

# FACEBOOK EVENTS

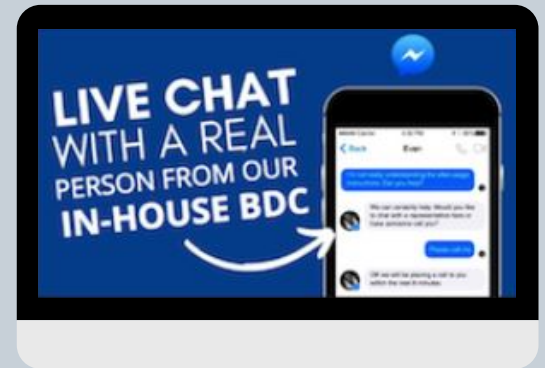
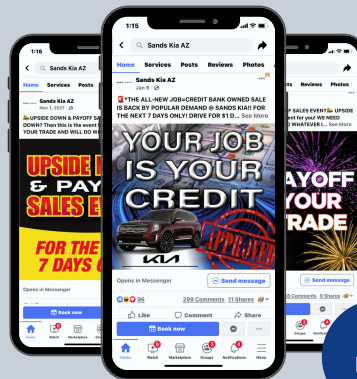


## HOW DOES IT WORK?



We set up a sponsored ad on Facebook with unique creative art and a massive call to action that will reach 100-150k+ unique individuals. Our highly-trained live call center BDC department will then tirelessly answer leads from 7am to 11pm scheduling appointments for your dealership! With one 7-day event our dealer clients are seeing an additional 80-150+ customers, and on average converting those into 25-30 units sold!

## NO LONG TERM COMMITMENTS!



**CALL US NOW!**

**Cactus Marketing Inc.**  
Tim: 602-703-7777

## IT'S NOT YOUR AVERAGE FACEBOOK AD

- ✓ 7 DAY SALES EVENT
- ✓ Social Media DIGITAL MAILER
- ✓ Trained LIVE CHAT Messenger BDC
- ✓ VIP Appointments Emailed Daily
- ✓ Reach up to 150k+ Potential Buyers

LEVELS

**1** 80 TO 100+  
EST. APPOINTMENTS

**2** 100 TO 150+  
EST. APPOINTMENTS

**3** 150+  
EST. APPOINTMENTS

# Facebook Promotion Process

**Customized Facebook Event Page:** We build a Facebook Event Page for your dealership – separate from your main Facebook page. The event will run for 7 to 14 days and will reach 75,000-250,000 unique customers in your area. Age range criteria are available.

**Customized Sales Event Ad:** We post two ads that are designed to generate customers to set an appointment to come into your dealership.

**Live BDC Messaging Center Setting Appointments:** Our trained Live BDC Agents work 7 days per week from 7 am – 11 pm. Their objective is to converse with potential customers and set appointments. Every appointment is tracked on a live calendar which you can access at any time. We can also connect these appointments to your dealership CRM system.

**Prompt Engagement with Customers:** The key to our success is immediate engagement with each customer. Our trained live BDC agents reply to Facebook Ad comments and convert the conversation to Direct Messages. The BDC agent sets the appointments and sends the customer a link to complete the survey process. The survey will ask for the customer's first name, last name, phone number, email, and address. The customer will receive a VIP Appointment Voucher after scheduling an appointment.

**Ad Boosts to Unique Locals:** Depending on which Level you choose we can reach between 75,000 and 250,000 consumers that are actively on Facebook. Our campaigns generate between 200 and 550 active leads resulting in 80-150+ appointments.

**Live Google Appointment Calendar & Appointment Confirmation:** Each appointment is added to your Google Calendar with each customer's appointment date, time, and information. Appointments are also emailed to your staff for follow-up or sent directly to your CRM System. Your job is to confirm the appointment & turn that lead into a paying customer. How you handle the appointment will determine the success of the event.

**Promotion Report:** Reporting is available and our team will monitor your promotion daily, making any adjustments to ensure we maximize the number of qualified appointments.

*Contact Me for More Information OR to Get Started Today!*

**Cactus Marketing Inc. • Tim Aikin**  
**tim@direct-mailers.com • 602-703-7777**

# Ad Copy Themes

Typically, we will run two ads during the allotted event time. This enables us to drive different types of customers into your dealership. Here are some ad copy themes we have to choose from:

- Job is Your Credit
- Massive Credit Forgiveness
- Fresh Start Credit
- Massive Bank Approval
- Instant Credit Approval
- Total Forgiveness
- Zero Down
- Used Car Blowout
- Early Exit Buyback
- Payoff Your Trade
- Upside Down & Payoff
- Early Exit Trade-In
- Reprocessed Cars
- Vehicle Buy-back
- Acquisition Need Used Cars
- Notice to All Drivers
- Dollar Days
- We Need Your Trade
- Meltdown Savings Event
- Original MSRP



*Contact Me for More Information OR to Get Started Today!*

**Cactus Marketing Inc. • Tim Aikin**

**tim@direct-mailers.com • 602-703-7777**



# Dealer Appointment Calendar & Contact Information

All appointments are tracked on a Google Calendar and spreadsheet, as pictured below. Every lead is sent to the dealership's CRM and/or managers email for follow up. We will send reporting throughout the campaign to make sure we are hitting your projected appointment numbers and adjust accordingly if needed.

**APPOINTMENT CALENDAR**

sandskiafb@gmail.com  
Events from one or more calendars could not be shown here because you do not have the permission to view them.

