



Social Media Solutions



Presented By: Jeff Lapidus, Managing Director • UPS Automotive

“INCREASING YOUR TRAFFIC, THAT’S OUR BUSINESS.”

639 East Ocean Avenue Suite 404 Boynton Beach, Florida 33435

Phone: 561.736.7777



Social Media Solutions

OBJECTIVES

Objective #1: Raise Awareness of Your Brand - When customers are aware of your brand and interact with it on different social media sites, they are more likely to recommend it to their friends by liking posts on Facebook and re-tweeting you on Twitter.

Objective #2: Website Traffic - Besides sales opportunities, the more people you have visiting your site, the more chances people have to engage with your social content, interact with your brand or share your site with friends and followers using your sharing buttons.

Objective #3: Conversion – Social media gives your business the opportunity to promote post with call to action buttons like; *Shop Now, Learn More, Call Now*. This is also an important opportunity for the visitor to be converted to a lead by capturing their personal information into one of your web forms.

Images and Videos:

Social Media Management (Facebook / YouTube)

- Engaging Content: 4-6 Times a week
- Connect w/existing customers & new prospects
- Grow network followers / subscribers
- Create a personality for pages
- Video integration
- In-house Design
- Once a week digital/content meeting - Provide metrics
- Set up Dealership YouTube page for May 2018 (Username / Password)
 - Develop segments with Employees (Ex: WCW (Woman Crush Wednesday))
 - Develop segments / Get to know Bob
 - Develop segments with New Management Integration
 - Develop segments with Customer Testimonials for Q3 / Q4

Ultimate Goal:

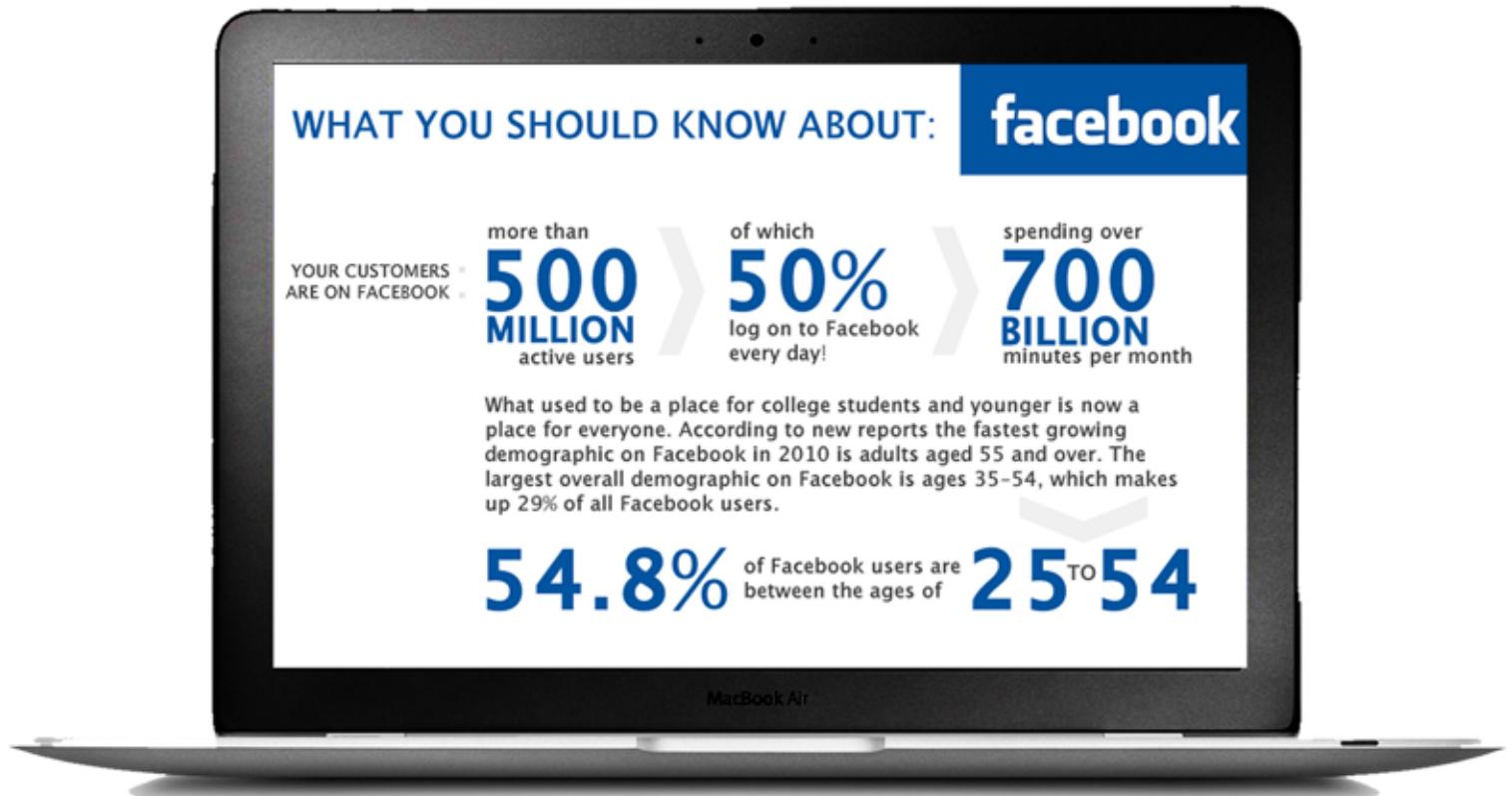
Create an even greater alliance between; Advantage Ford of Stuart, it's network (family and friends) and any pillar partners Advantage Ford of Stuart is associated with. Which in-turn, their *Friends* begin to have conversations with and on your social media channels, which will build more of your brand, database and increases your online visibility / leads.



