



BFM SEMINAR TAKEAWAY

Social Media Effectiveness with Digital Campaigns
in the Tire & Auto Industry

OVERVIEW OF SEMINAR:










1. Platforms available for social media campaigns
2. Best practices to engage consumers and be effective
3. Elements to a successful campaign
4. How to set up an event and market it on Facebook

1. WHAT MEDIA PLATFORMS ARE AVAILABLE FOR DIGITAL CAMPAIGNS?

Most of the connected world uses social media today! This has dramatically changed the way consumers purchased tires over the last 10 years. Consumers educate themselves and grab information online so by the time they are ready to make a purchase, they already have a good idea of what they want. What a great opportunity to grow a relationship with your consumers by building trust, educating, and developing your brand awareness online so you are top of mind with consumer purchases.

There are many platforms available for you, but Facebook is the most effective today in the tire and auto industry, with over 2.7 billion users globally making it the largest “social” platform.

Social Media Platforms Available to Dealers

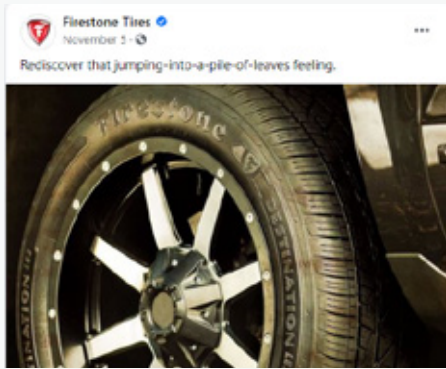
-  Facebook (223 Million Users)
-  Google (1.5 Billion Users)
-  Youtube (126 Million Users)
-  Instagram (107 Million Users)
-  Spotify (286 Million Users)
-  Pandora (63.5 Million Users)
-  LinkedIn (660 million Users)
-  Twitter (321 Million Users)
-  TikTok (80 Million Users)

2. WHAT ARE THE BEST PRACTICES TO ENGAGE CONSUMERS ON SOCIAL MEDIA?

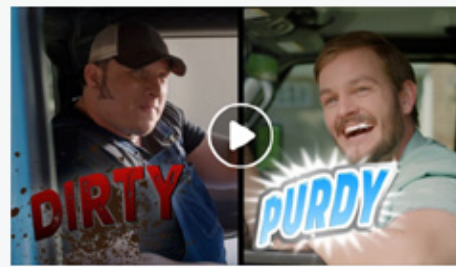
One of our most asked questions in the tire and auto industry is- How do I engage my consumers on social media? The following are 6 easy steps.

- Product Images
- Educate
- Video
- Tell a Story
- Call To Action
- Community Involvement

