeting Solutions on Facebook
- Creative Formats
- Aligning objectives with creative executions
- Media Guidelines & Best Practices
- Reach & Frequency Sufficiency
- Using TRP to compliment your TV objectives
- Beginning with the Basics:
  - Facebook Page Setup
  - Instagram Account Setup
  - Ad Account Setup
  - Business Manager Setup
- Checklists
  - Campaign Checklist
  - Creative Checklist
  - Facebook Account Setup Checklist



# Auto shopping in a mobile world

The consumers that are important for your brand are discovering and shopping on mobile.

76%

of mobile auto shoppers

know the exact vehicle

they want before going

(vs. 69% of desktop-

to the dealer

first)



of people who use mobile devices for car shopping are Millennials



of people plan to research on their mobile device while watching television

#### What the future looks like for mobile auto shoppers

71%

prefer to do all their vehicle research online and go to the dealer for the final transaction 61%

say that video is playing a more important role in their shopping experience 62%

say that if they could complete the entire vehicle purchase process online, they definitely would **58**%

say that in the future, their smartphone is likely to be the only device they use for all their vehicle research

### What this means for doalershipSnter of mobile discovery for brand-building, consideration and shopping.

Optimize the experience for mobile to ensure consumers are able to get all the information they need to discover, research, and purchase in the way they prefer.

Keep a pulse on auto shopping behavior to make sure you're planning today for tomorrow and adapting to the various ways your customers want to learn about your vehicles, from crafting shortform videos, to providing shopping information at their fingertips.

FACEBOOK IQ Mobile-First Auto Consumers



### Instagram drives business for Automotive Bring your brand's story to life visually

On Instagram, people follow their passions and explore the world through images and video. It is the fastest growing and the second largest marketing platform second only to Facebook.

700M monthly active users

**ZUUIVI** daily active users on Instagram Stories

**OIVI**+ business profiles 1M+ active advertisers

### Featuring all of Facebook's targeting capabilities

In 2015, Instagram ad capability was integrated with Facebook, bringing all of the rich targeting capabilities that Facebook offers onto Instagram. Instagram and Facebook are still separate and distinct leading platforms for people, but now offer a shared backend for you.

The impactful formats from photo and video ads to Carousel ads allow you to tell a deeper story and provide a link for people to learn more.

People take actions from businesses they discovered on Instagram

80%

follow a business on Instagram

INSTAGRAM Getting started 1/5

of all Instagram stories receives a direct message. 1/3 of the most viewed stories on the platform are

60%

learn about a product or service through Instagram

75% of people take action after being inspired by a post

Source: Instagram Internal Data:, April 201 businesses.

### Instagram drives business for Automotive

### Better together (Facebook + Instagram)

Using the Facebook and Instagram platforms together have proven to be a more efficient and cost-effective solution than running a standalone campaign on either platform alone.

### UNIFIED MANAGEMENT

Manage campaigns efficiently and at scale. Buying, managing and reporting are all streamlined and consistent.

#### EXPANDED INVENTORY

With the addition of Instagram to Facebook's ad management interfaces, you now have the same targeting capabilities across both platforms.

### **CREATIVE PORTABILITY**

Get more out of your marketing assets with the flexibility to run shared ad creative across both Facebook and Instagram, using photos and videos up to 1 minute in length.

### Success Story: Mercedes Benz USA "GLA"

Facebook + Instagram case study

ads

+ 14 Ad Recall P1

+54% site visits from FB+IG Branding

visits from FB+IG

Direct Response ads

\*When resources allow, we recommend tailoring your creative for each platform to drive additional relevance. Although, having different creative is not required to be relevant or experience success.

INSTAGRAM Mercedes Benz GLA Case Study





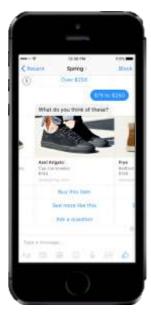
### Messenger for Automotive



### Growth in messaging



people use Messenger each month



20M

businesses are actively messaging with people each month AROUND THE WORLD

messages sent between people & businesses each month, both automated and people-initiated.

What is Messenger?

Messenger is your place to communicate seamlessly with 1.2B people—from making plans with friends, sharing pictures and moments with your loved ones, sending money,

and talking to your favorite businesses about a purchase or service appointment.

### What's the first step?

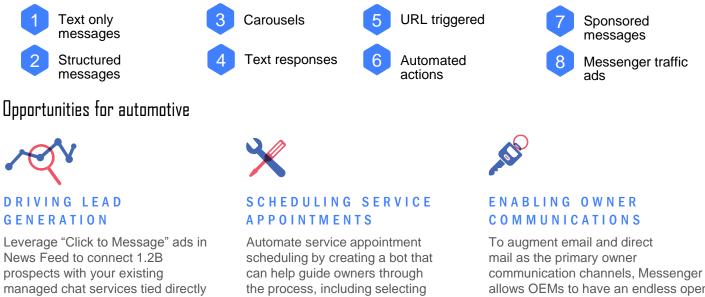
First, if you have not yet activated Page Messaging, do so today. Aside from opening a new channel for your customers to connect with your brand, turning on Page Messaging will also help you understand what sorts of questions your business most commonly receives through Messaging. This data will be critical as your consider what sort of an experience you want to enable on Messenger in the future.

