

Automotive Dealer Playbook



Next generation dealership advertising



Dealer satisfaction
is at an all-time
high.

69%

of consumers reported being highly satisfied with the overall shopping and buying process, up from 61% in 2022.

Source: 2023 Cox Automotive Car Buyer Journey Study

Robust digital experiences lead to enhanced dealer satisfaction.

When asked, one key reason for the increased satisfaction is improvements to the *omnichannel approach* – the combination of digital and in-person experiences – which serves to shorten the buying experience by more than an hour.

71%

of consumers indicated their preference for an combined approach.

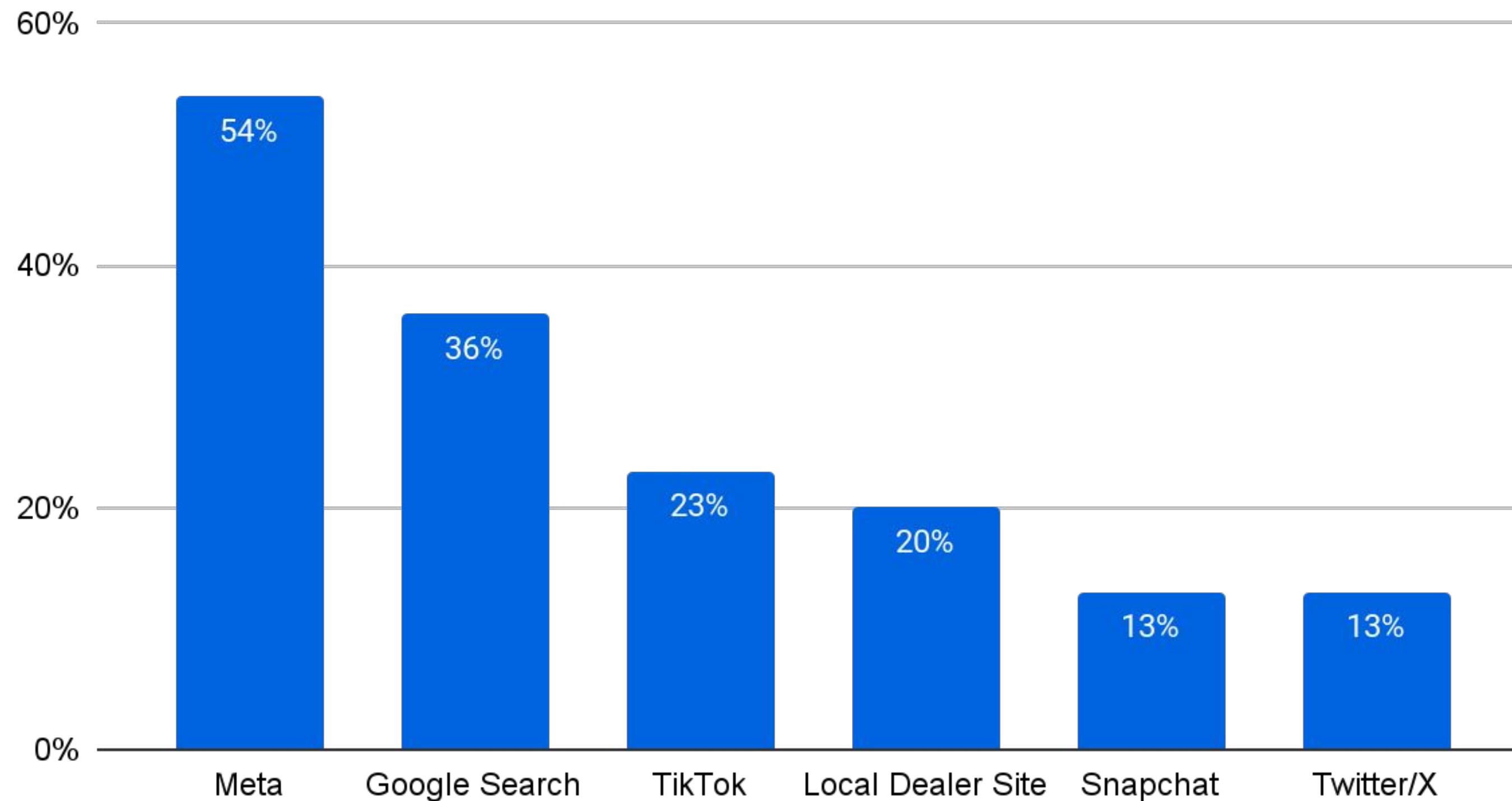
Source: 2023 Cox Automotive Car Buyer Journey Study



How can you nurture the omnichannel approach and deliver the best experience before consumers complete the sale at your dealership?

Start by meeting consumers where they're most likely to discover your dealership.

Online Sites/Apps Used for Discovery



Amongst auto intenders surveyed, Meta is the #1 source to discover new automotive brands.



What's inside?

- ④ We've developed a comprehensive playbook based on your primary profit center goals.
- ④ It's modular by design, allowing you to find turnkey solutions based on your dealership's needs.
- ④ The solutions presented are scalable across the funnel, perfect for meeting brand and sales goals.



It's time to move away from generic dealership strategies and invest in digital marketing aligned with your dealership's profit centers.

Every dealer's priorities are different:

- [Sales](#)
- [Service](#)
- [Collision](#)
- [Parts and accessories](#)
- [Careers](#)
- [Vehicle acquisition](#)