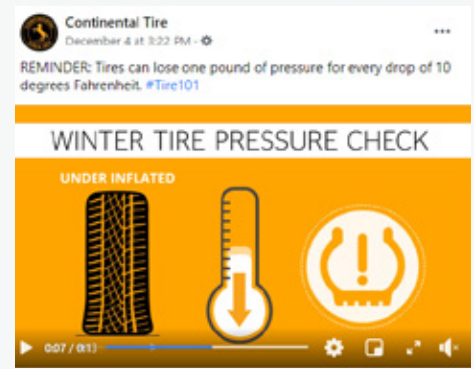
✓ **1. Product Images**



✓ **2. Video**



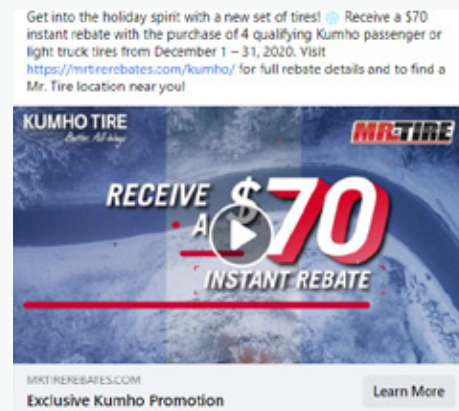
✓ **3. Educate**



✓ **4. Tell a Story**



✓ **5. Call To Action**



✓ **6. Community Involvement**

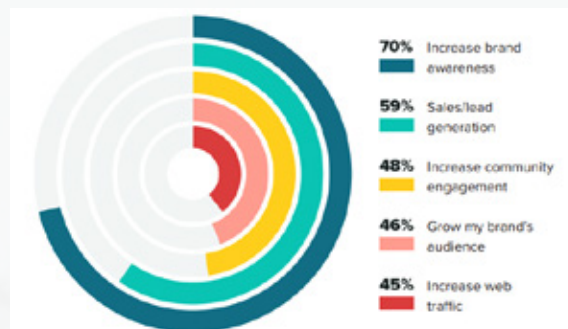


3. WHAT ARE THE BEST ELEMENTS TO AN EFFECTIVE SOCIAL MEDIA CAMPAIGN?

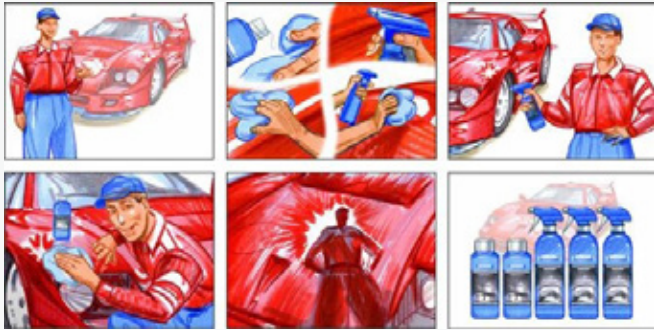
This is your campaign checklist!

- Establish your promotion and objective
- Design your campaign pieces
- Video with promotion
- Landing Page
- Retargeting Ad
- Contest
- Contest Landing Page
- Google Ad
- Review Analytics

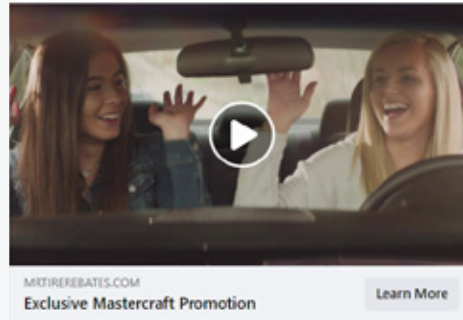
✓ **1. Establish your promotion and objective**



✓ 2. Design your campaign pieces



✓ 3. Video with promotion



✓ 4. Landing Page



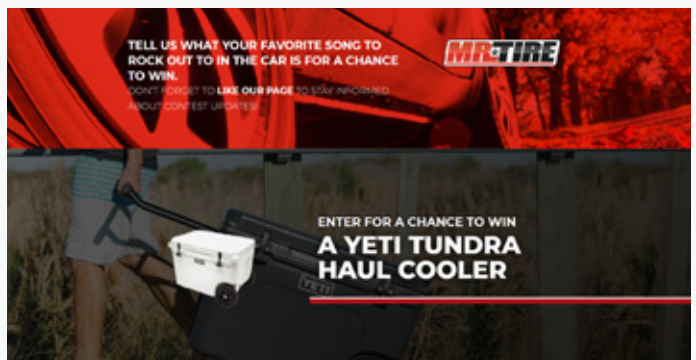
✓ 5. Retargeting Ad



✓ 6. Contest



✓ 7. Contest Landing Page



✓ 8. Google Ad



✓ 9. Review Analytics

Link Clicks:

Link Clicks are the number of clicks on links in your ad's text, media or call-to-action that direct people to destinations such as your website.

Reach:

Reach gives you the total number of people that viewed your ad.

Traffic:

Reach people more likely to click on your link. This is great to send people from Facebook to any URL you choose, such as your website's landing page.

Click-Through Rate (CTR):

CTR indicates how many link clicks you've received on your ad compared to how many impressions your ad received.

Impressions:

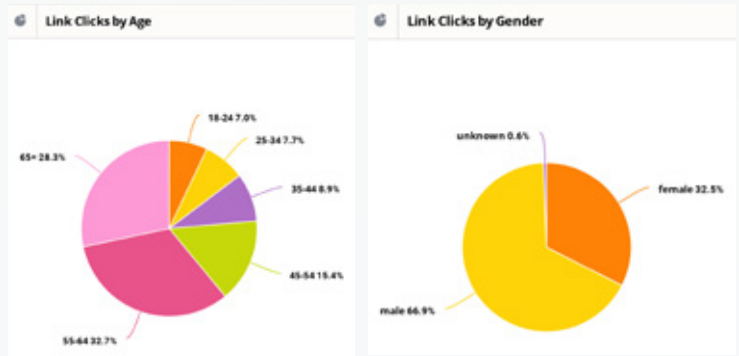
Impressions are the number of times your content is displayed and delivered to someone's newsfeed.