Social Media Solutions

FACEBOOK RANKING FACTORS

Facebook offers many advertising objectives to help you reach your business goals.



What are the Benefits?

- ✓ Increased Exposure to Potential Clients
- ✓ Gather More Leads / reach a Targeted Audience
- ✓ Build Brand Loyalty
- ✓ Increase Web Traffic
- ✓ Optimized for Desktop and Mobile Devices



Social Media Solutions

SOCIAL MEDIA STRATEGY / MANAGEMENT

Objective: Create a strategic and comprehensive social media plan that will reach your targeted audience through social media advertising and grow new business.

Social Media Management:

- Post engaging content 3-5 times per week
- Connect with existing customers & new prospects
- Share relevant company information and industry news
- Provide Quarterly Metrics Report
- Grow network followers / subscribers
- Respond to comments and questions



What are the Benefits?

- ✓ Advertising on the world's most popular social network allows you to place your message in front of the right people at moments that matter to them.
- ✓ Personable / genuine current posts as opposed to computer automated generic advertising



Social Media Solutions

FACEBOOK ADVERTISING

Objective: Drive targeted audience / customers to website pages to drive engagement through lifestyle images and engaging video.

Demo:

- Adults 50+
- Gender
- Income Level
- Location
- Behaviors

Interests:

- Affordable Dental

Ad Units:

- Video and Image



What are the Benefits?

- ✓ Advertising on the world's most popular social network allows you to place your message in front of the right people at moments that matter to them.
- ✓ Utilize custom and look-a-like audiences.



Social Media Solutions

SPONSORED ADS

| | |
|----------|---|
| Client | Chevrolet In Covington – Bill Hood |
| Project | Social Media Planning |
| Location | 69020 HWY 190 Service Rd, Covington, LA 70433 |
| Date | 8.11.17 |

EXAMPLE / CONFIDENTIAL / SUMMARY

In order to help boost JULY Sales, we created a social media campaign with the goal of Raising Awareness of your Brand, increasing Website traffic, Generate more Conversions, Shop Now, Learn More and Driving calls to the store.

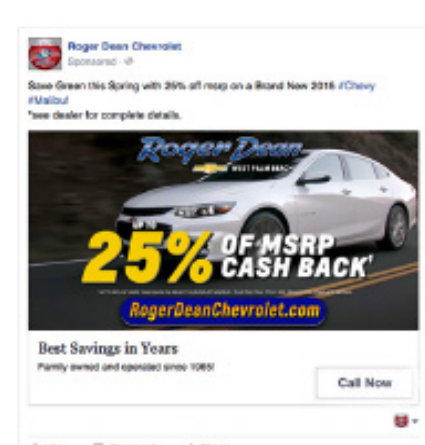
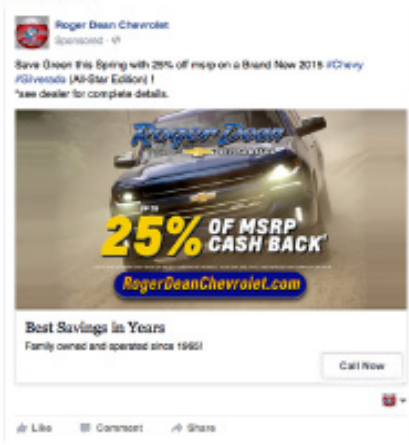
ACTION

