



# WILLOWOOD VENTURES

## FACEBOOK SALES EVENT

### Transform Your Dealership with Powerful Facebook Sales Events!



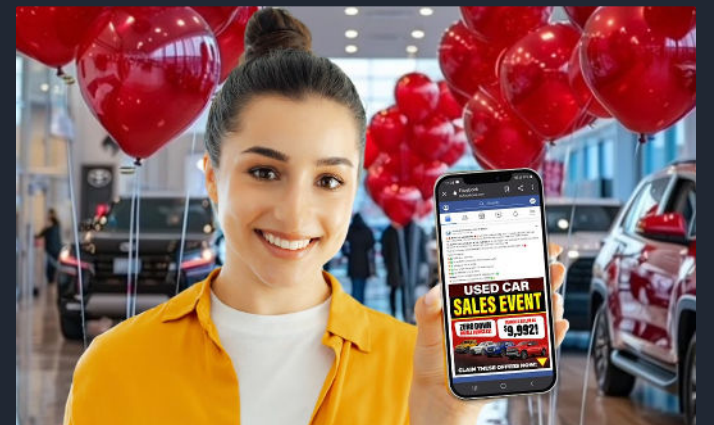
#### Proven Solutions

Willowood Ventures delivers guaranteed results through proven Facebook Sales Events that transform dealerships' social media presence into a powerhouse of qualified appointments and vehicle sales.



#### 20+ Years of Experience

With over two decades in the industry and millions in revenue, Willowood Ventures are experts at driving qualified leads and appointments to your showroom.



#### Profit Focused Strategies

Willowood Ventures leverages advanced analytics to tailor their advertising and sales campaigns for maximum impact.

The collage features several promotional ads with the following headlines:

- MASSIVE CREDIT FORGIVENESS EVENT**: GET TOP DOLLAR FOR YOUR TRADE. ZERO DOWN!
- PAY OFF YOUR**
- UPSIDE DOWN & BUYBACK EVENT**: ZERO DOWN ON ALL VEHICLES.
- EVERYTHING MUST GO!**: PLUS, \$0 DOWN & 0% AP
- CASH FOR CLUNKERS**: \$2,000 MINIMUM ANY OLD CAR!
- YOUR JOB IS YOUR CREDIT!**: ZERO DOWN PAYMENT! NO PAYMENTS UNTIL APRIL 2022! GET TOP DOLLAR FOR YOUR TRADE!



# Driving Results for Dealers



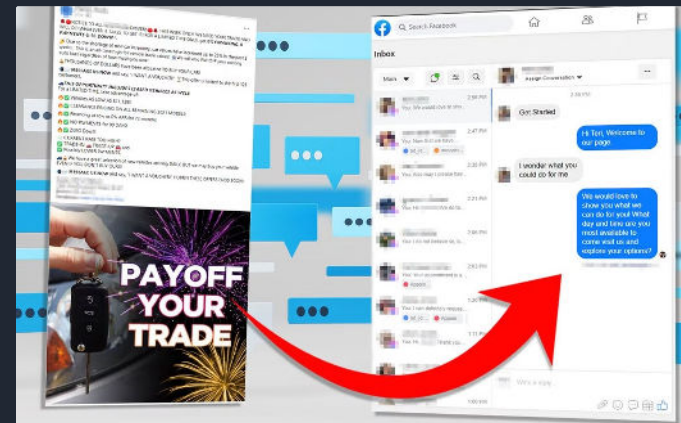
## Identify Strengths

Willwood Ventures analyzes your business to pinpoint your unique advantages that set you apart.



## Secure Appointments

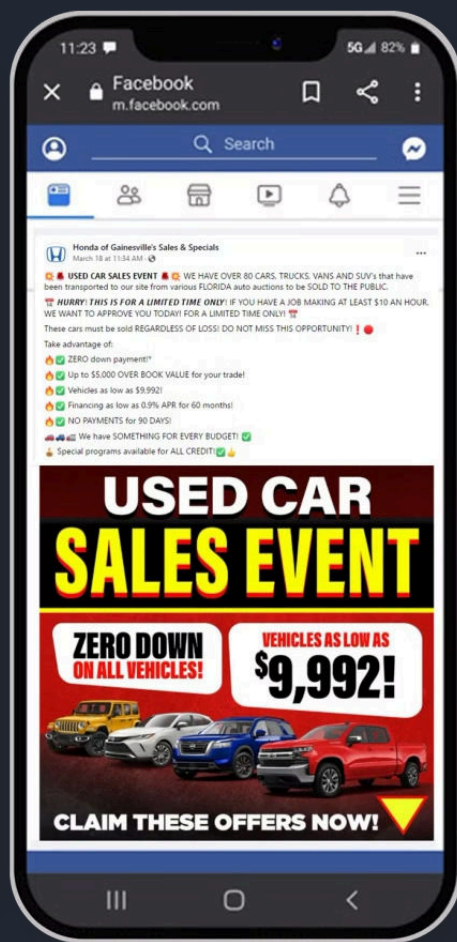
Willwood's dedicated BDC team books test drives and captures hot prospects for your showroom.