Engagement:

Engagement are any action users perform. Common examples are likes, comments, and shares.

Mr Tire Mastercraft Facebook November 2020

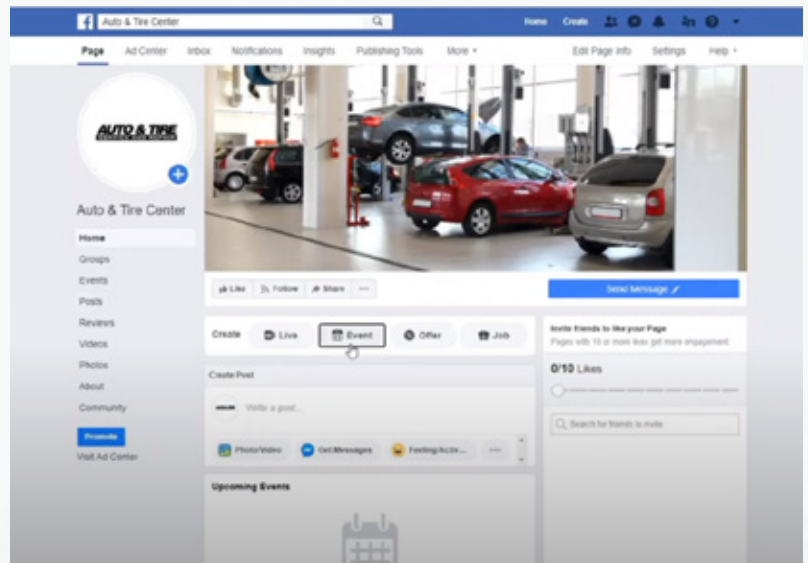
CLICKS	IMPRESSIONS	REACH				
###,###	###,###	###,###				
CTR						
###.### %						
AD	CLICKS	IMPRESSIONS	REACH	CTR	POST ENGAGEMENT ACTIONS	VIDEO VIEW ACTIONS
Video - Mr. Tire	###	###,###	###,###	###.### %	#####	#####
Content - Mr. Tire	###	###,###	###,###	###.### %	#####	#####
Image - Mr. Tire	###	###,###	###,###	###.### %	#####	#



4. HOW DO I SET UP MY OWN EVENT ON FACEBOOK STEP BY STEP?

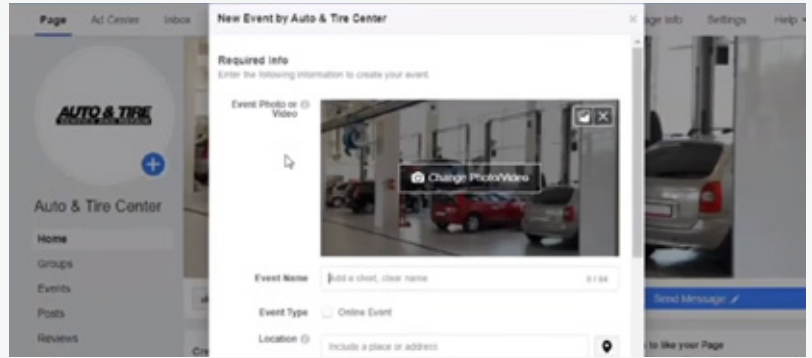
Step 1

Navigate to your Facebook business page. Look for the create *EVENT* button under your cover photo and click this to open a new event window.