### Capabilities for businesses

into CRM, allowing for seamless

dialogue and customer information.

integration between the chat



the service, appointment time,

estimated pricing and more.

allows OEMs to have an endless open conversation with existing customers around topics such as vehicle updates, off-lease messaging, product upsells, etc.

For more information: <u>Messenger Platform Website</u>, <u>"Messaging and Your Business"</u> Source: Facebook Internal Data, April 2017

### Fans: Myth vs Reality

Fans are only 1% of your consumers

Fans are high-value, but a small share of your overall sales. Engagement (likes, shares, comments, clicks) seems like a good way to measure campaign and creative success on Facebook. However, there is no correlation with sales lift, awareness growth or even branding.

Growth is driven by non–fans and competitor users—who may not be aware of your brand/vehicles. Therefore, auto brands should stop organic posting and extend their reach beyond their fans and no longer have a fan acquisition strategy on Facebook.

Why doesn't engagement (likes, shares, comments, clicks) = success?

Successful marketing requires persuasion. Content can be persuasive without resulting in a click. Content can result in a click without being persuasive.

Also, there are "clickers" and "watchers". Some people are just more likely to click on many things. Other people never "Like" an ad.

If your goal is to generate awareness or shift perceptions, it's important to recognize that people don't necessarily engage with content to notice it, or be persuaded by it. All of these events can occur without the person ultimately engaging with the content. Engagement (likes, fans, comments) FAQs

#### IS "ENGAGEMENT RATE" GDING AWAY?

Engagement rate is still available to view as a reported behavioral benchmark. With regard to Facebook specifically, you just cannot use it as an indicator of success. Our view is that brands can still use engagement rate, but with a high degree of caution and with a manual review on content to check if it's on brand. Engagement rate is not a predictor of creative that will drive sales or brand impact.

#### WHAT DO I USE ENGAGEMENT RATE FOR, IF NOT CAMPAIGN OR CREATIVE SUCCESS?

It is not recommended you use engagement rate for anything other than a reference.

#### WHAT SHOULD I USE AS THE KEY KPI FOR CAMPAIGN SUCCESS, IF NOT ENGAGEMENT?

Your KPIs should be determined by your business objectives. For example, if your KPI is to raise awareness, you might consider using a Brand Lift study to measure awareness impact. If you are limited to behavioral benchmarks, Reach is the priority. If your goal is lower funnel, consider Conversions and optimize for leads or the metric that aligns best with your business goals, and utilize the Facebook Pixel or Offline Conversions to track impact.

#### DOES THIS AFFECT HOW MY BUSINESS USES ENGAGEMENT ON OTHER PLATFORMS?

At this time, the evidence and recommendations are specific to Facebook and Instagram and should not change how you use engagement elsewhere.



#### TARGET AUDIENCE



### Why has organic reach declined on Facebook? Facebook's primary focus is always to ensure the best experience for people using

Facebook's primary focus is always to ensure the best experience for people using Facebook. Facebook believes that delivering the best experiences for people also benefit the businesses that use Facebook.

There are two main reasons why organic reach is declining:

#### 1- MORE AND MORE CONTENT IS BEING CREATED AND SHARED EVERY DAY

Thanks to devices like smartphones, people can create and share content with just a few swipes of the finger or taps of a button. There is now far more content than there is time to absorb it. On average, there are 1,500 stories that could appear in a person's News Feed each time they log onto Facebook.

For people with lots of friends and page likes, as many as 15,000 potential stories could appear any time they log on. As a result, competition in the News Feed is increasing and it's becoming harder for any story to gain exposure in News Feed. In addition to the growth in content, people are also liking more Pages: the total number of Pages liked by the typical Facebook user grew more than 50% last year.

#### 2 - THE SECOND REASON INVOLVES HOW FACEBOOK WORKS

Rather than showing people all possible content, News Feed is designed to show each person on Facebook the content that's most relevant to them. Of the 1,500+ stories a person might see when they log onto Facebook, News Feed displays approximately 300. To choose which stories to show, News Feed ranks every possible story (from more to less important) by looking at thousands of factors relevant to each person.

Over the past year+, we've made some key changes to improve how News Feed chooses content: We've gotten better at showing high-quality content and we've cleaned up News Feed spam. As a result, News Feed is becoming even more engaging, even as the volume of content being shared on Facebook continues to grow.