Vehicle Sales Strategies

Market new, used and distressed inventory



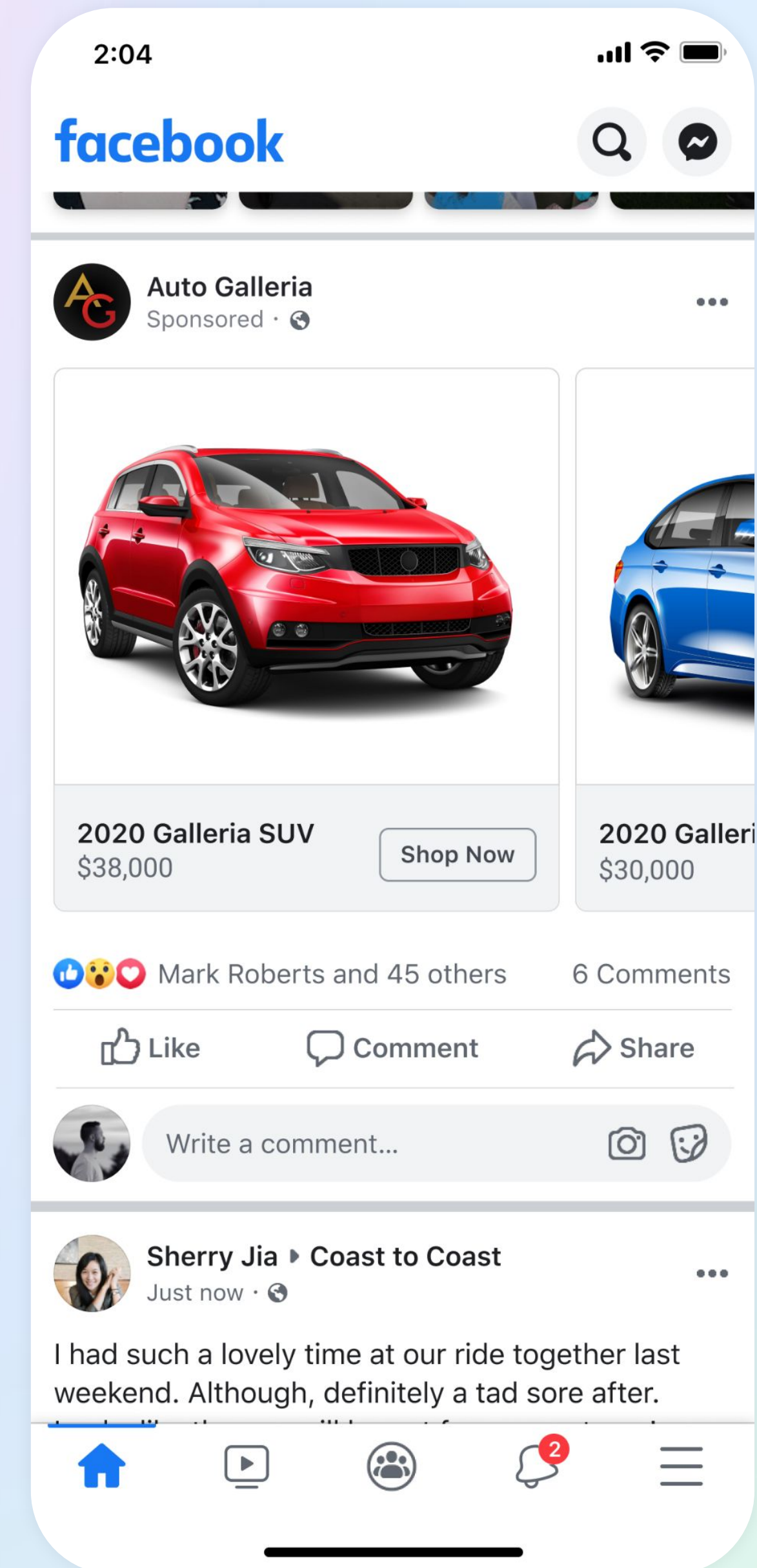
LEADS AND TRAFFIC

Increase turn rate with Automotive Inventory Ads (AIA).

Recommendation

- Leverage Automotive Inventory Ads as a foundational best practice.
- Creative updates dynamically, as your inventory changes. Serving the most relevant vehicles to shoppers, driving traffic back to your website.

Objective	Product Solution	Audience Options
Sales	Automotive Inventory Ads (also compatible with video creative)	Broad, predictive targeting



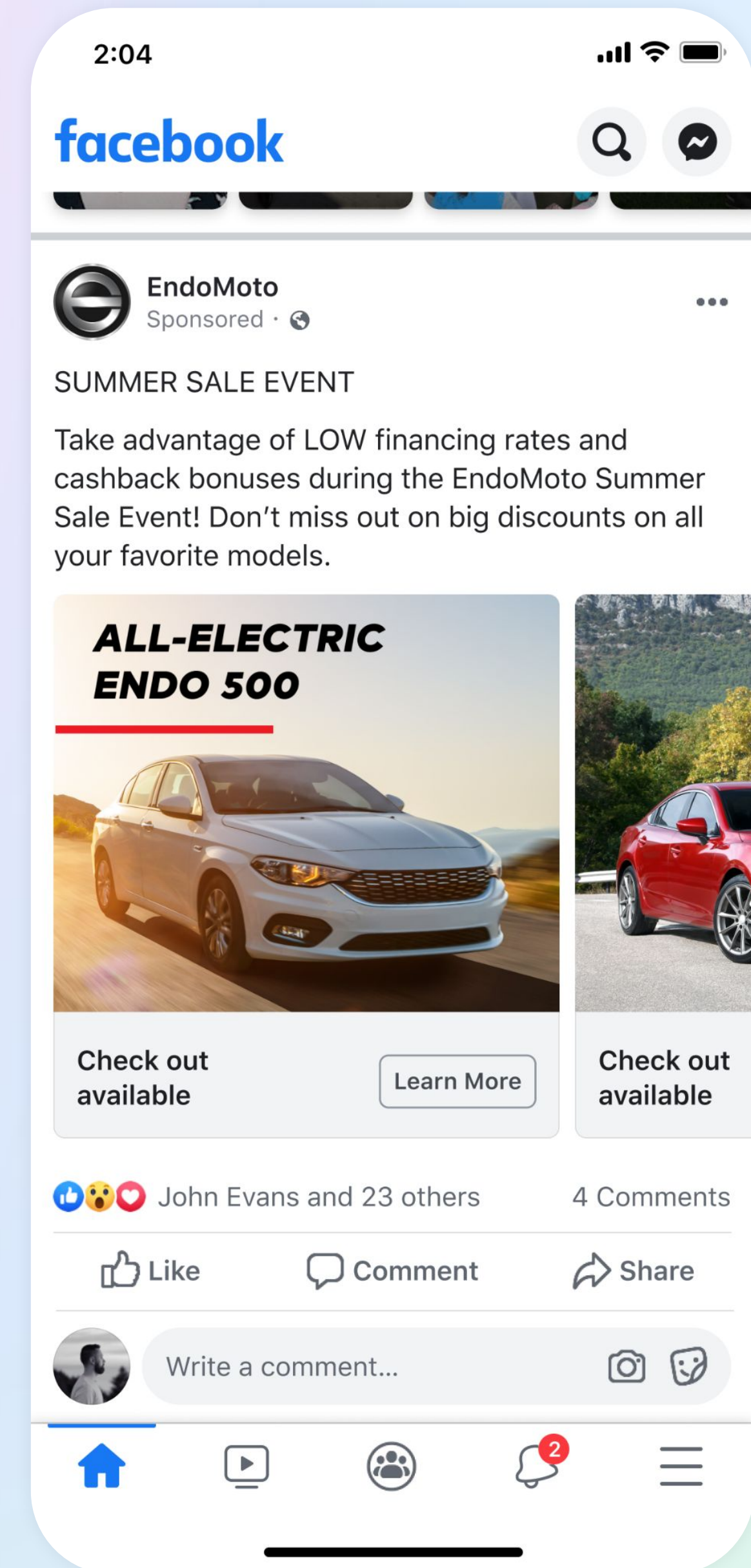
LEADS AND TRAFFIC

Improve engagement on increase turn and eliminate aged inventory.

Recommendation

- Create a vehicle set for aged inventory, customized to your dealership needs (e.g, used vehicles over 45 days on lot).
- Run Automotive Inventory Ads (AIA) specifically with aged vehicle catalog set.

Objective	Product Solution	Audience Options
Sales	Automotive Inventory Ads	Broad, predictive targeting



BRAND AND DIFFERENTIATION

Promote the unique value of your dealership.

Recommendation

- ➔ Promote unique dealership value propositions like satisfaction guarantees, lifetime complimentary oil changes, facility enhancements, online buying solutions.