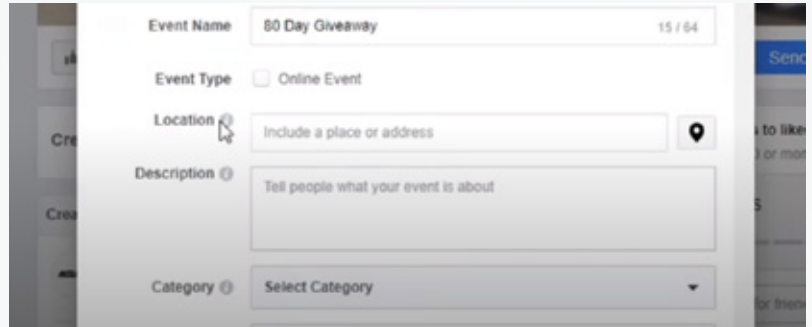
Step 2

Start by uploading a related photo or video for your event. Use Facebook's recommended sizes for your artwork.



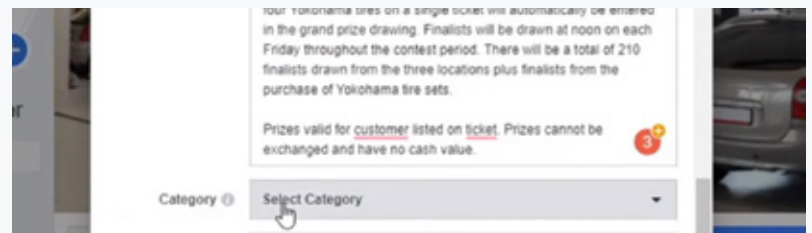
Step 3

Type in your event details for event name, location, and description fields.



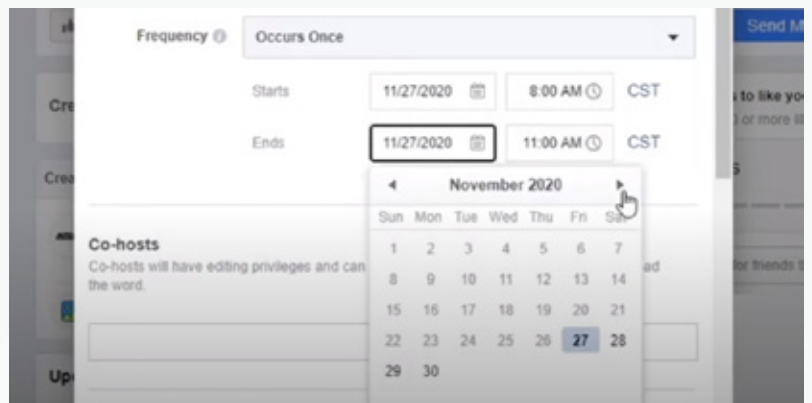
Step 4

Select a category that best fits your event type. Most events for dealers go under the other category.



Step 5

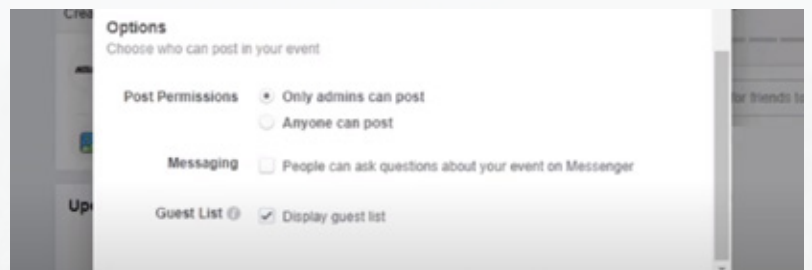
Choose a start and end date. If the event is longer than 14 days you can break it up into multiple events.



Step 6

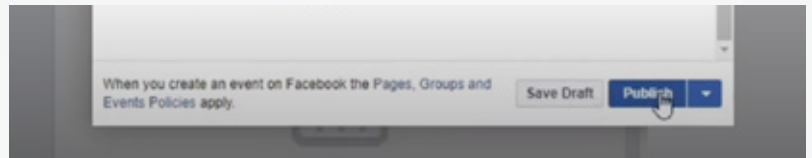
Set the post permissions to admin. We recommend only allowing admins to post. This will help keep important information front and center.

Displaying your guest list is optional.