Other large, growing digital platforms also experience a decline in organic reach – the issue is not unique to Facebook. For example, online search engines provided a great deal of traffic to business and websites when they initially launched. As people and businesses flocked to search, there was more competition to rank highly in search results.

Because the search engines had to work much harder to surface the most relevant and useful content, businesses eventually saw diminished organic results.

Were we to move to a system of displaying all content in real-time, based on all our tests on this, we would diminish the experience for people on Facebook. Additionally, given the sheer amount of content in the average News Feed, using a real-time system for content would actually cause Pages' organic reach to decrease further.

#### SO, HOW SHOULD I USE FACEBOOK FOR MY BUSINESS?

Organic content still has value on Facebook, and Pages that publish great content – content that teaches people something, entertains them, makes them think, or in some other way adds value to their lives – can still reach people in News Feed. However, anticipating organic reach can be unpredictable, and having a piece of content "go viral" rarely corresponds to a business's core goals. Your business will see much greater value if you use Facebook to achieve specific business objectives, like driving in-store sales or boosting app downloads.

Like TV, search, newspapers, radio and virtually every other marketing platform, Facebook is far more effective when businesses use paid media to help meet their goals. Your business won't always appear on the first page of a search result unless you're paying to be part of that space. Similarly, paid media on Facebook allows businesses to reach broader audiences more predictably, and with much greater accuracy than organic content.

### Targeting solutions on Facebook Scription Data

		Data	Available
Core Audiences (Facebook source)	Utilize the information users share in their profile and behaviors they share on Facebook/Instagram platform	<ul> <li>Location Globally</li> <li>Demographics</li> <li>Behaviours</li> <li>Interests</li> <li>Connections (connections of Pages and Apps, as well as their friends)</li> <li>Mobile (device and operating systems)</li> </ul>	
Core Audiences (Partner categories) *Oracle Data Cloud (Polk), Acxiom and Experian	Utilize the information that we know about people in the offline world thanks to the partnerships with trusted 3rd party data providers	<ul> <li>Location</li> <li>Demographics</li> <li>Behaviours</li> <li>Interests</li> <li>Purchase</li> </ul>	Please ask your local Facebook contacts
Custom Audiences/ Website Custom Audiences (direct or 3rd party source)	A key targeting capability on Facebook that allows you to reach your existing customers (CRM) or website visitors enabled by Facebook Pixel	<ul> <li>Email</li> <li>Telephone numbers</li> <li>App IDs</li> <li>Website Visitors (Facebook Pixel needs to be added to your website)</li> </ul>	Globally
Lookalike Audiences	Reach new people who share similar characteristics with your customers or people who have already expressed interest in your business	As an alternative or in addition to Core Audiences and Custom Audiences	Globally

### Terms to know

# Reach and frequency<br/>buyingTRP buyingFacebook pixelA traditional planning andTV Buyers are now able toThe Facebook pixel is a piece of HTML code for

A traditional planning and buying tool now available on Facebook that allows you to more accurately plan and predict campaigns, reach the right target audience at scale, and control the frequency of the campaign. TV Buyers are now able to buy Target Rating Points on Facebook and Instagram to extend reach, verified by Nielsen. Advertisers can target the same Nielsen designated market areas that their TV buys are reaching and select dayparts in four hour blocks for TRP campaigns. The Facebook pixel is a piece of HTML code for your website that enables you to measure and optimize, as well as build audiences for your ad campaigns. Using the Facebook pixel, you can leverage the actions people take on your website across devices to inform more effective Facebook advertising campaigns. With the Facebook pixel, you can measure cross-device conversions, optimize delivery to people likely to take action, and automatically build audiences for website visitors to retarget.

> FOR MORE INFORMATION FACEBOOK'S ADS GUIDE

### Creative formats

### Link ads

A type of Facebook ad that incorporates a call-to-action button alongside the image/video and text to send people to important areas of your website.



FOR MORE INFORMATION

Facebook's Ads Guide

### Carousel

A type of Facebook/IG ad that lets you incorporate 3-5 images and/or videos, headlines and links or calls to action in a single ad unit. People can scroll through the carousel cards by swiping on their mobile devices or clicking arrows on a desktop.



#### Canvas

A type of Facebook ad that provides immersive and expressive experience combined with videos, still images and call-to-action buttons to tell your stories and showcase your product. You have complete creative control to achieve any objective, such



as telling brand story, promoting and showcasing a new vehicle.

### Creative formats

### Lead ads

A type of Facebook ad that incorporates a call-to-action button alongside the image and text to allow people to fill out a lead form directly in the native Facebook ad, using existing data pre-populated in the form.



### Offer ads

An ad unit you can create and extend discounts and promotions to users you want to reach to encourage them to shop. Includes a call to action button that claims the offer for the user. The offer claim is stored in a user's Facebook saved offers tab, and the user is reminded of the offer by Facebook until redeemed.