Objective	Ad Format	Audience Options
Awareness	Single image or video ads	Broad, predictive targeting

Auto Galleria
Sponsored

LIFETIME
COMPLIMENTARY
OIL CHANGES
WITH PURCHASE

3.2K

Learn More

Service Strategies

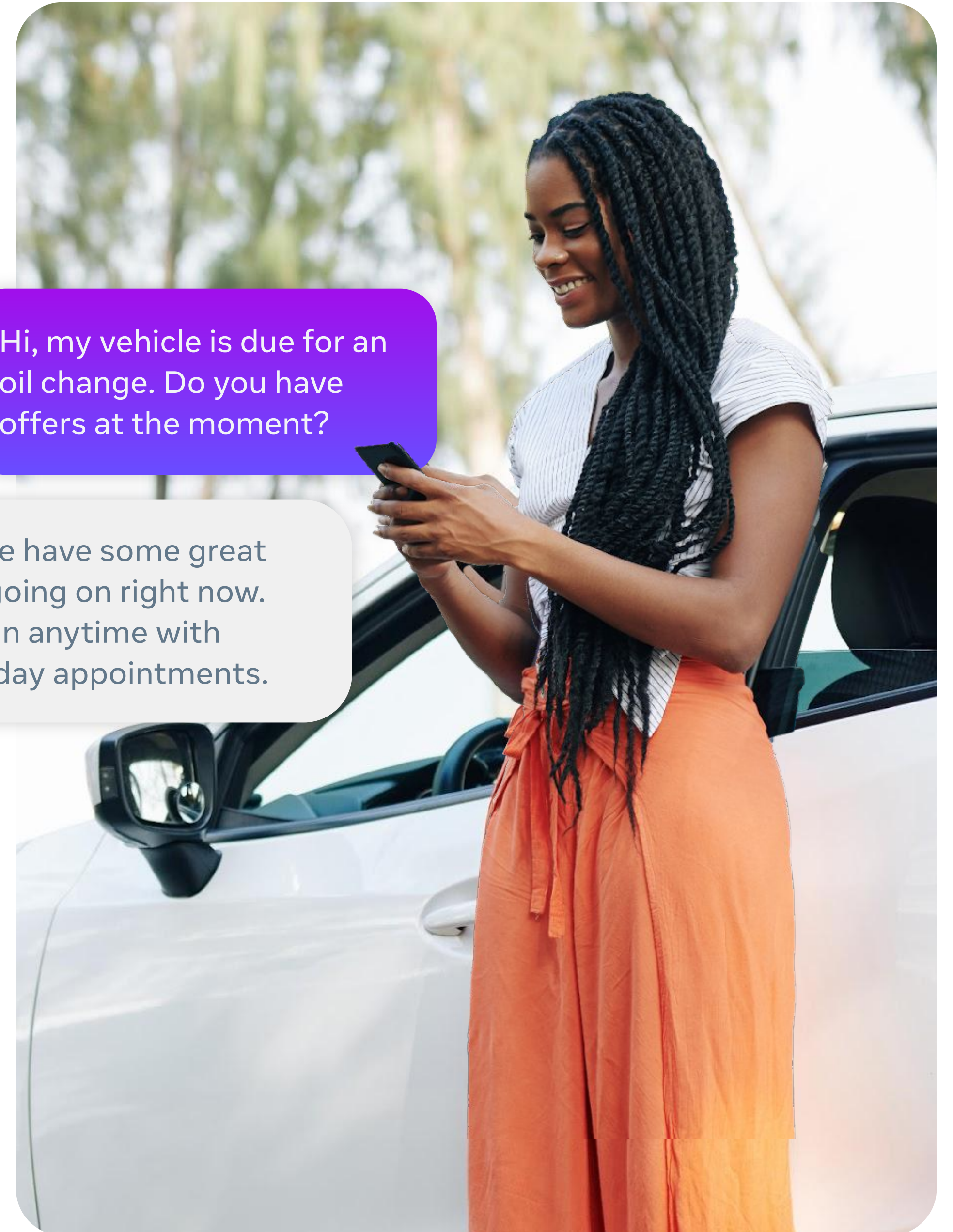


Promote unique service offerings to differentiate your dealership.

Recommendation

- Reinforce convenience and time savings.
- Leverage customer relationship management and dealer management system (customer lists) to include or exclude customers when focusing on loyalty and/or customer acquisition.

Objective	Ad Format	Audience Options
Awareness	Single image or video ads	OEM on-make owners or customer lists

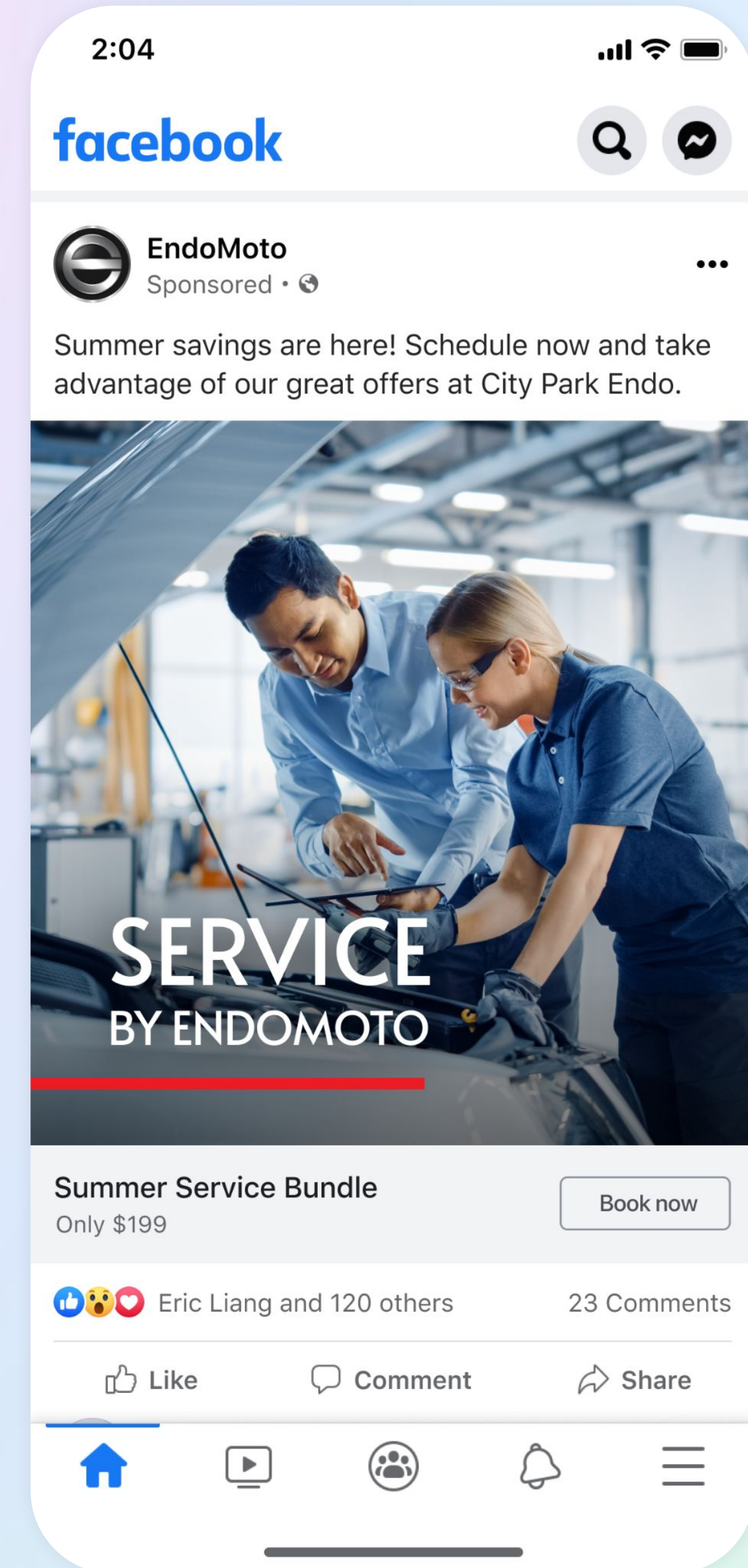


Drive more service traffic to your website service scheduler.