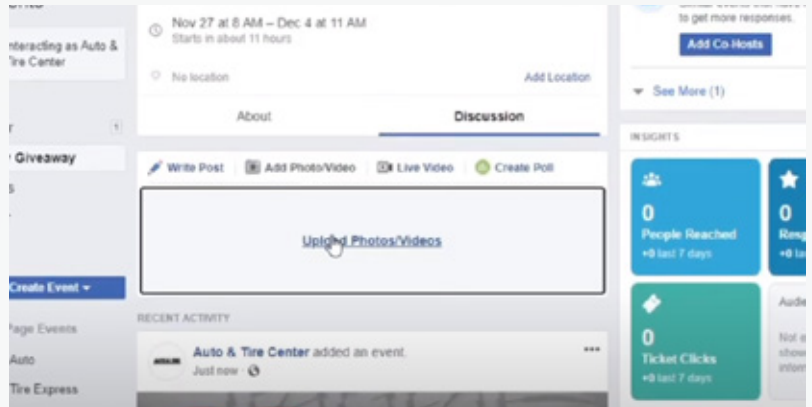
Step 7

Now we are ready to save a draft, schedule for a future date, or publish the event. After you select your option, this will create a unique event page on Facebook.



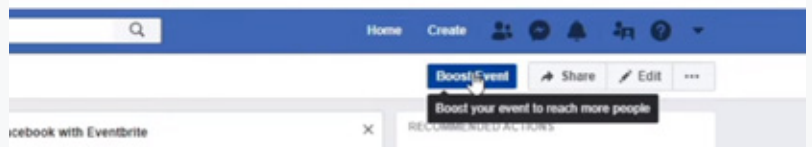
Step 8

Review your event page, create new posts, start discussions, and utilize tools to notify customers about your upcoming event.



Step 9

Boost your event by creating a Facebook ad. Begin by clicking the **BOOST EVENT** button. This will open a new popup window.



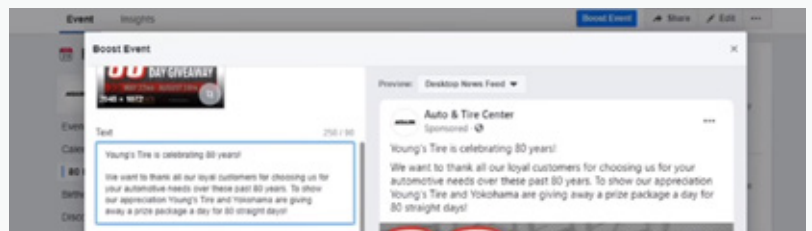
Step 10

Select your ad's format and have the imagery ready. This imagery should be consistent with the event's artwork.



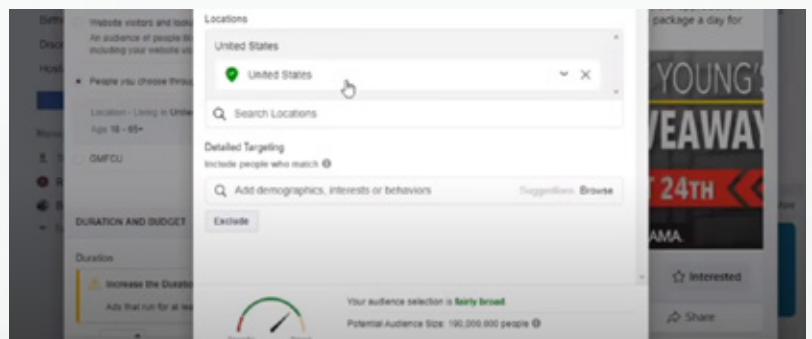
Step 11

Next add your ads copy. Facebook ads are limited to 90 characters.



Step 12

Set your demographics by selecting genders, age groups, locations, and other details. These will determine what groups see your ad. It is important that your audience meter is green.