### 360 video

A stunning and captivating way for publishers and content creators to share immersive stories, places and experiences with their fans., allowing people to experience the vehicle in 360 degree perspective.

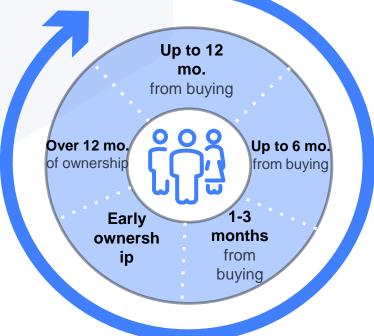


#### Dynamic ads

A type of Facebook ad that helps you to promote relevant products to shoppers browsing your vehicle catalog on your website or mobile app.



### Aligning objectives with creative executions



#### **Creative Options**

12 months from buying

Link Ads Video Ads

**Carousel Ads** Canvas Ads (FB .....oply)

#### 6 months from buying

Link Ads **Carousel Ads**  **Dynamic Product Ads** 

1-3 months from buying

Link Ads Lead Ads

**Dynamic Product** Ads Carousel Ads

Early ownership / Over 12 months of ownership Carousel Ads Link Ads

**Offer Ads** 

Messenger Ads

### Targeting checklist—Reach the right people at the right time

Objective/Target	Targeting options
Build awareness (12 months form buying)	<ul> <li>Core Audiences (Demo &amp; Geo)</li> <li>Near-market shoppers (3<sup>rd</sup> party data)</li> </ul>
Drive consideration (6 months from buying)	<ul> <li>Core Audiences (Demo &amp; Geo, Interests, Behaviors)</li> <li>Your website visitors, leads or CRM database (custom audience)</li> <li>Lookalikes</li> <li>Make/model owners (good for conquesting competitors)</li> <li>In-market shoppers (3rd party data)</li> </ul>
Capture in-market shoppers (1-3 months from buying)	<ul> <li>Core Audiences (Demo &amp; Geo, Interests, Behaviors)</li> <li>MAX In-market shoppers (3rd party data)</li> <li>Your website visitors, leads or CRM database (custom audience)</li> <li>Lookalikes</li> </ul>
Manage customer relationship/ownership (Early ownership – over 12 months of ownership)	<ul> <li>Your customer database of purchasers (CRM)</li> <li>Make/model owners (good for conquesting competitors)</li> <li>Your website visitors</li> <li>Aftermarket shoppers (3<sup>rd</sup> party data)</li> </ul>

### Media Guidelines & Best Practices

Targeting	Start by maximizing reach against broad targets higher in the funnel (age + gender), then consider precise targets lower in the funnel (interests and/or purchase behavior).	Upper funnel: Broad Lower Funnel: Precise
Reach	Reach a minimum of 50-70% of your target audience over the duration of the campaign. For brand objectives, optimize for reach first, then frequency. For lower funnel objectives, optimize for conversions.	Minimum 50-70% of target reach
Frequenc y	Reach people in your target audience 1-2X per week. Test and learn to find optimal frequency levels.	1.5-2X per week for standard campaign to start, 3-4X for 1-week blast
Flight	<ul> <li>Optimal campaign flights should be 8-12 weeks.</li> <li>Overextending length can sacrifice brand impact by diminishing frequency per person reached.</li> </ul>	8-12 weeks
	<ul> <li>For certain circumstances (sales event, other media mix) you may want to opt for 1-day to 1-week blasts.</li> </ul>	
	<ul> <li>Guidelines are for a single campaign. To achieve always- on flighting, would need multiple campaigns, for example with different themes or stories.</li> </ul>	
Placeme nt	Focus on News Feed placements. Allow to naturally deliver, likely 70%+ mobile in most markets. Check the box to deliver on Facebook, Instagram, and Audience Network for added efficiency (greater reach, lower cost per outcomes)	Run automatic placements across all platforms

#### Pro Tip

**Don't micro-target** at the beginning of a campaign. Pick 2-4 core targets and optimize creative and campaign to these audiences. Micro targets = micro outcomes. Adjust targeting as needed during the campaign

#### Pro Tip

Within your budget, prioritize reach first, then frequency for brand objectives. For lower funnel objectives, prioritize conversions. Optimize flight accordingly to remain in guidelines.

\*Guidelines focus on what media buy should achieve, rather than how to buy. For example, you can purchase a high impact blast at 50% with the Reach & Frequency tool.