Recommendation

- ➔ Drive prospective customers to your website service scheduler or service specials via tailored web traffic campaigns.
- ➔ Drive customer engagement via creative that highlights:
 - Low-cost oil changes
 - Seasonally relevant tune-ups
 - Same-day service availability
 - Guaranteed service loaner vehicles

Objective	Ad Format	Audience Options
Website traffic	Single image or image carousel ads	Broad, predictive targeting

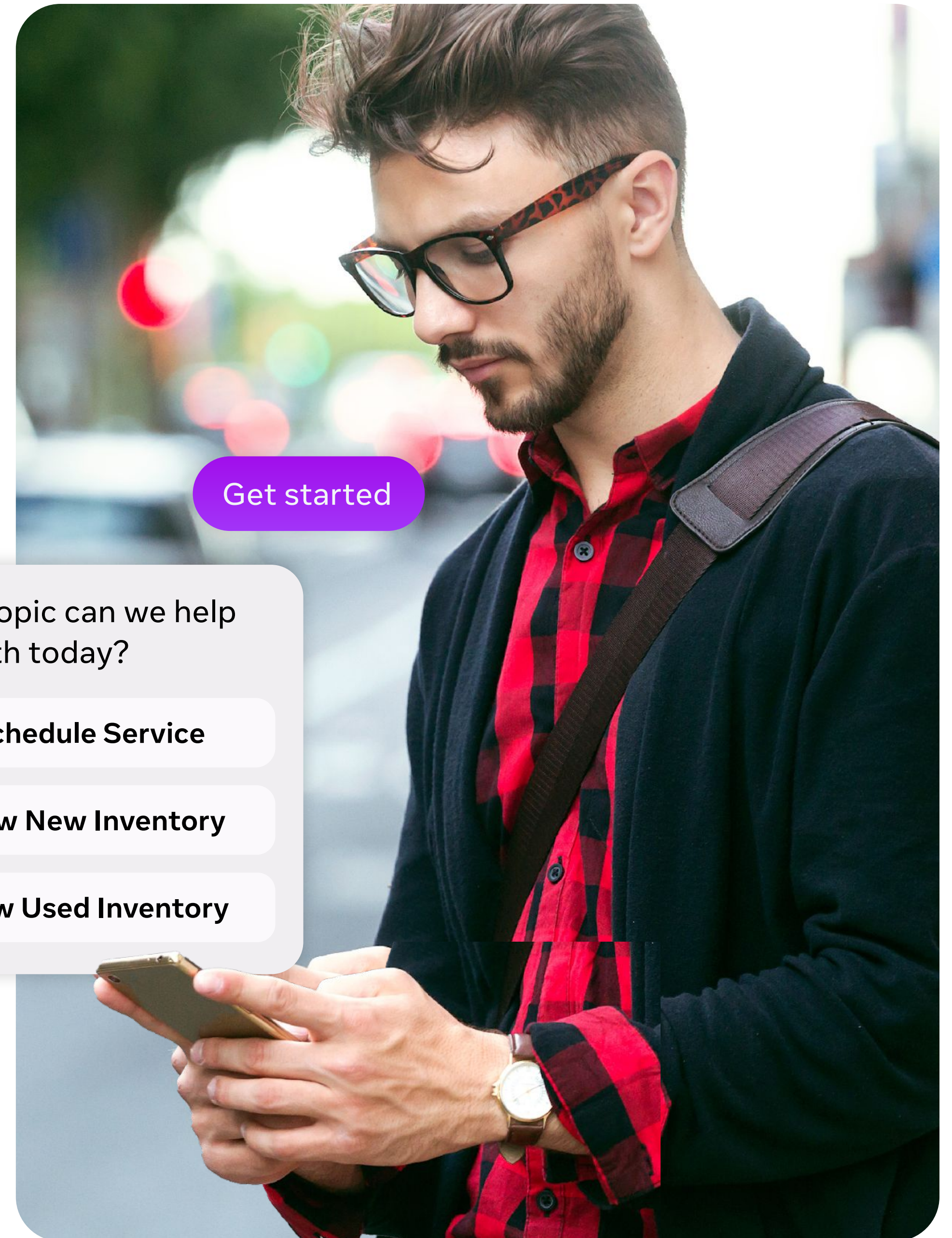


Generate more service conversations through Messages.

Recommendation

- Reach potential service customers and connect them to your chat tool via Messenger.
- Remove friction by integrating your chat provider with a service scheduler partner allowing customers to schedule service directly via the messaging experience.

Objective	Product Solution	Audience Options
Leads	Ads that click to Message	Broad, predictive targeting