## Personalized Campaigns

Expertly crafted Facebook and Instagram ads reach in-market shoppers and drive qualified leads.

## Dominate **YOUR** Market With Engaging Marketing!



## Vision

We will put together a theme around your monthly event or we can come up with our own Sales Event. We will make your dealership the place to be! Before there is a dream, there must be a vision!

## Mission

It's simple! Our Goal is to overproduce and under promise. We want to flood your showroom full of qualified buyers. Our mission is simply. We want to help you sell you more cars, and constantly provide our dealer partners maximum value.



# BDC Is Where The Magic Happens!



NOT JUST BDC AGENTS

WE PREFER

## PROBLEM SOLVERS

We provide the best appointment setting in the business!



## REAL DEALERSHIP EXPERIENCE

All of our staff are industry veterans, including the BDC agents. Our lowest in dealership tenure is 5 years. Most have lead departments, and we have staff with experience as high as general manager! What does this mean for you?

It means the best of appointment setting. All of our staff is US based and are ready to book qualified appointments. All appointments will be shared with the store and you have access 24-7

## OUR BDC



### DEALERSHIP SCHEDULER

All appointments will be put on a shared database so the store can engage and be aware minute by minute of who is coming to the store. The dealership will also have access to all leads 24-7. We believe in transparency and teamwork!



### LAYERED COMMUNICATION

Most companies just use Facebook Messenger to reach out. We also utilize email, Instagram, and telephone to reach clients for confirmation and appointment setting. Our team is relentless to provide you the results you pay for!



### CONFIRMED APPOINTMENTS

Verbally confirmed appointments are crucial for automotive BDC because they dramatically increase show rates by adding a layer of commitment from the customer. The customer is well-prepared for their visit, ready to purchase.



# How Does Willowood Ventures Do It?



## Event Page Creation

We will create a page to show this is a "One Time Event." We will be the talk of the town. The showroom will be electric!



## Dealer Branded Event

Everything we do will be tailored towards your brand, your OEM, and your market. We will A/B test, and find the right message.



## World Class BDC

Our BDC team leads the engagement with customers. They will work from 8AM-10PM, 7 day's a week. You will have an dedicated account manager for your event!



## Custom Message

We give the client something unique. We promise a Black Friday atmosphere, no matter if it's July, or October! The Event will create buzz!



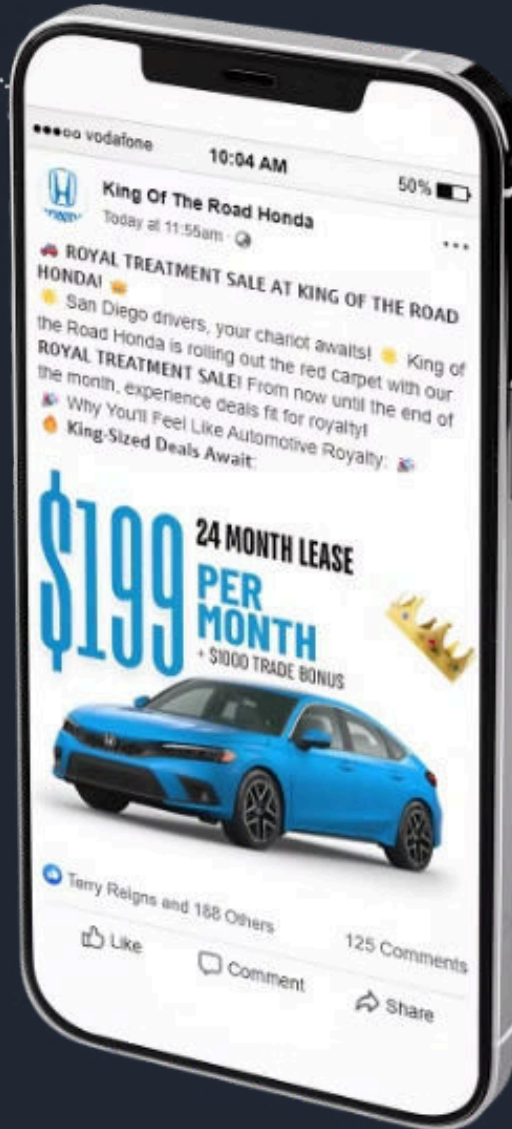
## Instagram & Facebook

We offer multi platform ad spend to increase eyes on your event. 76% of Americans use Facebook or another social media platform.

