

# FACTS

FACEBOOK APPOINTMENT-SETTING CAMPAIGN  
& TRACKING SYSTEM

*The “**Winning Number**” Campaign*



# **The New Facebook** **“Winning Number”** **Campaign**

The “Winning Number” campaign is an easy-to-launch, turnkey solution for finding leads and booking more appointments for dealership sales events.

Using [SMS integration](#), [Facebook video ads](#) and [Facebook Messenger](#), this campaign provides higher lead volume and books more appointments per marketing dollar spent than traditional marketing solutions.

## **How it Works**

From audience selection to ad delivery, our process minimizes drop off points and delivers high returns for dealerships.

### **Audience Selection**

We start our process by selecting an audience. Geographic parameters limit audiences to a radius around the dealership.

We then refine this group based on interests and other demographic information available to us through Facebook.





# **TEXT “CASHPRIZES” TO 44222**

## **Offer**

The “Winning Number” campaign takes a traditional dealership strategy – prize giveaways delivered to customers – and turns it digital.

Customers receive a “winning number” that they take to the dealership for a chance to win from a number of prizes.

## **Custom Facebook Page**

Ads are delivered via a custom Facebook page made for the dealership. This page contains instructions on how to claim their prize.

## **Ad Delivery**

A custom video ad captures customers’ attention while they scroll through Facebook. In both the video and accompanying text, customers are directed to text a code to a phone number.



# Text and Live Chat

## Appointment Scheduling

SMS and Facebook Messenger integrations provide customer nurturing throughout the process. Leads receive their number through text and confirm it with a chat agent, who then books their appointment at the dealership.

**facebook**  
AUTO DEALS EVENTS

### Custom Ads

We help dealers book extra appointments each month by reaching specifically targeted customers with our ads.

Ads customized to target your clients!

### Live Personnel Communication

We generate hundreds of warm leads using Facebook messenger.

Our staff works at all hours for you, turning messages — 25-35% (on average) of the guests who message the Facebook page — into confirmed appointments.

Convenient friendly service at their finger tips!

## What we do

- Our team of digital experts creates the Facebook page(s) and advertisements for you
- Get in front of 50k-100k local people in your market
- We respond to all comments and reviews
- Our representatives work every lead — every day — to set appointments for you
- Response time: Under 5 minutes!
- Our representatives are trained to be polite, ask for contact information, trade-in details and if they have a specific vehicle interest.

***OH...WE ALSO SPEAK SPANISH!***

# “Winning Number” Campaign Overview



## View the Ad

Custom video ads catch leads' attention, instructing them to text a code to the specified number.

## Text the Number

After texting, customers receive their winning number and a link to a live Facebook Messenger chat.

## Receive Leads & Appointments Immediately

BDC agents then attempt to book an appointment at the dealership for the customer. Those who book become leads, while others may go to the dealership on their own, increasing foot traffic volume.