Collision



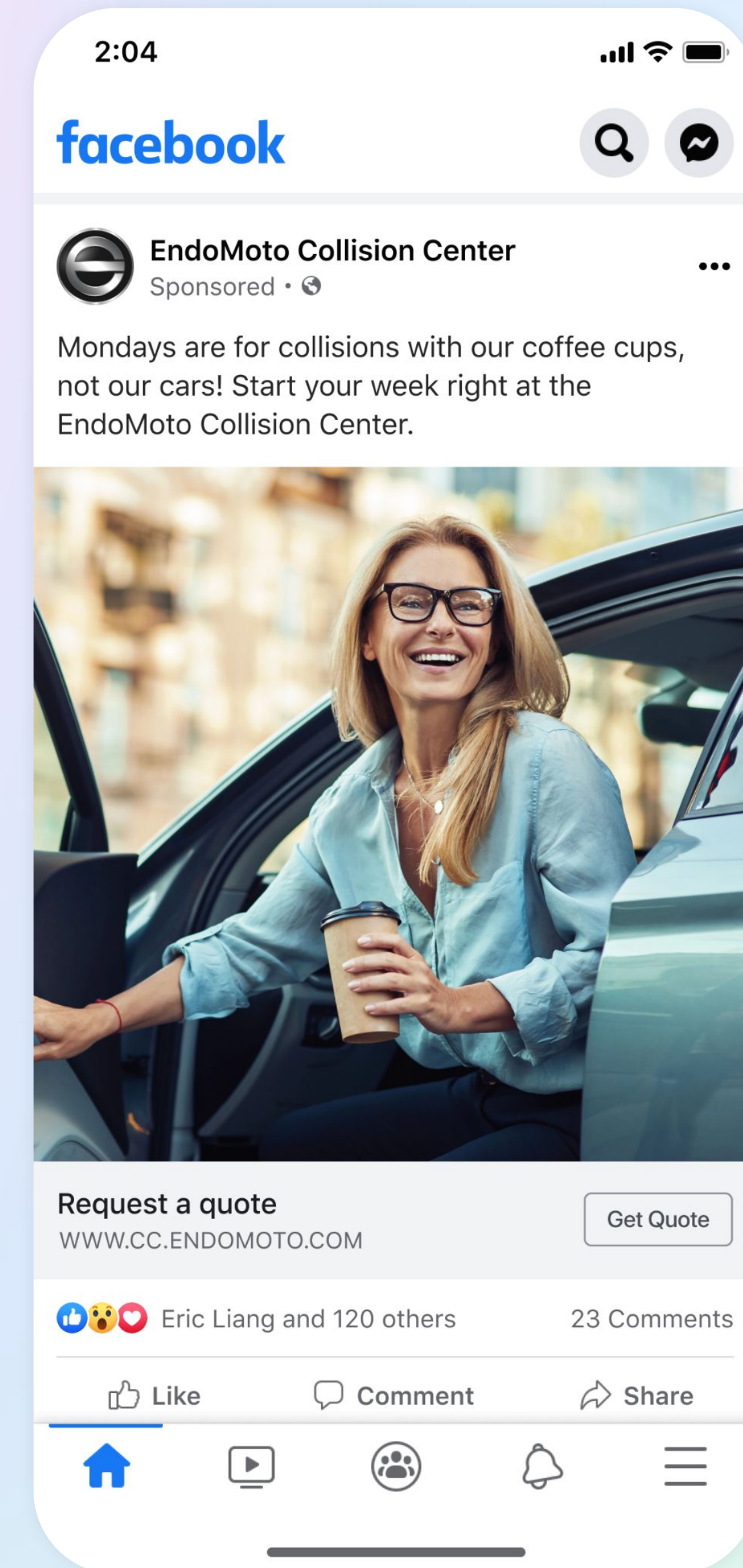
BRAND AND DIFFERENTIATION

Promote awareness and consideration of your dealership's collision center.

Recommendation

- Collision is need-based and predominantly driven by insurance carrier referrals.
- Consider creative that conveys:
 - OEM certifications
 - Comprehensiveness of technical services (i.e., body work, restorations)
 - Quality of facilities

Objective	Ad Format	Audience Options
Awareness	Single image or video ads	Broad, predictive targeting



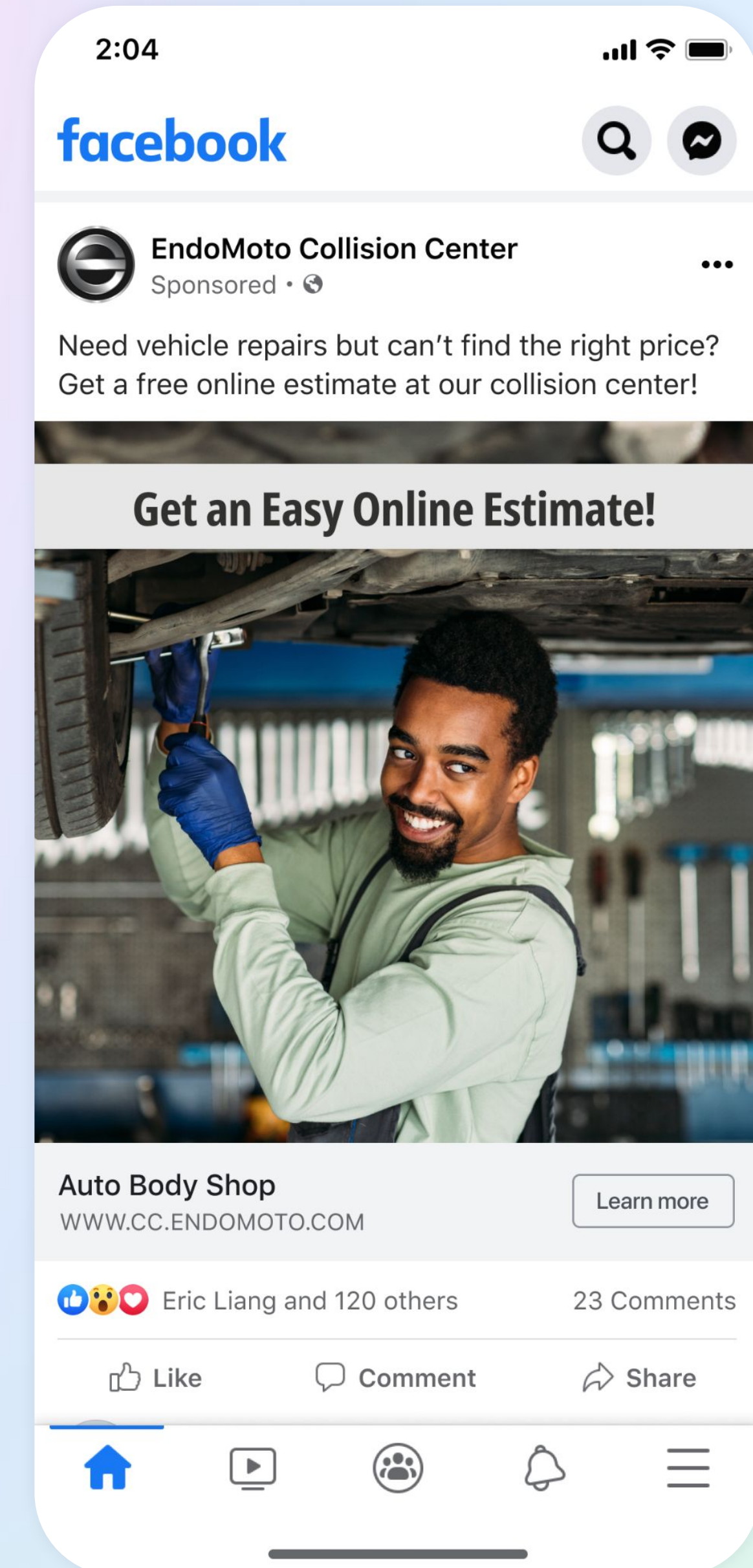
LEADS AND TRAFFIC

Promote your online estimate tool for collision.

Recommendation

- Collision is need-based and predominantly driven by insurance carrier referrals.
- Consider evergreen lead ads to drive qualified traffic.

