

FACTS

FACEBOOK APPOINTMENT-SETTING CAMPAIGN
& TRACKING SYSTEM

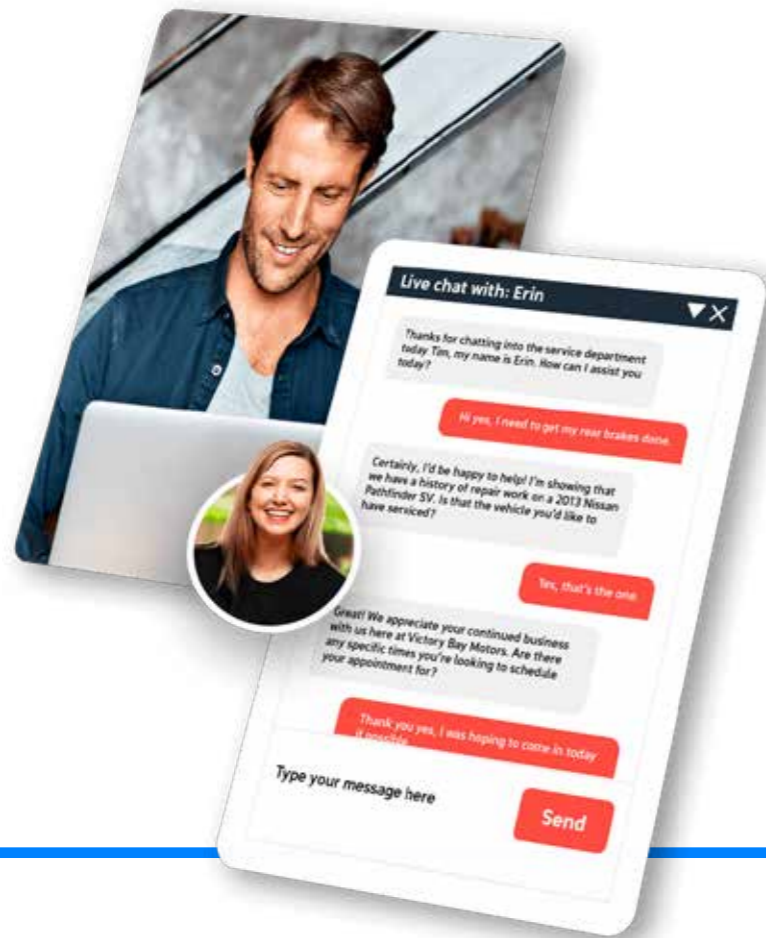
THE MOST COST EFFECTIVE WAY TO FILL YOUR APPOINTMENT CALENDAR!

1. We start by creating a Facebook page for service events at your dealership. Ads run from this page to customers on your list or in the local area around your dealership.
2. We create an ad campaign that drives customers to a **Facebook Messenger chat with our 24/7 BDC team**. Chat Agents are trained to nurture leads and can schedule appointments that integrate directly into your DMS.
3. The appointment is scheduled and the customer is ready for a great service experience! So, your team can **focus on what they do best!**



GET MORE APPOINTMENTS EACH WEEK!

Real people, setting real appointments!



MESSAGING

Most dealerships focus their attention on marketing their sales departments, but service matters too. Through Facebook Messenger, service departments can now get the most bang for their buck.

More and more dealerships are pushing their service scheduling online. By integrating online scheduling with Facebook messenger and advertising, any dealership can increase their scheduled appointments and generate more leads and value per marketing dollar spent.



15% INCREASED SHOWRATE

Appointments set by messenger can result in a 15% increased showrate and \$60 increase per RO. DMS integration makes the process smooth and seamless for service department managers.



ENHANCED SCHEDULING

By integrating directly with your DMS, our service appointments remove the risk of disappearing appointments and frustrated customers. Say goodbye to overbooking, time conflicts and appointments set outside service hours!

OUR SCHEDULING PARTNERS



YOUR EXISTING PROCESS

1. VIEWS THE FACEBOOK AD

Customers may scroll past the ad or ignore it without some type of compelling, eye-catching creative. *(Video often performs better than photos)*

2. SENT TO LANDING PAGE

Customers may close their browser while the page loads or leave shortly after loading.

3. VIEWS COUPONS

Distracting Options: Customer may be distracted from the ultimate goal of scheduling an appointment because there are so many other options on the landing page. *(Coupons, related links, main menu, etc.)*

4. SCHEDULE BUTTON?

The schedule button could be easily missed because it's presented so small. The customer may also leave while their browser loads the scheduler, or become frustrated if it loads slowly on bad networks.

5. ENTER MULTI-STEP INFORMATION

Enter More Information: Customer may become frustrated at having to enter too much information in order to schedule their appointment. This step from beginning to end takes at least 13 clicks to complete, depending on the vehicle specifications.