Using Roger Dean WPB Summer Saving Cash Back Event, we will rotate 3 ads: 1 featuring the Chevy Silverado, 1 featuring the Chevy Camaro, and 1 featuring the Chevy Malibu. Each will be designed with the call to action button. The ads will target a 25-mile radius around the dealership and people aged 18-64 with automotive interests including Chevrolet and competitors. The potential audience reach out of the approximately 225,000 in the area that fall into this demographic is 85,000 -139,200.

BUDGET FOR SPONSORED ADS

\$400 over 7 days. Promotion dates: July 2017

CREATIVE



RESULTS/DATA

Over 84,000 people actively viewed our ads from among 225,000 total impressions. Notice the largest groups reached are the 45% women and 54% men, in the 18-64 stronger 18 – 54 range, firmly within the buying age of targeted audience.

Going forward we suggest a weekly ad campaign along with a scheduled, structured, and a fully engaged Social Media push. This constant drive brings consistent traffic to the website, Facebook page, and physical location of Roger Dean Chevrolet WPB.



Social Media Solutions

SOCIAL MEDIA PLANNING

| | |
|----------|---|
| Client | Chevrolet In Covington – Bill Hood |
| Project | Social Media Planning |
| Location | 69020 HWY 190 Service Rd, Covington, LA 70433 |
| Date | 8.11.17 |