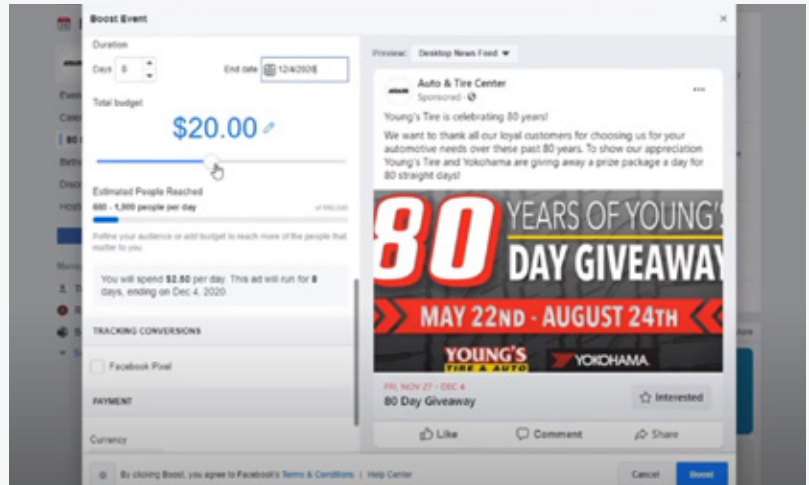


Step 13

Set the duration and the budget of your facebook boosted ad. Facebook sets recommendations for this however these can be changed to best fit your needs.

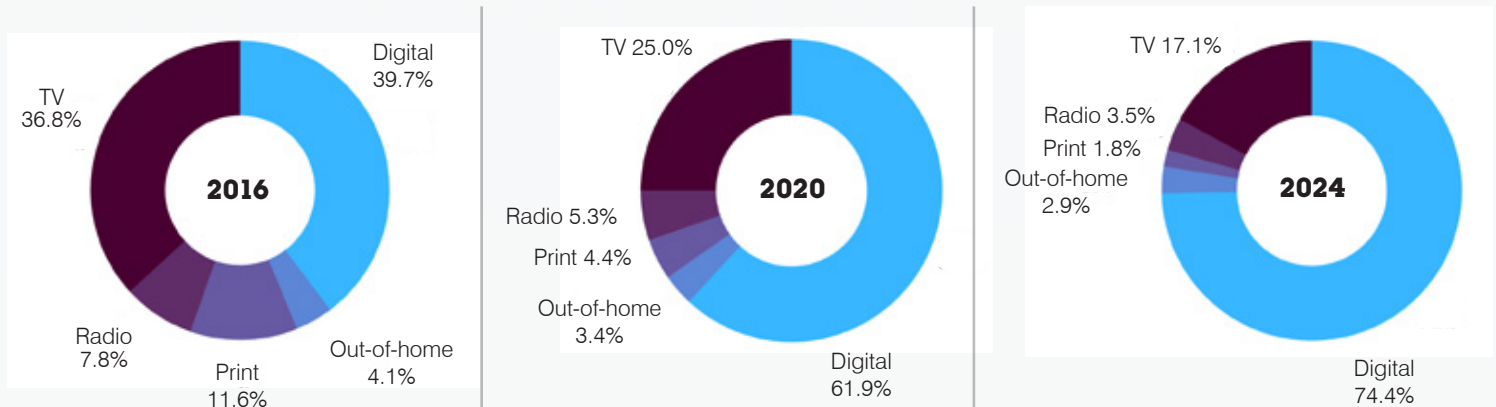
Step 14

If everything is ready to go then click that *BOOST* button.



DIGITAL AD SPENDING ANALYTICS AND FORECAST THRU 2024

U.S. Ad Spending by Media Type, 2016 vs. 2020



Sources: Company reports, Interactive Advertising Bureau, Outdoor Advertising Associations of America, Radio Advertising Bureau, Price Waterhouse Coopers Magna Global, Cannaccord Genuity Estimates, Sproutsocial.com, illustrations.greghigh.com

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WHAT'S THE BUZZ?

Social Media Buzzwords You Need To know

Analytics: tells you who your audience is and how they're interacting with your page.

Call to Action (CTA): instructions you leave to a consumer to persuade them to take a desired action.

Conversions: number of times a specific action is taken by users like purchasing an item.

Facebook Insights: tool that provides detailed analytics of your Facebook page.

Geotargeting: delivering social media content to consumers base on their geographic locations.

Mention: when a user tags someone in a tweet or direct message on Twitter.

Response Rate: how fast your page responds to visitor's messages.

Return On Investment: desired outcome from the time or financial resources you've invested in.

Retargeting: collected data from a behavior and showing those consumers more ads.

Best time to post on social: one of the most controversial issues is determining when the best time to post.

Click Through Rate (CTR): CTR indicates how many link clicks you've received on your ad compared to how many impressions your ad received

Content Marketing: involves the creation and sharing of online material with intent to stimulate interest.

Buyer Personas: a detailed description of someone who represents your target audience.