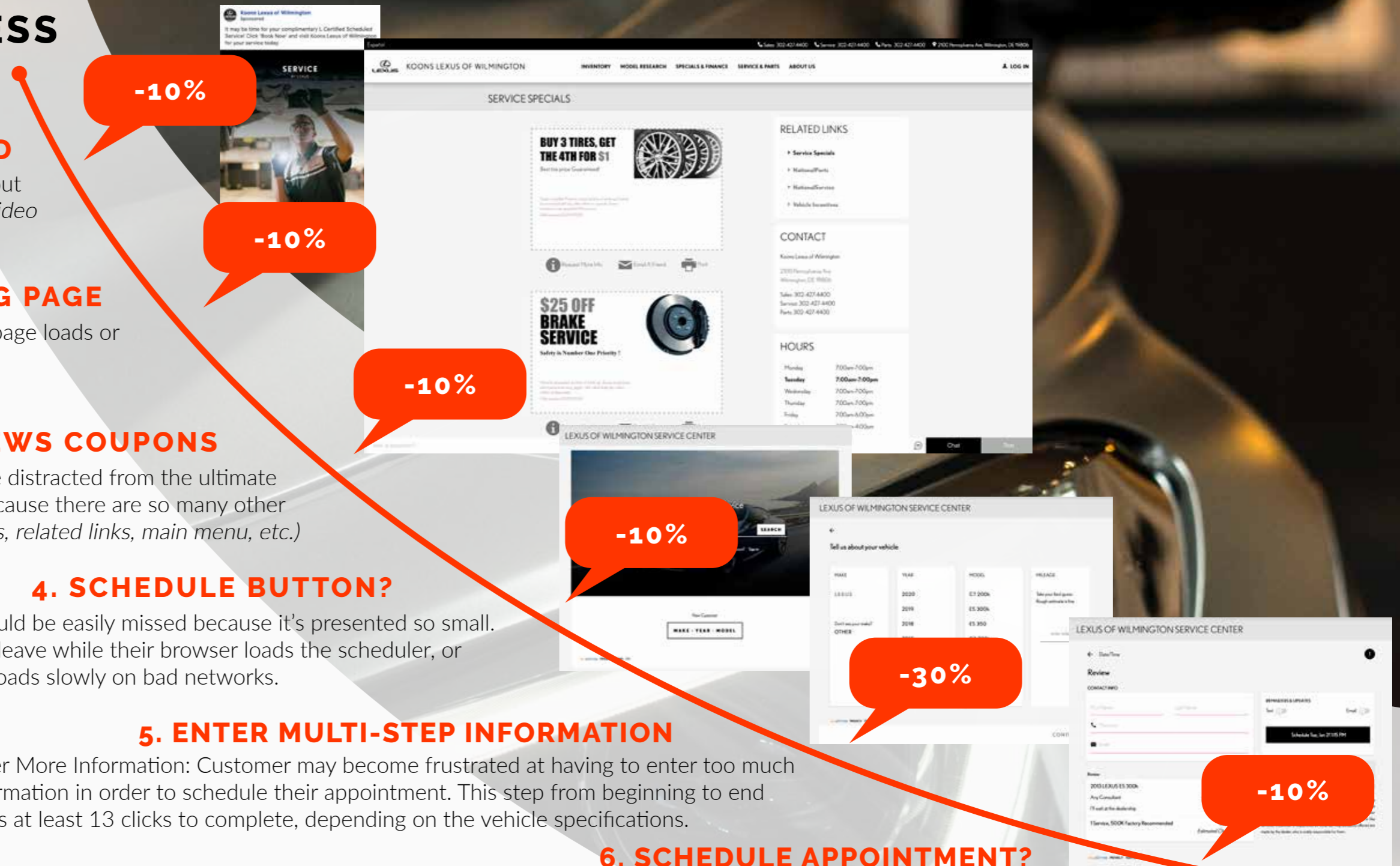
6. SCHEDULE APPOINTMENT?

At this point, even the customers that have scheduled their appointments will likely be frustrated with how difficult the process was.

DROPOFF POINTS

All of these are areas of concern because they provide too many opportunities to deviate from the process of scheduling an appointment. The more steps you have in your process increases the amount customers you could potentially lose along the way.

We have identified **at least 13 opportunities** in our diagnosis.



OUR STREAMLINED PROCESS!

2
EASY STEPS!

THE APPOINTMENT IS SET!

Even if the appointment is not set, the dealer still gets all lead info including chat transcript and can follow up as they choose. (The entire process is tracked since it all stays within the same system, Facebook)

1. VIEWS THE FACEBOOK AD

We use compelling, eye-catching creative with videos and photos that capture the attention of your audience and deliver our ad, which customers may click to send a message.

2. CUSTOMER SENDS A MESSAGE

Our BDC agent nurtures the customer and schedules their appointment for them

EMBRACE THE FUTURE OF SERVICE SCHEDULING!

facebook

AUTO DEALS EVENTS

F.A.C.T.S. PROCESS



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.

Why Our Process Works

1. Expectations are set and the process is communicated clearly to the customer
2. Our agents are experts at cross-selling and up-selling, and can nurture warm leads we generate
3. Our results are trackable and easily optimized for future campaigns

Our Steps

1. Select an Audience based on geography and demographics
2. Develop ad and creative and begin delivery
3. Customers see the ad and text their code to our phone number
4. They are sent a link to a Live Chat and are given their number and asked to schedule an appointment
5. The appointment is set and the customer goes to the dealership to claim their prize and meet with sales staff

OH...WE ALSO SPEAK SPANISH!