THE SERVICE ADVANTAGE SOCIAL ACCESSORIES PROGRAM GIVES YOUR LIFESTYLE AND ACCESSORIES SALES A SOCIAL PROMOTION.

The Social Accessories Program leverages the influence of Facebook and Instagram to better engage with new customers, re-engage with old ones and boost sales to both.

Powered by your Service Advantage data, your Lifestyle and Accessories sales messaging follows customers to the digital spaces where they spend their time, allowing you to:

- Increase customer awareness through social ad placement on all devices
- Connect with customers' devices multiple times per month
- Target new and inactive customers to foster deeper relationships

HOW IT WORKS

Facebook and Instagram video ads placed in customer news feeds, offer a compelling carousel of messages designed to promote accessories and lifestyle products to new & inactive owners.
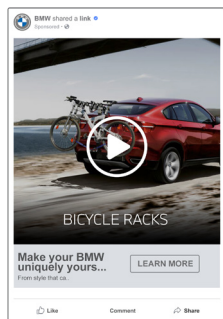
The first slide in the carousel features an intro video welcoming owners to the possibilities of personalizing their BMW with accessories or showing their love for BMW with branded apparel.
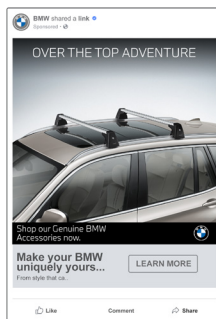
Subsequent carousel slides feature videos promoting specific BMW Accessories / Lifestyle items available for purchase. This includes products like roof racks, wheels and tires, technology upgrades, BMW-branded swag and apparel for the whole family.

Ads direct customers to either the Lifestyle or Accessories sections of the dealer-branded eCommerce site, depending on which ad they click.

YOUR AD IN ACTION

Each user sees the ad, on average, 8 times per month.

- Inactive and new owners will be combined and shown the same ads
- New owners will be messaged during their first 6 months of ownership
- Inactive owners will be messaged for 6 months once becoming inactive

Video ads are dealerized to help market and brand your store.

Facebook video ads heighten engagement with strong calls to action.
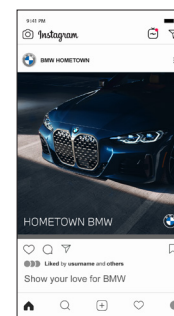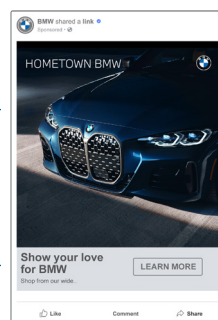
Instagram ads automatically built to match the look and feel of Facebook video ads.

WHY FACEBOOK AND INSTAGRAM

Average person spends over 1 hour per day on Social.

Target customers' devices multiple times per month.

Video newsfeed ads ensure that your customers see your message.

It's where your customers spend their time and attention every day.

PRICING

- Campaign Setup
- Video Creative Development
- Ongoing Campaign Optimization
- Custom Audience Targeting
- Field Support
- Reporting

GOLD PACKAGE $400
Enhanced Audience Reach

PLATINUM PACKAGE $650
Maximum Audience Reach

Plus, all digital media are eligible for a 60% co-op.

DON'T WAIT ANOTHER DAY TO CAPTURE THE POWER OF SOCIAL! CONTACT EPSILON TODAY.