Today July 2021

Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27 9am Karlian Stack for VI	28	29	30	Jul 1	2	3 1:30pm Katlynn Walker f 4:45pm Appointment for 6pm Appointment for St
4 10:30am Appointment for Ru 10:45am Appointment for 9:30am Nick Fulton for V 11:15am Carlos Bug Olive	5 9am Appointment for Ru 11:30am Appointment for V 11:45am Cathy Sabillo for V	6 10:15am Jason Horn for 10:45am Carlitos Hernan 11:45am Adrian Arreola f	7 9am Appointment for Br 10:15am Appointment for V 10:45am Chelsea Cheseb	8 9:30am Appointment for 10:15am Mike Burnam for V 10:45am Appointment for V	9 10:15am Appointment for 10:45am Cynthia Jackson 9:15am Appointment for	10 9am Appointment for An 9am Appointment for Ju 9:15am Appointment for
11 10:15am Appointment fo 10:45am Appointment fo 12pm Appointment for A	12 11am Brandy Amburgey 11:30am Nancy A. Flores 11:45am Appointment fo	13 1:30pm Appointment for 1:30pm Appointment for	14	15 11am Appointment for S	16 10:15am Appointment fo 1:30pm Appointment for 2pm Appointment for Rc	17 10:15am Appointment fo 1:30pm Appointment for 2pm Appointment for Rc
18 10am Chad Shultz VIP A 10am Veronica Evans fo 11:45am Gabriel KingWoi	19 10:45am Luis Belville for 11am Bruce Borst for VI 1:30pm Brit HeartOne fo	20 1:30pm Ventura-martine 1:30pm Yagė Oleh for VI 2:30pm Appointment for	21 10:15am Appointment fo 10:15am Appointment fo 10:45am Appointment fo	22 10:15am Appointment fo 10:15am Appointment fo 10:15am Manuel Vizerra	23 10:15am Alischa Miller fo 10:15am Appointment fo 10:15am Veronica Neboy	24 9am Gabriel Perez for VI 10am Appointment for E 10:15am Appointment fo
25 11am Juan Ruiz for VIP / 11:45am Annette Tapia f 1pm Appointment for Lu	26 10:45am Appointment fo 3:15pm Appointment for 3:15pm Appointment for	27 3:15pm Appointment for 3:15pm Appointment for	28 12:30pm Appointment fo 2pm LeeToviah Jenkins f	29	30	31

Events shown in this zone: Mountain Standard Time. Display

**APPOINTMENT CONTACT INFORMATION**

Sands Kia : Form Responses 1

7/3/2021 16:29:41	Keith Eskanos	Keith	Eskanos	9282376456	Keskanosdds@msn.com	36002 N 30th Ave
7/3/2021 16:29:42	Stephanie king	Stephanie	King	6024916636	Saking1992@icloud.com	11717 w poinsettia dr
7/3/2021 16:56:55	Chad Shultz	Chad	Shultz	720 290 5583	Shultzfamily2011@gmail.com	3434 e le Marche Ave
7/3/2021 17:10:03	Alyssa Schallmo	Alyssa	Schallmo	4803221870	Alyssabear987@gmail.com	17158 n 184th dr
7/3/2021 19:08:05	Carrol Hawkins	Carrol	Hawkins	6023096450	chawkins0118@gmail.com	2402 West Hayward Ave
7/3/2021 19:14:15	Dustin Childs LaDue	Dustin	LaDue	602-430-3184	Dustin.ladue@yahoo.com	4331 wcreedance blvd
7/3/2021 20:35:35	Stephanie Moreno	Valerie	Moreno	6023885958	Valeriemoreno724@gmail.com	7205 w McDowell rd apt
7/3/2021 20:51:35	Adrian	Adrian	Arreola	4805499084	Adrian.Arreola22@gmail.com	1913 N 103rd Ln
7/3/2021 21:23:42	Anthony Park	Anthony	Park	2283654812	oshound@aol.com	13050 N. 100th Ave.
7/3/2021 21:24:12	Marla Maeder	Marla	Maeder	14807588583	marlamaeder@yahoo.com	3128 W Lisbon Ln
7/3/2021 21:25:21	Rudy Orosco	Rudy	Orosco	6024234479	rudyorosco83@gmail.com	3601 e McDowell apt 112
7/3/2021 21:27:04	Lisatteluna	Lisatte	Luna	16028280059	lunalsatte@yahoo.com	2242 s 224th ave
7/3/2021 21:55:00	Trucker rob	Robert	Atencio	6026446209	Robertatencio2012@gmail.com	8533 W Lamar rd
7/4/2021 10:40:09	Junior Blaney Granados	Carlos	Granados	6027107333	Cgrana2jr@gmail.com	5335 N. Ormondo Way
7/4/2021 10:41:49	Kim Porter	Kim	Porter	480-450-8693	porterkim02@gmail.com	2217 N. 54th LN.
7/4/2021 11:13:20	Sabrina Vitale	Sabrina	Vitale	(602)695-7429	rydersmama6211@gmail.com	17583 w Hadley st
7/4/2021 11:17:59	Jennifer Buchanan	Jennifer	Buchanan	62320201783	mrsbuchanancarter-1012@outlook.com	13148 w Ocotillo Rd
7/4/2021 11:48:31	Derrick Courts	Lanier	Courts	3092058002	Laniercourts72@gmail.com	4520 w Alabama ln
7/4/2021 11:52:40	Robbie Ficznier	Robbie	Ficznier	3173089372	Rficznier@icloud.com	13859 meadow lake dr.
7/4/2021 12:05:58	Sariah Bills	Sariah	Johnson	6029049241	Sariahj1105@gmail.com	21008 N 23rd Ave Apt 10

Form Responses 1

Contact Me for More Information OR to Get Started Today!

**Cactus Marketing Inc. • Tim Aikin**  
tim@direct-mailers.com • 602-703-7777