Objective	Ad Format	Audience Options
Awareness	Single image or image carousel ads	Broad, predictive targeting



Parts and Accessories



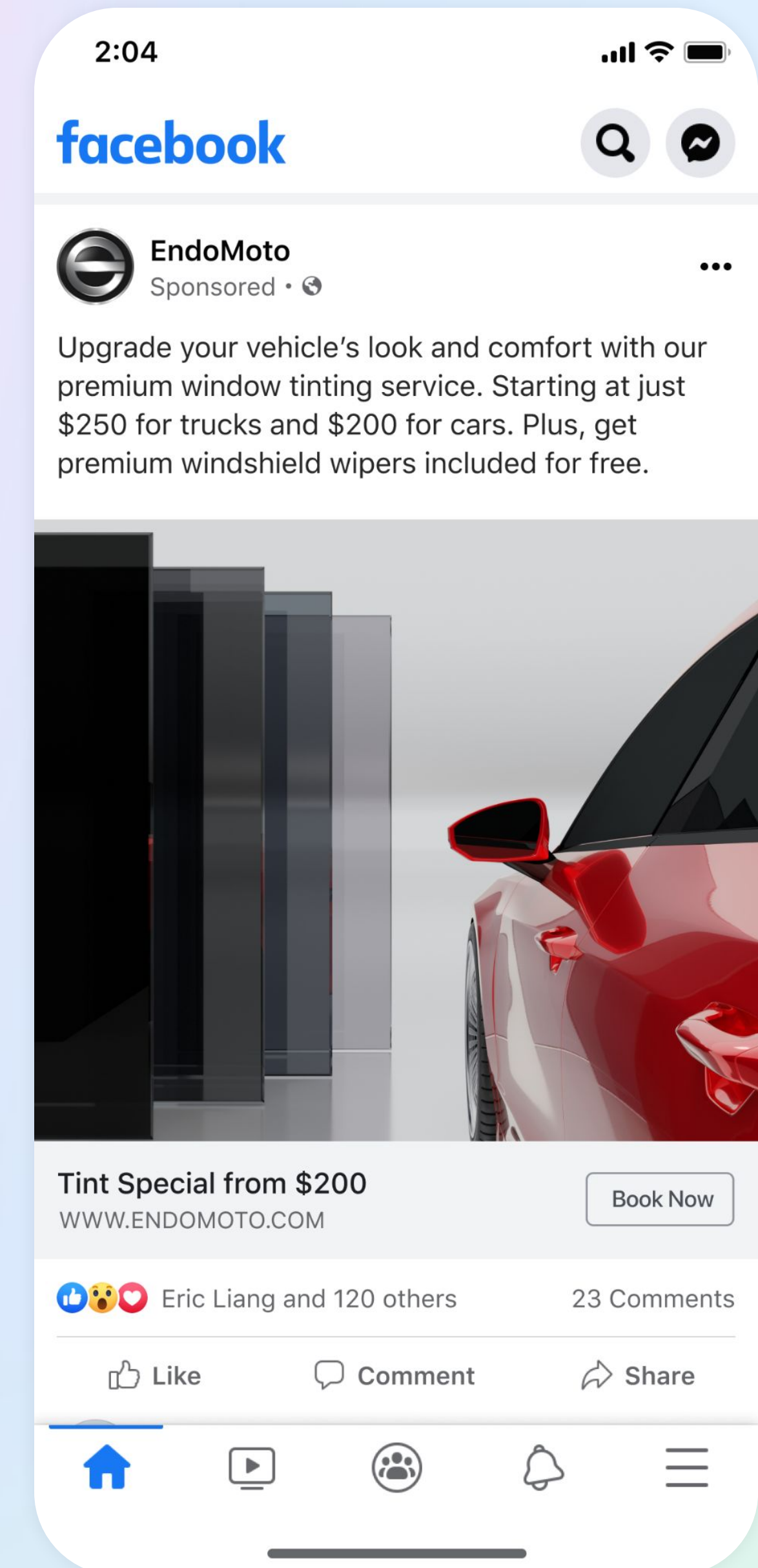
BRAND AND DIFFERENTIATION

Promote additional services to drive incremental aftermarket sales.

Recommendation

- Consider creative that highlights:
 - Lift kits.
 - Window tinting.
 - Aftermarket wheels and tires.
- Leverage before and after photos, testimonials, OEM certifications, awards and recognitions, and quality of your facility.

Objective	Ad Format	Audience Options
Awareness	Single image or video ads	Broad, predictive targeting



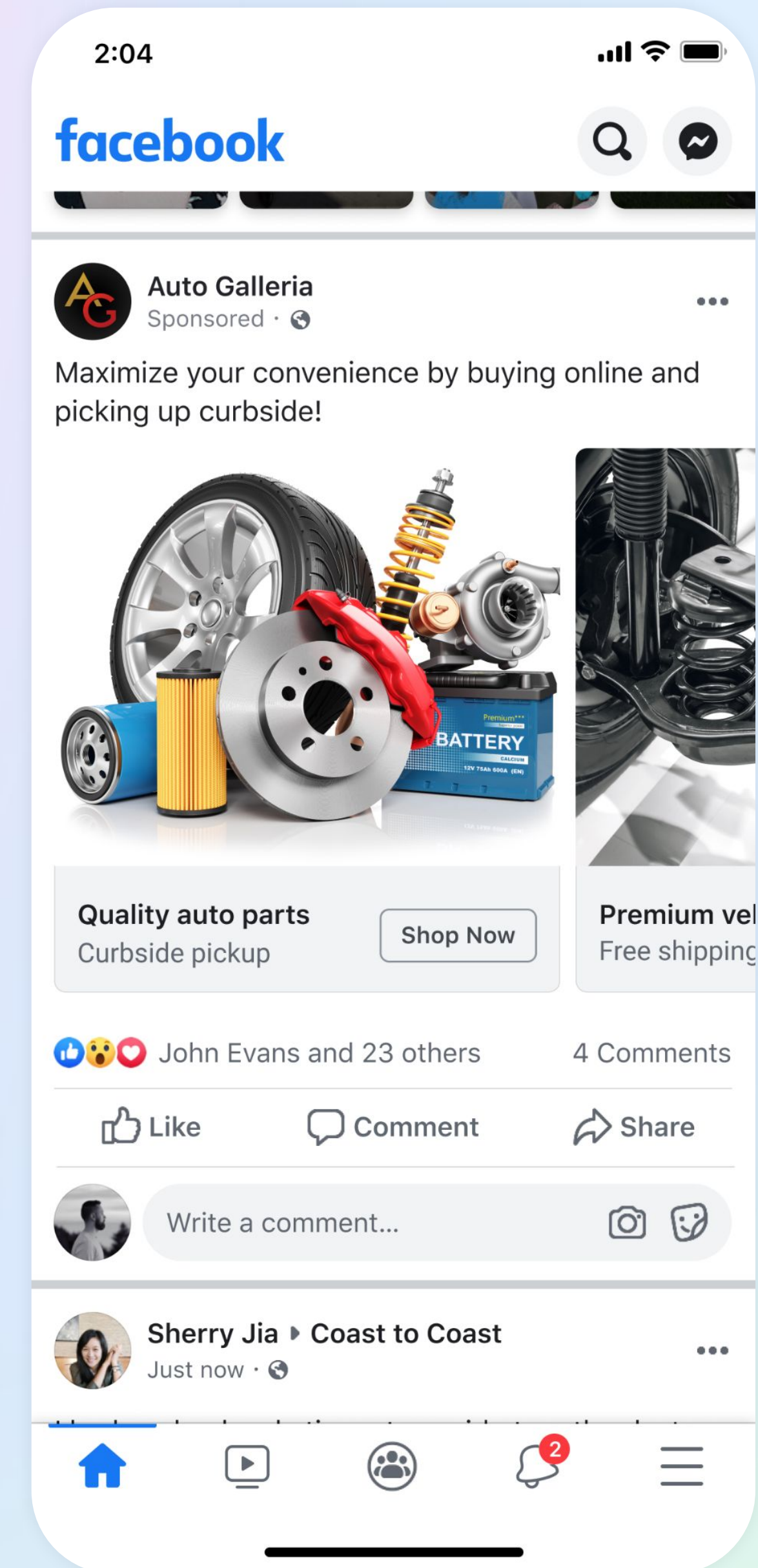
LEADS AND TRAFFIC

Promote in-stock parts and accessories.

