

FACTS

FACEBOOK APPOINTMENT-SETTING CAMPAIGN
& TRACKING SYSTEM

The “Prize Giveaway” Campaign



The New Facebook “Prize Giveaway” Campaign

The **Online Prize Giveaway** campaign takes the classic automotive campaigns — prize drawings or scratch off tickets — and brings them online.

With a variety of formats and the power of digital tracking and targeting, this campaign drives foot traffic to dealerships ready to engage with sales staff.

How it Works

This low touch campaign package is uniquely customizable for any need.

Offer

The core of the Prize Giveaway is the online game customers play to win their prize. These prizes can be anything — cash giveaways, memorabilia, coupons and more.

Additionally, customers can receive winning numbers which enter them into a drawing at the dealership.



**TEXT “CASHPRIZES”
TO 44222**

Formats Available

Games available include classic scratch off tickets, slot machines or spinner wheels. Digital voucher and coupon books are also available for service or sales.

Prizes & Odds

Prizes are completely customizable and odds are set for each item. We can also set a limit on winners for each prize drawing, minimizing the risk for the dealership. Customers can be given multiple chances to win at games of chance, or they can be limited to simply one opportunity per offer.

Audience Selection

We select our initial audience based on geographic range, setting a radius around the dealership’s location. From there, we refine the audience with interest and demographic targeting options through Facebook’s robust platform.

Ad Delivery

Ad creative and copy provide clear instructions to the customer on how to claim and redeem their prize. Customers play the game and receive their prize voucher or code from a landing page specifically made for this offer.



Claiming the Prize

Customers can print or save their prize to email and bring it in to the dealership to claim it. Agents at the dealership can use the validation code, scan a QR code or manually verify the voucher in order to redeem the prize.

facebook AUTO DEALS EVENTS

f Custom Ads

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

Ads customized to target your clients!

⚡ Generating Leads & Driving Foot Traffic

We generate warm leads and drive customers to the dealership with innovative digital campaigns.

Reach customers where they are online, and engage their interest with exciting prize opportunities.

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!

The “Prize Giveaway” Campaign Overview

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Setting the Odds

Prizes are chosen and odds are set for each option before developing the campaign.

Ad Creation & Delivery

Creative is selected and copy written before being delivered to our chosen audience.

Customer Wins Prize

Customers click through their ad and play the game, receiving a printable voucher for their prize.

Driving Foot Traffic

Leads are instructed to go to the dealership with their voucher in order to claim their prize, increasing foot traffic volume for sales staff.