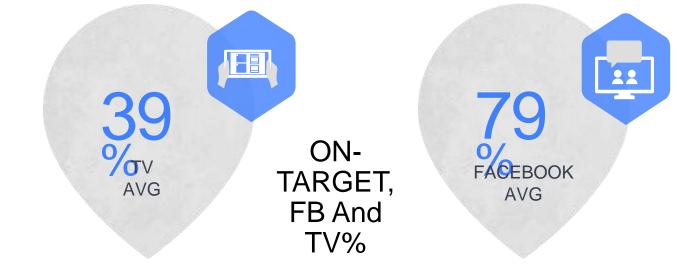
These guidelines represent general guidance for Facebook media planning, based on extensive global research. Specific media plans should be developed based on your specific campaign parameters, jobs to be done, campaign objective and communications role.

### **Reach and Frequency Sufficiency**

### These media buying principles will help you reach you business ambitions

	Campaign	Continuity
Reach Sufficiency	50-70% OF A BROAD TARGET	30-50% OF AVAILABLE BROAD
	AUDIENCE	TARGET AUDIENCE
Optimal Frequency	<ul> <li>Average frequency target: 1.5-2 per week.</li> <li>Numbers of creative: Less is more. Based on learnings across CPG campaigns, brands shou focus on producing no more creative than the average frequency per campaign at maximu Example: a 6 weeks campaign with an average frequency of 4 should have maximum 4 pieces creative.</li> </ul>	
Cost Optimization	<ul> <li>Use the reach &amp; frequer content more widely and</li> </ul>	

### Facebook has more accurate targeting and generates higher ROI

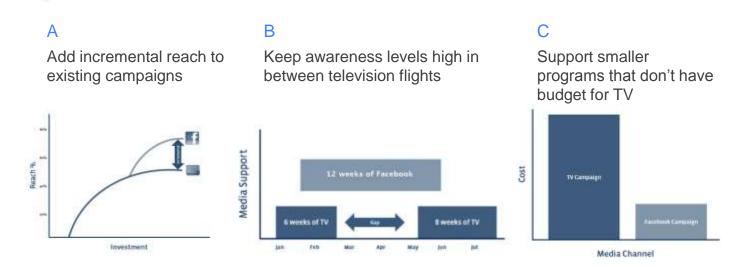


For more information: Facebook Live , Facebook 360: Facebook Canvas , Local Awareness Ads , Co-Branded Contents FAQ

Nielsen Total Ad Ratings campaign meta-analysis of 42 campaigns in the US, Q2 2014-Sep1 2015, study commissioned by Facebook. 21 Low Video, 11 Mostly Video, 10 All Video

### Using TRP to compliment your TV objectives Are you trying to complement a TV buy?

- Now your business has the option of buying video based either on TRPs or Reach and Frequency.
- TRP buying on Facebook gives predictable delivery of TRPs that are verified on-target by Nielsen.
- With TV viewership going down and mobile video consumption going up, TRP on Facebook allows GM to ensure the reach that TV buyers are used to.



\*Guidelines focus on what media buy should achieve, rather than how to buy. For example you can purchase a high impact blast at 50% with the Reach & Frequency tool. These guidelines represent general guidance for Facebook media planning, based on extensive global research. Specific media plans should be developed based on your specific campaign parameters, jobs to be done, campaign objective and communications role.

#### How should you measure success of your brand campaign?

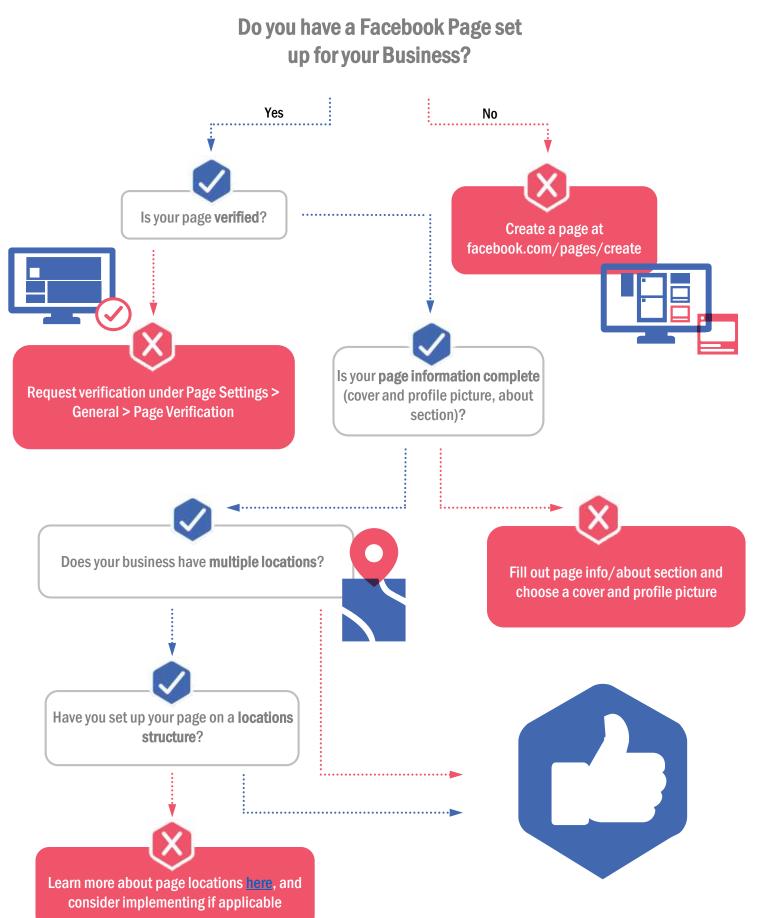
#### Reach: Did I reach my target audience?

