

**WANT TO SELL
MORE CARS?**

IT'S SIMPLE.

**MAKE MORE
APPOINTMENTS.**



3.2.1

Automotive Mailing Services

WHAT'S INCLUDED IN A FACEBOOK PROMOTION EVENT?



Lakeland Toyota's Sales Event

Automotive Dealership

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FACEBOOK EVENT PAGE WITH CUSTOM PROMOTIONAL EVENT AD

Lakeland Toyota's Sales Event
September 16 at 4:10 PM · 🌐

🔥 MASSIVE TRADE & PAYOFF EVENT! 🔥 Due to manufacturer shutdowns, USED CAR VALUES ARE AT AN ALL-TIME HIGH! 📈 Get up to \$5,000 OVER BOOK for your trade! FOR A LIMITED TIME ONLY! 🔥

➡ MESSAGE US NOW to get your TRADE IN VOUCHER before they are GONE! 🔥

🔒 Offers valid for the First 100 FACEBOOK Customers ONLY! 🔒

🔥 NOW... See More



**REACH
200,000 - 500,000
POTENTIAL
CUSTOMERS IN
ONE WEEK!**



Lakeland Toyota's Sales Event
Automotive Dealership [Send Message](#)

👍👍👍 151 379 Comments 22 Shares

[Like](#) [Comment](#) [Share](#)