Recommendation

- Advantage+ catalog ad campaigns advertise available inventory dynamically (via catalog).
- Create multiple catalog sets to promote various types of inventory.
- Consider evergreen campaigns that drive customers to your inventory details page.
- Update ad creative periodically to reflect new offers and incentives.

Objective	Product Solution	Audience Options
Sales	Advantage+ catalog ads	Broad, predictive targeting ; CRM/DMS



Careers



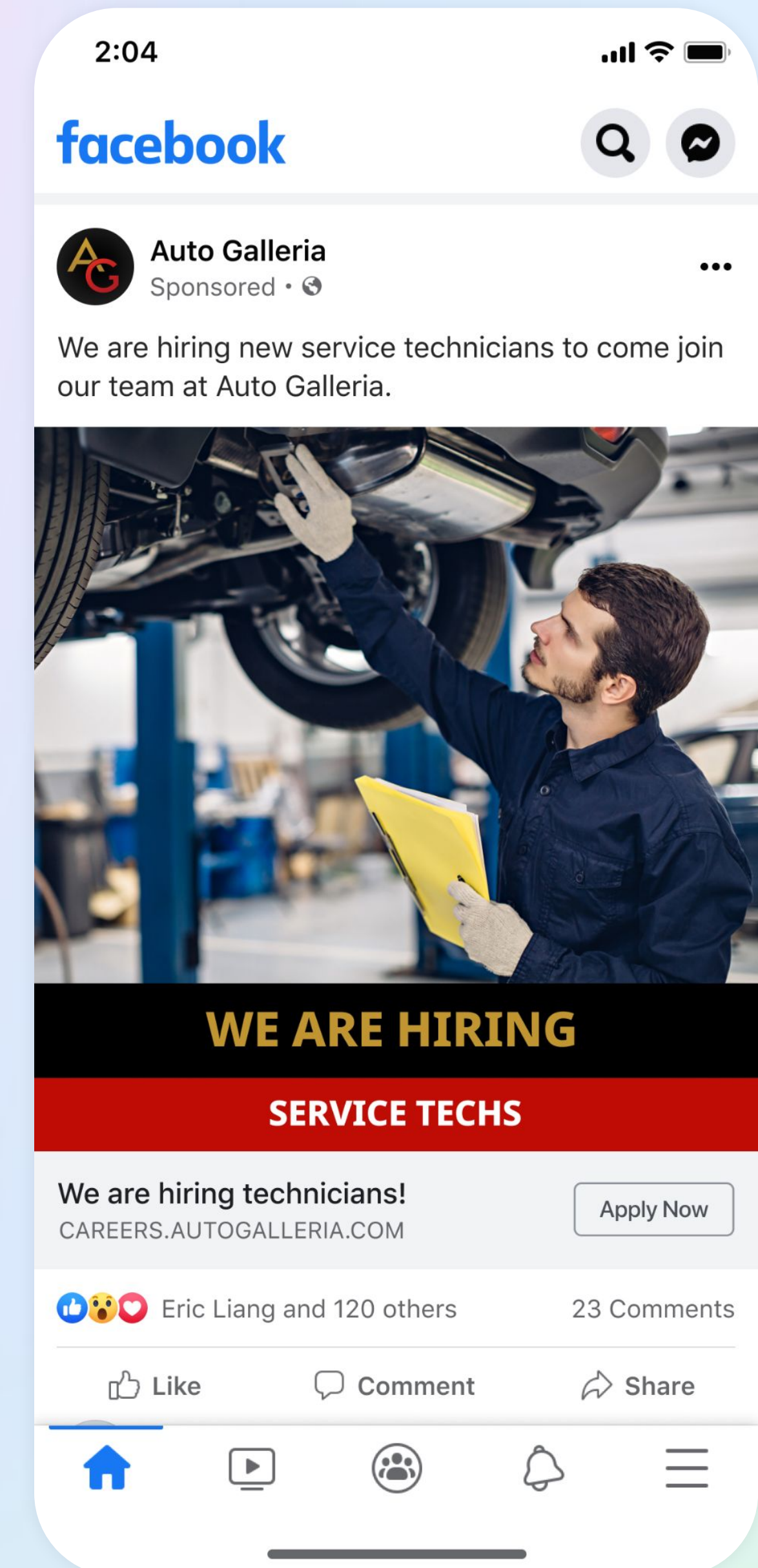
BRAND AND DIFFERENTIATION

Support the onboarding of strong talent, especially service advisors.

Recommendation

- Promote your organizational culture, values and opportunities for professional growth.
- Highlight employee testimonials that have grown within the organization or examples of your dealership's culture.

Objective	Ad Format	Audience Options
Awareness	Single image or video ads	Broad, predictive targeting



LEADS AND TRAFFIC

Promote available job or career path openings and generate leads.

Recommendation

- ➔ Career prospects often require more qualifying information than name and contact alone.
- ➔ Lead ads ask a series of qualifying questions and capture a variety of details to better vet candidates.

Objective

[Leads](#)

Product Solution

[Lead ads](#)

Audience Options

[Broad, predictive targeting](#)