Chatbots: auto messages for common questions and information.

Engagement: any action users perform. Common examples are likes, comments, and shares.

Facebook Reactions: shared emotional responses on Facebook post.

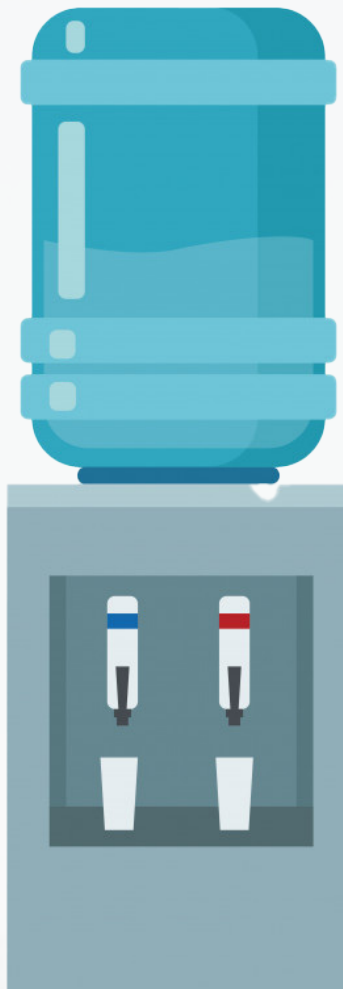
Impressions: number of times your content is displayed and delivered to someone's newsfeed.

Reach: gives you the total number of people that viewed your ad.

Top of Funnel: content and advertisements you create to build awareness for your brand.

Middle of Funnel: content you show consumers who are considering making a purchase.

Bottom of Funnel: approach done to start converting leads into buyers.



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Digital Campaign Analytics

Do you ever wonder if your digital ads are actually effective? Without proper tracking and analytics, you'll never be able to see the real impact your ads have. By seeing this data, we can adjust your ads based on what's needed. But with so many different ad metrics, it's hard not to get overwhelmed with data. BFM Group is here to break it down for you! Below are some of the more important metrics we look at.

METRICS:

Link Clicks:

Link Clicks are the number of clicks on links in your ad's text, media or call-to-action that direct people to destinations such as your website.

Click-Through Rate (CTR):

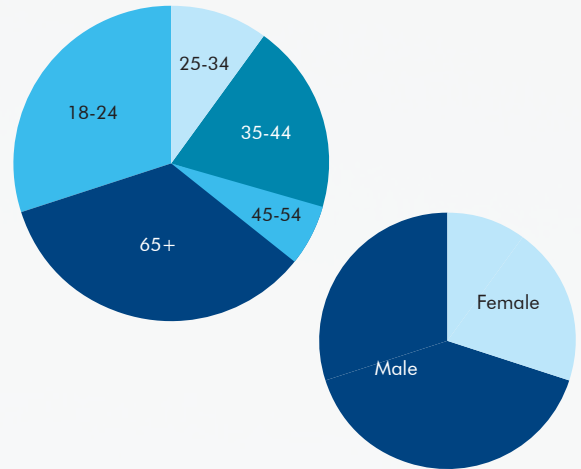
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Reach:

Reach gives you the total number of people that viewed your ad.

Impressions:

Impressions are the number of times your content is displayed and delivered to someone's newsfeed.



Let's set some goals!

- Average CTR of 0.89% for Facebook
- Average CTR of 0.35% for Google Display Ad
- Communicate with your clients and prospects
- Increase sales, revenue and profit
- Increase traffic to website
- New page likes and followers
- Out-Market your competition
- Serve and add value to your community
- Sizzle and extend your brand online

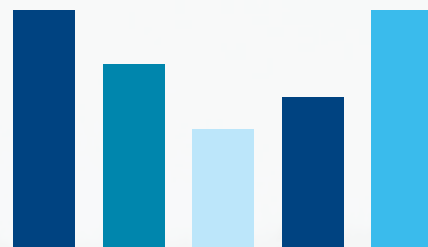
OBJECTIVES:

Traffic:

Reach people more likely to click on your link. This is great to send people from Facebook to any URL you choose, such as your website's landing page.

Engagement:

Reach people more likely to engage with your post. Engagement includes likes, comments and shares.



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