Monday 11

Tuesday 12

Wednesday 13

Thursday 14

Friday 15

Saturday 16

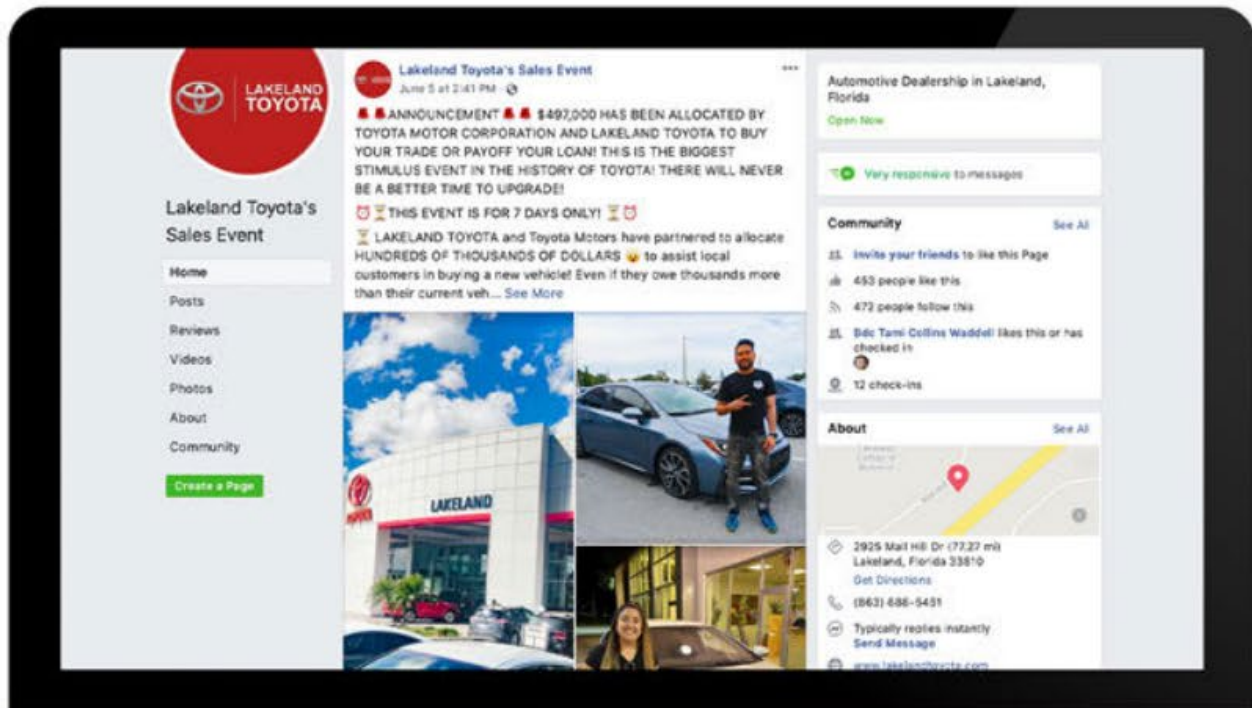
		Tyler Scott	Melissa Pellinen	Facebook User	Reece S... Danny R... G... R... B... R... Kuipo Justin Purcell Gilligan ... Bryan Lo... Nedz De... David W... Diahanne Nielsen Terri Do... Mike Sal... Justin Rambo Blanca S... Merlynn ... Sean St. Marie
James Yates	James Yates	Saiga Hdsa Pat Martin- Zakany	Taylor Monae Shadde	Maurice Bennett	
Susan Yanlung	Rosemary Amormino	Dylan Griffin		Vicki Jury	
		Dylan Griffin		Dante Arancibia	
		Abraham Calderon		ShaniPooh Donice D	Angie Hamilton
	Kelly Wood	Kelly Wood		Natalie Doherty	Robert Caliboso
	Cathy Nicdao	Brittney Brede			
	Lisa A. Jackson	Jesse Ibarra			
	Amber Jade ...	Michael Manuel			
	Franky Loera	Crys N Kane			
Angela Steele	Elena Franco	Koahou Ohana		Trina TheeOnee	Sam MrNaptown Brooks
	Debby Wise	Vanessa Valdez	Jose An... Drell Sa... Drell Sa... Jamell ...		Carlton Jamie
Gabriel Valdez	Facebook User	Omar Sanchez	Jose Rodriguez	Colleen Whitney Taibi	Teena Dunmars-Malone
Raymon... Carl Ja... Alexand... Trina Th...	Reece S... Jenine L... Towvett... Oznek O...	Venegas Camarena	Gerard Alciso	Trina TheeOnee	Crystle ... Grace A... Dayana ... Dayana ... Kim Ma... David ... Dot Dolla Wayne ...
Theresa Janushan	Audra L Sorenson Foust	Mark Manalili	Tina Cannon	Michelle Short	Daniil Marlee
Patrisha Mukeba	Delfino Pepe Rojas	Michael Manuel	Jeys Palacio	Bell Gumataotao Hudson	Tamla L... Vicki ... Ree Ag... Lee Dor...
Jan... Stin... Ste... Ste... Ash... Jazmin Renna	Jon Andrew	Trinisha Smith	Drell Santi	Claubert Bellegarde	Märjå Clärå Roblede
Carlos Avila	Theresa Moore	Jamie Svoboda	Leon Davis	Dakota Thomas	Rochanda Batts
	Jessc Iluvkaual	Mariesha Cum... Rosaa Carmona	Diana Bayona	Shelly Cooper	Neno Reyes
	Shannon Dean	Verlan Bencomo	Isabella Wiesner		
Facebook User	Claubert Bellegarde	Rosa Williams	Khrtin O Mai	Angela DeGuzman	Brandi Nichole
Deborah Jo... Lisa Lucero Samantha ...	Georgina Rangel	Katana Brown	Mariah Felts	Malinda Lynch	Caroline North
Bling Mendoza Form... Daniel Garcia	Cyn... Red... Kris... Nic... Geo...	Hata Aulha Georgina Rangel		Jarrod Calvin	Christina Vargas
Cyn... Aud... Nat... Ami... Adri...	Kryst... Erick ... Jerry ... Reggi...	Diahanne Nielsen		Justin Rambo	Julian Burrola
Melisa Taugasoto	Angel Ste... Alec Kal Daisy Reyes	David De Luca	Alty Chittamindra	LaShonta Brooks	Gaspas ... Christin... Crystal ...
Amie Ja... Annkrist... Annkrist... Annkrist...	Bell G... Tyler ... Kuulp... Ashle...	Alex Romero Mendoza	Joviel Laygo		Julian Burrola
Salle L Smith	Jacqueline Pucci	Kuulpopuatalani Falet...	Marie Medina	Monique Reeves	Marisa ... Jesus L... Nena Dr...
Angel Melgar	Donovan Chambers	Facebook User	Jer Rodriguez	Jae Dolla	
Tasha Tas... Sunshine ... Sunshine ...	Jessica Shepherd	Mychal Mitchell	Tara Sevellino	Cindy Cindy	Samanthaa Villalobos
Tcherina Davidson	Claudia Hyde ... Zach Woodruff	Annie Hak-Car...	Ally Chittamindra	Ipo Kaneakua	David Weidner
Diana Stanoja Kestic	Brandi Belton	Marissa Ellen	Flores Mia	Doug Carnes	
Aubry Houseman	Rachel Rice	Eliseo De Jesus Flores	Teresa-Marie ...	Sandra Lopez	Ab Hdz
Leticia Austria	John Taylor	Ana Kar... Diane ... Heathe... Destine...	Jaimie Santia... Rooszczylle ...	Nena Drapala	Ty'Ler Irons
Ben In... Kryst... Markk... Daniel... Heidi ...	John Taylor	Mrz Minnie			Launy Vallez
Jasmine Higgins	Michelle Nero	Kayla Agbayani	Hamnatyme Ty		
Nicole Robinson					
Kris West					
Kai Javelle					
Jaysen Cunningham	Wesley Bryant				Samanthaa Villalobos
Sunny Sunrise	Tatia Walker				