Career form

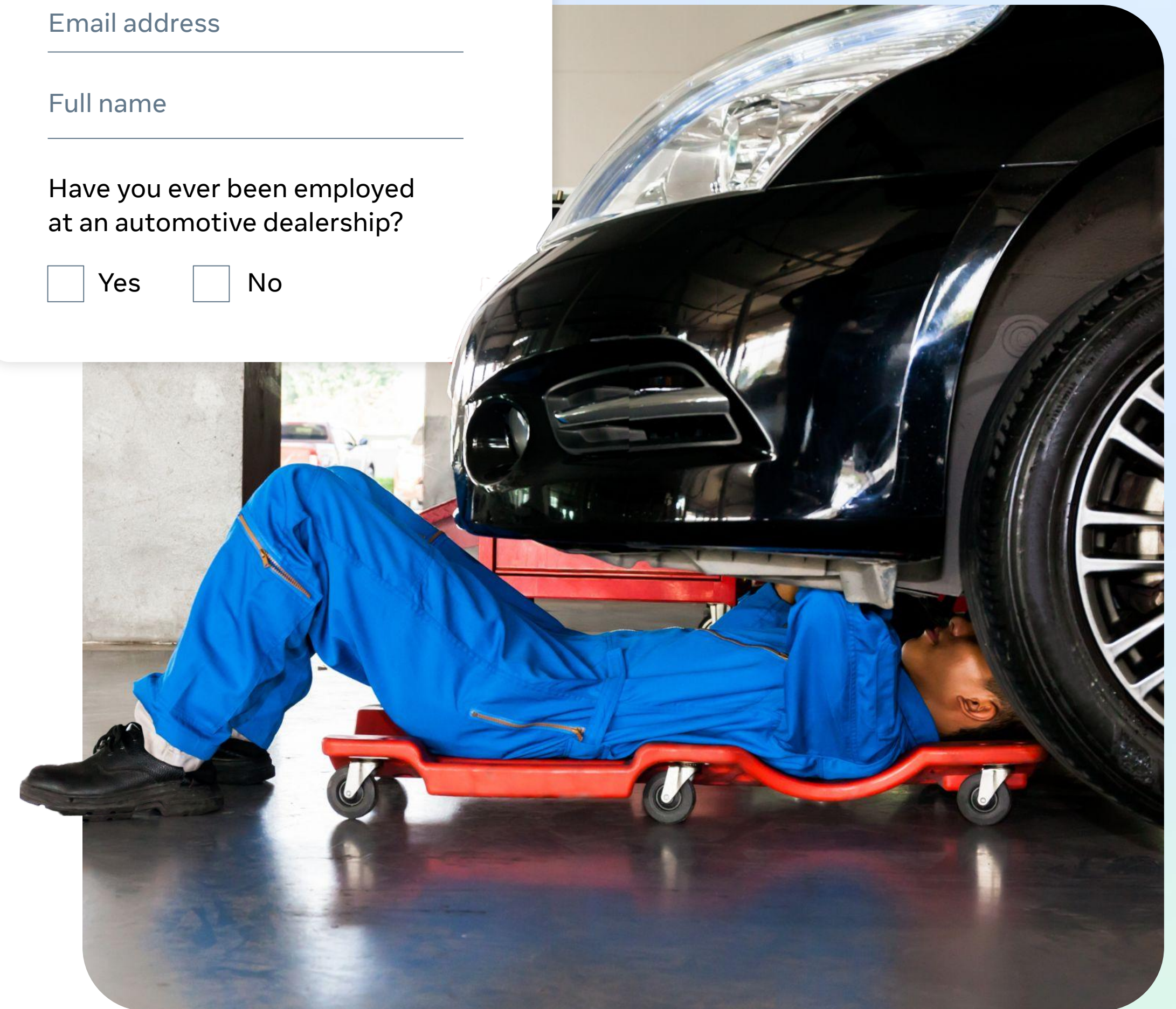
Start your application by providing your info below.

Email address

Full name

Have you ever been employed at an automotive dealership?

Yes No



Vehicle Acquisition



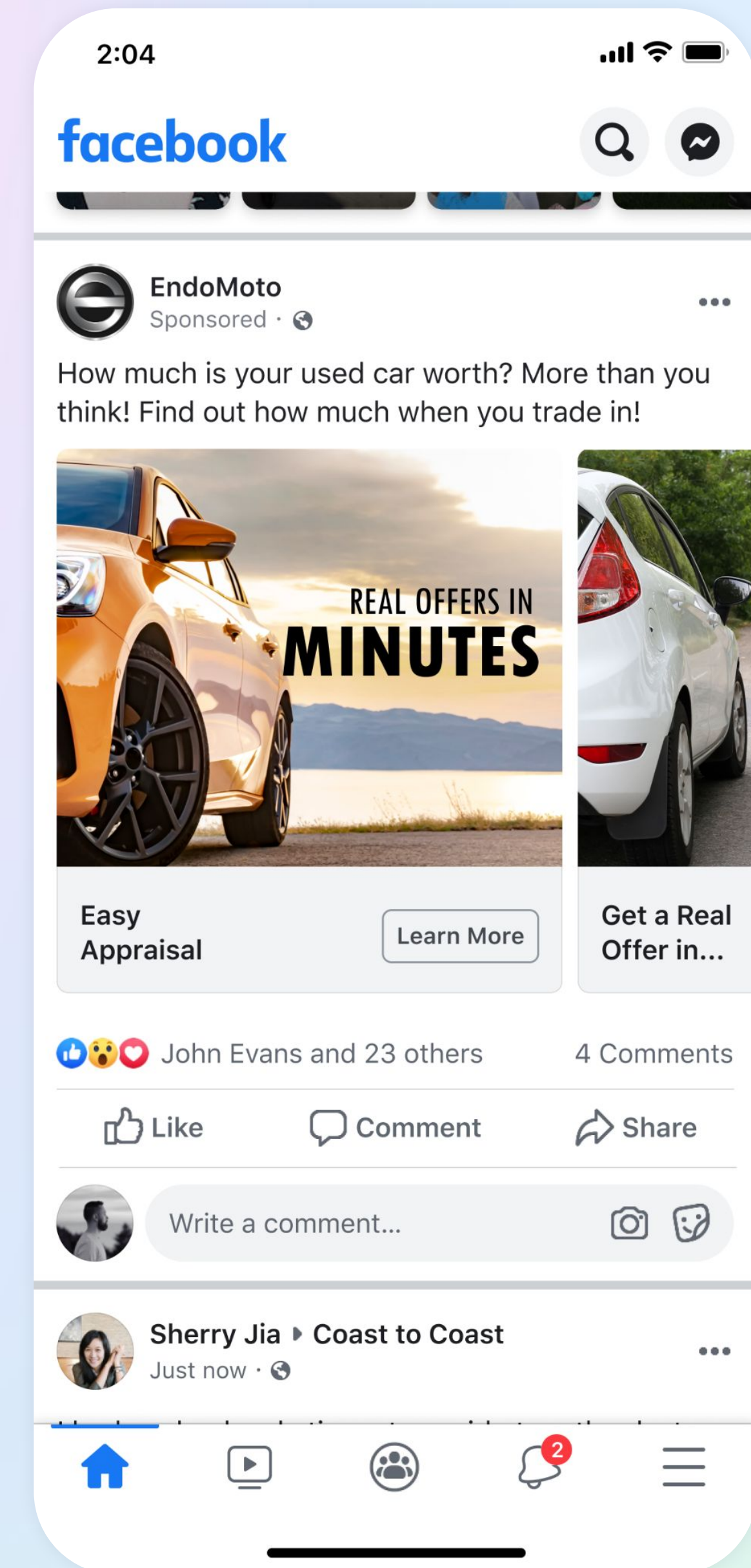
BRAND AND DIFFERENTIATION

Promote your dealership as a destination for vehicle trades and values.

Recommendation

- Consider creative that conveys customer trade value and convenience.
- Highlight if you support instant cash offers (ICO) backing used car valuations with a real check or guarantee.

Objective	Ad Format	Audience Options
Awareness	Single image or video ads	Broad, predictive targeting



LEADS AND TRAFFIC

Drive more vehicle acquisition to vehicle trade tools on your dealership website.

Recommendation

- ➔ Drive users to your website with traffic objective campaigns.
- ➔ Drive customer engagement via creative that speaks to:
 - Time savings
 - Online convenience
 - Transparent values – instant cash offers (ICO)
- ➔ Highlight if you back used car valuations with a real check or guarantee.

Objective	Ad Format	Audience Options
Traffic	Single image or image carousel ads	Broad, predictive targeting