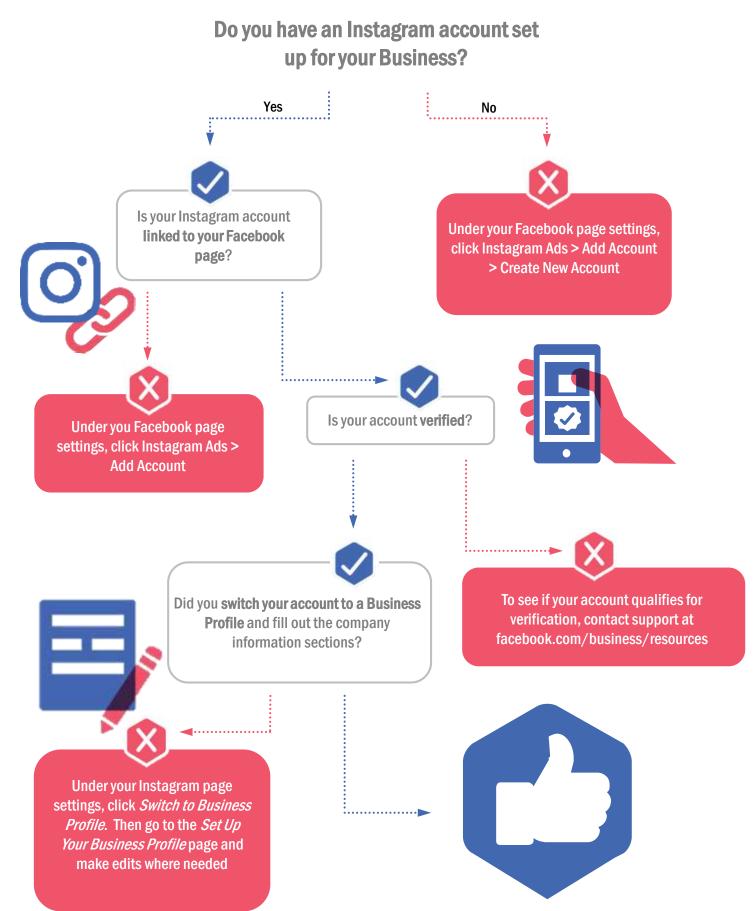
- Nielsen Digital Ad Ratings (DAR)
- Nielsen Total Ad Ratings (TAR)
- Millward Brown Cross-Media

Resonance: Did my brand campaign increase my brand's health, including factors like favorability and message association?

- Nielsen Brand Effect
- Millward Brown Mobile Polling
- Facebook Brand Lift
- Millward Brown Cross-Media

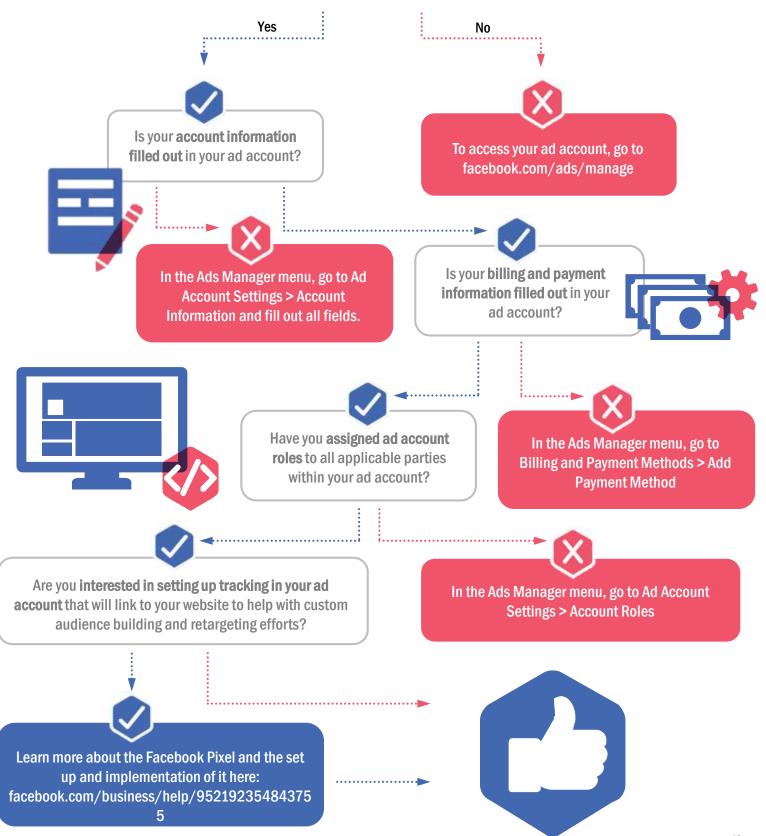
### Beginning with the Basics: Facebook Page Setup