APPOINTMENTS SET BY OUR BDC! A DASHBOARD WITH ALL CUSTOMER CONTACT INFORMATION



DEALERS GET HUGE ROI's!

LAKELAND TOYOTA'S CREDIT APPROVAL & TRADE-IN PROMOTION



- **\$7,000 BUDGET**
- **7 DAY EVENT**
- **267 APPOINTMENTS**
- **47 SALES MATCHES**
- **\$133,842 GROSS PROFIT**

\$19 : \$1

GROSS PROFIT ROI



**WE GENERATE 300 - 1000 LEADS USING
ONE FACEBOOK EVENT AD. OUR BDC STAFF
WORKS 8AM-11PM, 7 DAYS A WEEK FOR YOU.**

**WE SET APPOINTMENTS WITH
APPROXIMATELY 25-35% OF THE LEADS WHO
MESSAGE THE FACEBOOK PAGE, THAT'S 75-300
CONFIRMED APPOINTMENTS ON AVERAGE!**

CONVENIENT, FRIENDLY ONLINE CONCIERGE SERVICE EARNING SHOWROOM VISITS

EVENT STATISTICS

743,406

IMPRESSIONS SERVED

THE NUMBER OF TIMES ANY CONTENT FROM YOUR PAGE OR AD ENTERED A PERSON'S SCREEN. THIS INCLUDES POSTS, STORIES, CHECK-INS, ADS, SOCIAL INFORMATION FROM PEOPLE WHO INTERACT WITH YOUR PAGE, AND MORE.

684,474

PEOPLE REACHED

THE NUMBER OF PEOPLE WHO HAD ANY OF YOUR PAGE'S POSTS ENTER THEIR SCREENS. POSTS INCLUDE STATUSES, PHOTOS, LINKS, VIDEOS AND MORE. (UNIQUE USERS)

40,807

POST ENGAGEMENTS

THE NUMBER OF TIMES PEOPLE HAVE ENGAGED WITH YOUR POSTS THROUGH LIKE, COMMENTS, SHARES AND MORE.

514

APPOINTMENTS

1,295

MESSAGING CONVERSATIONS STARTED



SPONSORED AD

Henderson Nissan's Sales Event
May 12 · 🌐

🔥 JUST ANNOUNCED! 🔥 \$750,000 IN PAYOFF ASSISTANCE FUNDS AVAILABLE AT HENDERSON NISSAN! For a limited time only until these funds are gone! 🚗 The manufacturer and Henderson Nissan have combined resources to offer 🚗 \$750,000 in IMMEDIATE AUTO LOAN PAYOFF ASSISTANCE!