September

Bill Hood Chevrolet in Covington

2017

Social Media Calendar

Schedule of Daily Posts

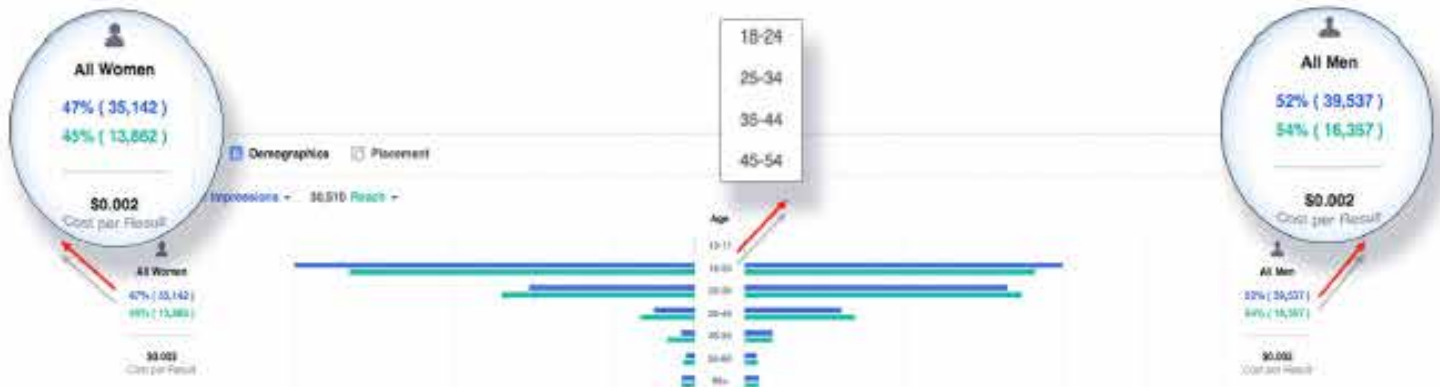
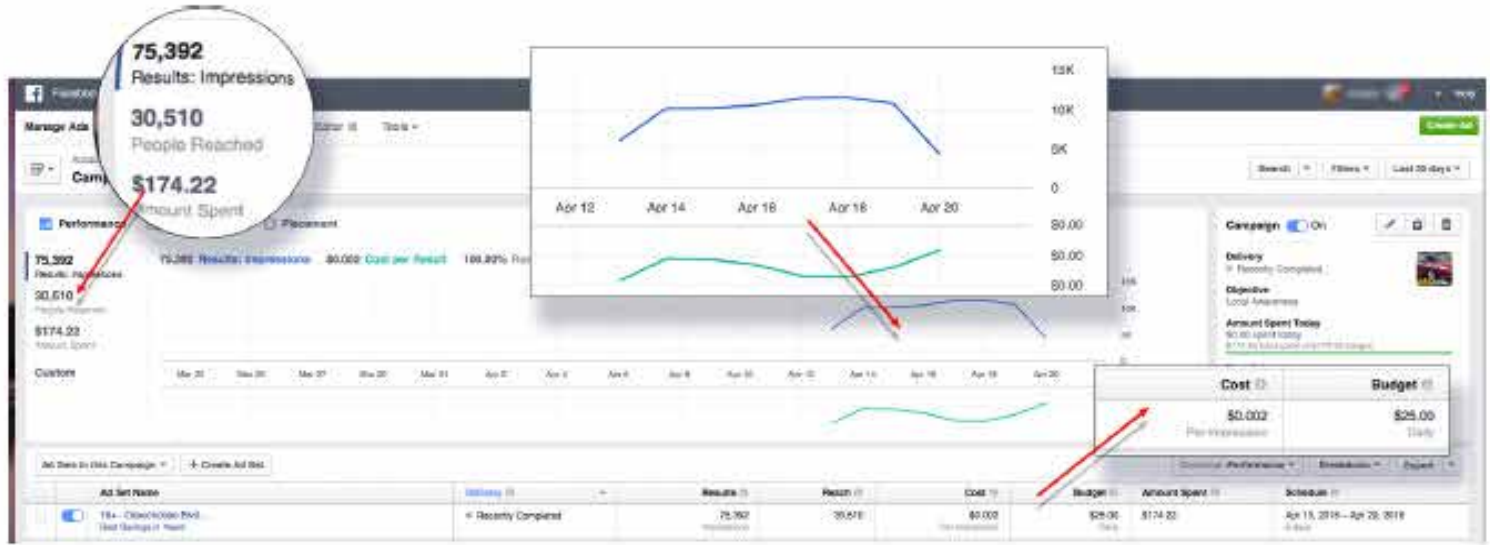
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--|---------------------------------|--|------------|------------|------------------------|--|
| | | | | | 1 Fun Fact Fridays | 2 Hyper Local Post/ Retail Interest/ Sports |
| 3 Happy Sunday/ Sports/ Community | 4 Labor Day/ Service Post | 5 Hyper Local Post/ Retail Interest | 6 #WCW | 7 #TBT | 8 Fun Fact Fridays | 9 Hyper Local Post/ Retail Interest/ Sports |
| START DATE | | BOOSTED POST | | | END DATE | |
| 10 Happy Sunday/ Sports/ Community | 11 Service Post | 12 Hyper Local Post/ Retail Interest | 13 #WCW | 14 #TBT | 15 Fun Fact Fridays | 16 Hyper Local Post/ Retail Interest/ Sports |
| START DATE | | BOOSTED POST | | | END DATE | |
| 17 Happy Sunday/ Sports/ Community | 18 Service Post | 19 Hyper Local Post/ Retail Interest | 20 #WCW | 21 #TBT | 22 Fun Fact Fridays | 23 Hyper Local Post/ Retail Interest/ Sports |
| START DATE | | BOOSTED POST | | | END DATE | |
| 24 Happy Sunday/ Sports/ Community | 25 Service Post | 26 Hyper Local Post/ Retail Interest | 27 #WCW | 28 #TBT | 29 Fun Fact Fridays | 30 Hyper Local Post/ Retail Interest/ Sports |
| START DATE | | BOOSTED POST | | | END DATE | |



Social Media Solutions

SOCIAL MEDIA ANALYTICS

| | |
|----------|---|
| Client | Chevrolet In Covington – Bill Hood |
| Project | Social Media Planning |
| Location | 69020 HWY 190 Service Rd, Covington, LA 70433 |
| Date | 8.11.17 |



TOTAL MONTHLY BUDGET
 Social Media Management Ads with a daily, driven, and scheduled social media push - \$1,995mo.
 Facebook targeted advertising (\$400 per week).