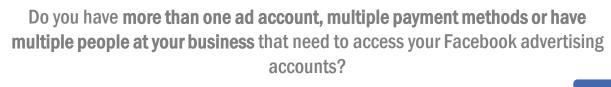


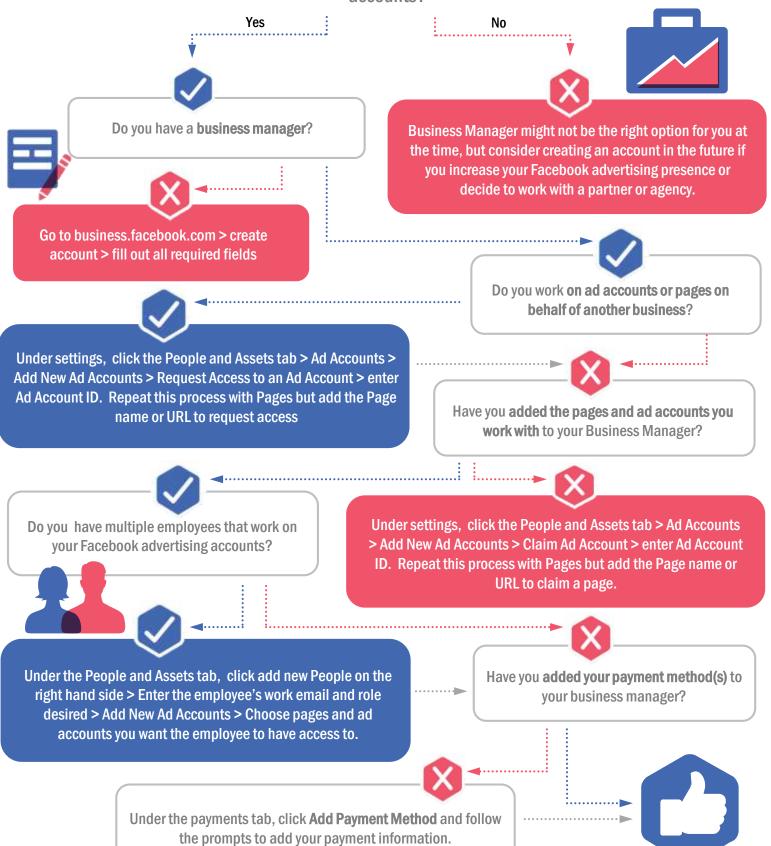
### Beginning with the Basics: Ad Account Setup

Have you ever accessed your ad account that is tied to your Facebook page?



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#### Recipe for success

Solve for a business objective:

Design the campaign to resolve a specific business challenge and not to drive social or engagement objectives.

Personalized creative:

Harness the unique power of FB targeting and Insights to make the campaign sharply relevant but still reach large audiences of the right people.

Create mobile first:

Design mobile first, with your target's mobile mindset and behaviors in mind as well as the unique creative canvas that Facebook mobile offers (perhaps it's feature phone creative that's needed).

Measure to test and learn:

Commit to using Offline Conversions and the Facebook Pixel to evaluate the business impact of the campaign vs. using social measures such as likes, comments and shares.

<u>Big</u>bets:

Are you planning your investment behind big bets? Look at your calendar year and determine your big bets for the year.

Optimal buying solutions:

Are you focusing on the metrics that matter for your business, or are you still using engagement metrics (see pg 14)?

 $\underline{\mathsf{Med}}{\mathsf{ia}} \ \mathsf{sufficiency}{:}$ 

Are you optimizing for the objective that meets your goals, and are you utilizing the Facebook Pixel to track this? Are you reaching 50-70% of your audience at 1-2 times per person a week?

Optimal targeting:

If you are segmenting your audience for personalized creative, ensure your overall reach is meaningful. Make sure micro-targeting doesn't hurt your reach potential for quality conversions.

#### Supporting Direct Mail:

Are you exploring how Facebook can drive efficient incremental reach? Consider how you can leverage custom audiences to retarget users online to pair with your direct mail efforts, and increase your reach by leveraging lookalike audiences from those custom audiences.

#### Sequential storytelling:

Are you sequencing creative to your high value audiences to drive customers down the path to purchase?

Competitor response:

Are you leveraging Facebook to respond quickly to your competitors?

