

Hello. We're Constellation Agency. An elite social marketing offering for the automotive industry.

CONSTELLATION

New, Pre-Owned, CPO Ads

For each category, an overarching paid media audience with a variety of ads will be created.

Campaign Focus Areas

In addition to the general new and pre-owned ads, specific audiences and messaging priorities will be added based on the dealers' discretion (e.g. key models, CPO, hiring, etc.)

Dynamic Ads for Auto

A series of inventory-based ad units will dynamically retarget VIN viewers with VIN-specific ads for the ultimate low funnel approach.

Dynamic Collections Ads

Prospect in-market consumers with ad units featuring a dynamic feed of inventory for new and preowned vehicles.

Extra Media Spend

Added impact for your campaigns with additional media spend across your audiences.

PAID SOCIAL MEDIA PACKAGES

Select a package below based on your needs.

	PACKAGE A	PACKAGE B	PACKAGE C	PACKAGE D
	1-2 Focus Areas	2-3 Focus Areas	3-4 Focus Areas	4-5 Focus Areas
	\$975 /MO.	\$1,775 /MO.	\$2,725 /MO.	\$3,900 /MO.



PORSCHE

CAMPAIGN ENHANCEMENTS

Drive additional impact to your package.

MULTICULTURAL CAMPAIGN

Based on a demographic study we conduct, we will translate and run a series of creatives from your package into a specially targeted campaign with dedicated media spend targeting in-market customers who speak the desired language. *Requires Landing Page.*

\$850/month per language

CORPORATE CAMPAIGN

We will identify organizations near the dealership that we can target with specially customized ads with dedicated media spend featuring the name of the company, hospital, or university nearby for a hyper targeted approach. *Requires Landing Page.*

\$300/month per organization

LANDING PAGE DESIGN

We will design a special landing page designed for our Language (translated) and/or Corporate campaigns. One landing page is required for both the Language campaigns (per language) and for corporate campaigns (one page works for all organizations).

\$250 per language (one-time)

DEALERSHIP BRANDING: SHOOT

Dealers can personalize their social content with a series of videos and photos taken on location by our production team. Includes four drone videos, two 360 videos, and headshots of their staff. All assets can be run in dealers' social campaigns, and we deliver all files to the dealer for use in other platforms like dealer websites or YouTube channels.

\$3,000 one-time fee (Plus travel)

DEALERSHIP BRANDING: CAMPAIGN

Bring your shoot assets to life by running them in a targeted social campaign (8 ads) with additional media dollars alongside the ad content in your chosen package. (Requires Dealership Branding: Shoot)

\$599/month

Always Included:

Metrics Reporting

Monthly metrics reporting delivered via dashboard, with all social KPIs tracked.

Advanced Data Targeting

We leverage powerful first party DMS data as well as third-party Oracle data for audience targeting

Account Manager

Each client is paired with a dedicated Account Manager and Campaign Manager

Media

All paid social campaigns are run on both Facebook & Instagram



To learn more or enroll, please contact us
sales@constellationagency.com

SEM AND RECRUITMENT MARKETING

Industry-leading digital marketing capabilities

SEM/DISPLAY/PREROLL PACKAGE

Our intent-focused SEM, preroll and display campaigns deliver increased ROI for dealerships. We employ the latest tactics, including a mobile-first strategy designed to boost phone calls, dynamic new/used inventory based marketing, dynamic retargeting, algorithmic bidding, shopping intent focused keyword strategy, contextual display campaigns and smart conquest campaigns.

GOOGLE’S DEALER PLAYBOOK

Our focus is on the intent behind the search, with a special emphasis on shopping intent - these are the people who have already decided on what to purchase and just need to be shown why your dealership is the best place to buy.

ALGORITHMIC BIDDING

We leverage advanced machine learning optimization software that will provide a strong basis for our campaign managers to then be able to manually fine-tune, combining the best of both worlds for a more impactful result.

PREROLL VIDEO EDITING

Our creative team can compile for you an eye-catching video asset for use in pre-roll campaigns which features running footage and motion graphics to highlight your monthly lease or finance offer(s).

\$1,000 per video

Update your video each month with the latest lease or finance offer to continuously leverage your video content with the special of the month.

\$250 per edit/price update

\$1,000/MO MINIMUM SPEND

SOCIAL RECRUITMENT CAMPAIGN

Leverage the power of advanced paid social targeting to recruit new team members to work at your dealership - in English and in other languages based on your needs.

HIRING CAMPAIGN: ENGLISH

Reach prospective employees to work at your dealership with a targeted paid social campaign.

\$750/month

HIRING CAMPAIGN: ENGLISH + LANGUAGE

Go beyond standard English paid social prospecting and find talent in the language they speak most.

\$1,500/month

HIRING EVENT CAMPAIGN

Target potential attendees with compelling ads for your dealership's hiring event with a specialized paid social hiring event campaign.

\$1,000/event

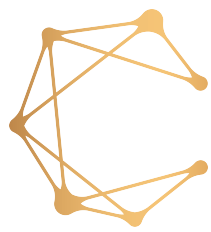
CUSTOM CAREERS LANDING PAGE + SHOOT

Our production team will visit your dealership and shoot video and photo content, customized to highlight your staff and the benefits of working at your dealership. These assets will be utilized in your hiring campaigns as well as will be implemented in a custom Careers landing page we will create to live on your dealer site.

\$3,250 (plus travel if applicable)

To learn more or enroll, please contact us at sales@constellationagency.com.





Hello. We're Constellation Agency.
An elite digital marketing offering
for the automotive industry.

Designed to help dealers connect
the dots between targets,
creative & ROI.

CONSTELLATION

FIXED OPERATIONS OFFERINGS

Two digital marketing options to suit your needs (select one per language)

PACKAGE A

*A powerful paid social marketing
solution for fixed ops*

Our creative team will work with you to
build a series of **2-3 paid social ads** to
promote your service & parts
department

Ads may be updated to include **monthly
special offers**

Ads will run across **Facebook,
Instagram, and Facebook's Audience
Network** of third-party sites and
platforms for maximum reach

Campaigns are targeted using **precise
DMS/CRM and third-party data** to
reach people in-market for automotive
service, parts and accessories



\$750 /MO.

PACKAGE B

*A hybrid digital campaign combining
the best of search and social*

Our creative team will work with you to
build a series of **2-3 social ads and a
series of paid search ads** to promote
your service & parts department

Ads may be updated to include **monthly
special offers**

Ads will run across **Google Adwords,
Facebook, Instagram, Facebook's
Audience Network** of third-party sites
and platforms for maximum reach

Social campaigns are targeted using
precise DMS/CRM and third-party data
to reach people in-market for
automotive service, parts and
accessories



\$1,500 /MO.



PORSCHE

LANGUAGE OPTIONS

Reach incremental customers near your dealership who speak other
languages by selecting either Package A or B and electing to run the
ads in another language, such as Spanish, Mandarin, French, German,
Korean, or Italian.



INCREASED MEDIA BUDGET

Increase the impact of your digital campaigns by adding additional
media budget to either of the packages.

Always Included:

Metrics Reporting

Monthly metrics reporting
delivered via dashboard, with all
digital KPIs tracked

Retargeting Pixel

Retargeting audiences for use in
paid campaigns will be created via
our pixel, placed on the dealers' site

Account Manager

Each client is paired with an Account
Manager, who will be their point of
contact for all correspondence

Sign up today

For questions and support, please contact us at
sales@constellationagency.com

No setup fees for either
package