NOW is the best time to SAVE! Interest rates are at HISTORICAL LOWS!

This event is FOR A VERY LIMITED TIME!

Take advantage of:

🔥 \$0 DOWN PAYMENT!

🔥 up to 🚗 \$5,500 over book for your trade!

🔥 0% financing for up to 82 months!

🔥 NO PAYMENT FOR up to 5 MONTHS! 🚗

🔥 Lower your RATE & PAYMENT!

Over \$750,000 to BUY OR HELP PAYOFF YOUR TRADE! Claim your Voucher before they are GONE! 🚗 🚗 🚗

THIS WEEK ONLY! Now - Monday! EVEN IF YOU'RE FACING THESE CHALLENGES:

🔴 CURRENT PAYMENTS TOO HIGH 🚗

🔴 CURRENT PAYOFF TOO HIGH 🚗

🔴 CURRENT RATE TOO HIGH 🚗

✅ LATE/SLOW PAYMENTS

✅ REPOSSESSIONS

✅ BANKRUPTCIES

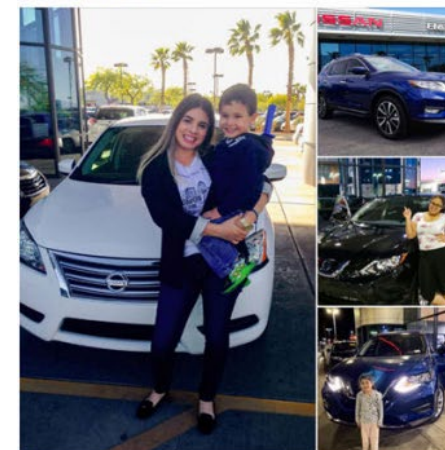
WE WANT TO HELP YOU TODAY! THESE ARE NEW TIMES AND BANKS ARE LENDING DIFFERENTLY!

Message us now OR comment below to reserve your PAYOFF ASSISTANCE VOUCHER!

Our PAYOFF ASSISTANCE SPECIALISTS are standing by! MESSAGE US NOW 🚗 and say "I WANT MY VOUCHER."

🚗 🌟 During these unusual circumstances, the manufacturer, the banks, and the Henderson Nissan family are offering extra help for EVERYONE and additional incentives are available for current and former military, first responders, and essential personnel working to keep our country running! 🇺🇸

Henderson Nissan
295 Auto Mall Dr, Henderson, NV 89014
<https://bit.ly/2YxYL5H>



Henderson Nissan's Sales Event

Automotive Dealership

Send Message

👍👍👍 583

1.2K Comments 58 Shares

7 - 30 DAY PROMOTIONS TO FIT EVERY BUDGET

Packages to fit every budget: **AND STILL GET GREAT RESULTS!**

Package #1	Package #2	Package #3	Package #4
400,000 impressions	250,000 impressions	150,000 impressions	100,000 impressions
200 est. appointments	150 est. appointments	100 est. appointments	80 est. appointments
125 est. shown	100 est. shown	75 est. shown	50 est. shown
<hr/> \$12,500	<hr/> \$10,000	<hr/> \$7,500	<hr/> \$6,000

Average closing ratio is 33%



THE GOAL

Make at least 80 -200 appointments for your storefront during your promotion.

Dealers are selling 20-50 extra cars a week!

PROVEN RESULTS

Our Facebook Buy Back Event was a HUGE SUCCESS! Our customers really seem to respond to social media advertising. We had 121 appointments over 7 days and sold 41 cars!!

-Shawn Allen, Greenway CJDR

Average Reach: 100,000

Average Engagement: 2,400
(reaction, comment, share, play video, click link)

Average Leads Generated: 300-600
25-33% of those set a confirmed appointment