#### Instagram:

Are you extending your campaign onto Instagram's visually-inspiring platform which affords the same targeting capabilities as Facebook?

### Appendix Creative Checklist

#### Build brand benefit & equity

- Does the ad clearly communicate and/or dramatize a brand benefit?
- Does it intuitively fit with the brand promise?

#### Catches attention

- Does the ad make me stop within the first 3 seconds?
- ☐ Is it unique, graphic, impactful, beautiful, surprising and/or does it stand out in the context of my feed?
- Does the image or video fill the screen and create maximum impact with a 1:1 aspect ration?

#### Simple

- □ Is the ad light, snackable, and easily digestible for my on-thego Facebook mobile mindset?
- Do I get the point from just the image or does it require I read more or go off Facebook to another site?
- Is it edited for a fast-paced mobile mentality?

#### Single Image

- Does the image fill the screen and create maximum impact with a 1:1 aspect ratio?
- □ Is there a clear focal point? Is the camera pointed at what the brand is trying to call attention to?
- Are logos, make, model and/or feature visible?
- □ Is the image artfully shot, styled, lit, framed and/or composed?

#### Carousel

- Does the first image work on its own?
- Are all the images closely related in look and feel so they work well together?
- Is there a reward for scrolling through all images? Is the CTA button leading to a relevant asset or lead gen form?
- Do the images have to be separate or can they be united into a single panoramic image or pairs of images to create more interest?

#### Use recognizable assets

- □ Is the visual identity and point of view so unique and recognizable that I can immediately associate it with the brand?
- □ Is the message memorable?
- Can I recognize it as part of a larger campaign in other media?

#### Connects

- Does it make me smile, laugh, think or learn something?
- Does reading the text add new information or just repeat it?
- □ Is the creative concept, image quality, writing style and production value high?

#### Video

- Does the video fill the screen and use a 1:1 aspect ratio?
- □ Is the video branded within the first :03? Is it branded throughout?
- Does it tell the story without sound?
- □ Is it only as long as it absolutely needs to be to tell the entire story?
- ☐ Would 3D or spherical video make this better? How does 360-degree video set you apart from competitors?

#### Canvas

- Is the ad (with video or photo) on News Feed appealing enough to call attention?
- Does it tell the story without sound?
- □ Is there a reward for scrolling through all video and images?
- □ Is the navigation clear enough to let users view through contents? Are arrows/CTA buttons displayed at the right place to lead to a relevant asset?

### Appendix Facebook Account Setup Checklist

Facebook Page Setup	Business Manager Setup		
Have you created a Facebook Page for your business?	$\square$ If applicable, have you created your business manager?		
<ul> <li>Is your company information filled out in the "About" section?</li> <li>Have you added a cover photo and profile picture?</li> </ul>	<ul> <li>Have you added all the pages you manage in your business manager?</li> <li>Have you added all your ad accounts you currently work in to your business manager, or created ad accounts for pages you currently do not have ad accounts for?</li> </ul>		
□ Is your Instagram Account attached to your Facebook Page?			
Instagram Account Setup Have you set up your Instagram Account for your business?	Have you assigned business manager roles to all applicable parties?		
$\Box$ Is your business account set up as a business profile?	$\Box$ Have you added your payment method to business manager?		
Have you filled out the company info section on your Instagram business account?	Have you switched your ad account payment methods to have the business manager payment method listed as the		
$\Box$ Does your account have a profile picture?	primary payment method?		
Ad Account Setup	Have you set up your offline events for each ad account (optional, but recommended)?		
Have you accessed your ad account and filled out the account information?			
$\Box$ Have you added a payment method to your ad account?			
$\Box$ Have you assigned ad account roles to all applicable parties?			
Have you created your pixel in your ads manager to add to your website?			





# POLL QUESTION

**>** 

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## SUGGESTED RESOURCES

### https://facebook.widencollective. com/c/rpvaqywq



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## ACTION ITEMS

\* Visit the Auto Hub Link

\* Download the Playbook (and any other desirable items)

\* Implement tips from the playbook in your Facebook campaigns.

\* Tell me about your success! Message me on LinkedIn.



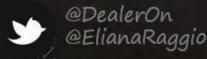
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# Q&A: ASK OUR EXPERT







### DEALERUN WEBSITES+SEO+SEM

### # DEALERONWEBBY

PRIZE ALERT



Be the first to answer the giveaway question correctly to win this awesome prize!



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### DEALERUN WEBSITES+SEO+SEM

### # DEALERON WEBBY





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# AFTER THE SHOW



After the webinar, please fill out our short survey and let us know what YOU thought of today's presentation!



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### DEALERUN WEBSITES+SEO+SEM

# DEALERON WEBBY

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# CHECK OUT OUR NEXT WEBINAR Thursday, Oct. 5 12pm EST / 9am PST

# 6 Steps to the Frictionless Customer Experience (FCX)