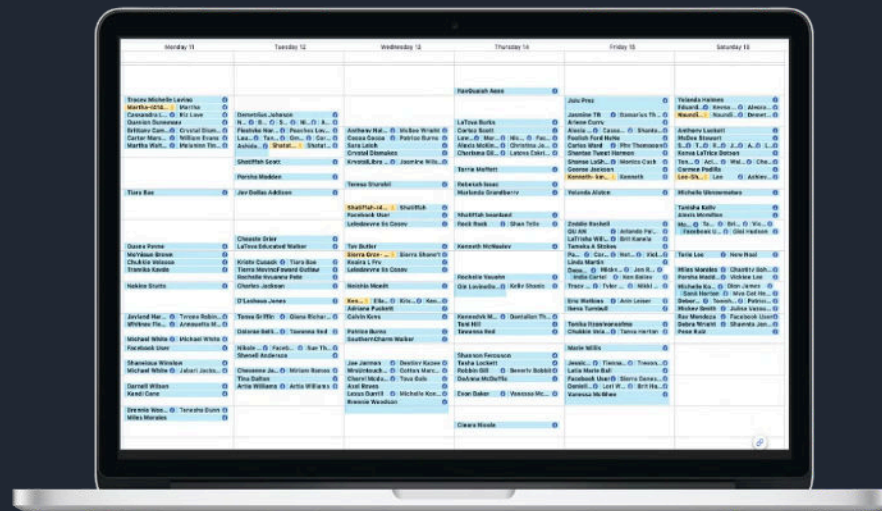


## Customer Engagement is King

We don't just wait for messages, we reach out to every like, and every comment. We are actively seeking car deals!



"Can I schedule a test drive on the Ram today?" - Your Next Deal





# No Gimmicks, Just Results



## 79% Trade Rate!

With a 79% trade-in rate, you're not just selling cars, you're capitalizing on in-demand, local vehicles that command higher profits than auction purchases.



## Gross Profits Skyrockets

With a 79% trade-in rate, you're not just selling cars, you're capitalizing on in-demand, local vehicles that command higher profits than auction purchases.



## Source Inventory

Our experts will help you acquire the right vehicles and achieve the optimal 1:1 sales ratio, boosting your net profits to levels never seen before. Every store needs a healthy mix.

**WILLOWOOD VENTURES**  
FACEBOOK SALES EVENT

### CHARLOTTE NC CHEVY DEALER 3 DAY EVENT!!!

# 372 LEADS GENERATED



- 1.** We run engaging advertising on social media.
- 2.** Our live BDC engages leads & sets appointments.
- 3.** **YOU SELL MORE CARS!**

**OVER 400,000 IMPRESSIONS**



**152 APPOINTMENTS**

**47 TRADE-INS**



# A Case Study of Excellence!

## Facebook Event Case Study

With Live US Based BDC

Automotive Dealership

### Objective

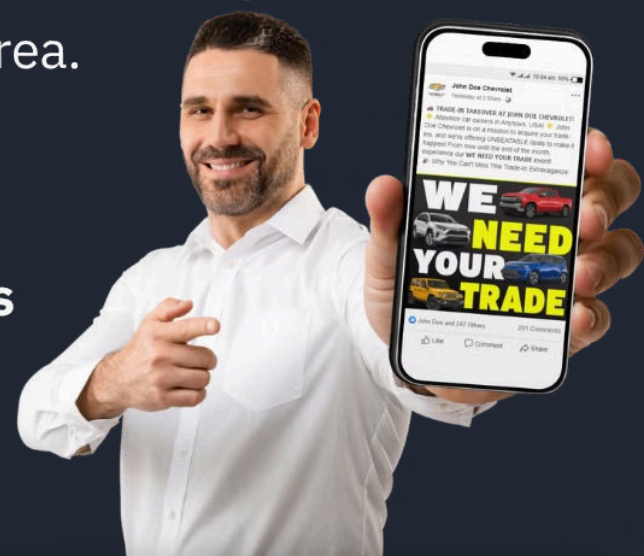
A Chrysler, Dodge, Jeep, RAM dealership in Oklahoma wanted to increase their showroom traffic and secure more customer appointments for their sales team. Their goal was to boost sales and solidify their position as the market leader in their region.

### Solution

To achieve their objectives, the dealership partnered with a Facebook marketing agency to run a targeted 10-day Facebook Event campaign. The campaign utilized Facebook's advanced ad targeting and retargeting capabilities, as well as Facebook Messenger to reach in-market automotive shoppers in the local area.

### Results

- Reached 134,048 people with the ads
- Generated 2,269 total engagements (likes, comments, shares)
- Booked 310 confirmed sales appointments



**310**  
Total Appointments  
Booked

#### CAR DEALERSHIP SOCIAL MEDIA

With creative social media strategies, dealerships can connect with a broader audience and enhance their brand image.

LEARN HOW



SoundCloud

Willowood Ventures Innovating Car Dealership Social Media by Willow...

In this episode, we break down how car dealership social media is transforming the auto industry. Learn how Facebook sales events and other social media strategies...





# Every Customer Is A VIP! We Secure Every Appointment With A Registration Voucher!

Capture Your Customer's Attention to Capture Their Business!

The key is our sales entry system! We give the customer something tangible to make the sale real. There is power when you know you are getting something unique, and "once in a lifetime". Everyone wants to be in a club - we give them the golden ticket.



## Massive Engagement!

10:04 am 50%

**Grainger Nissan Super Sales E...** Thursday at 8:55am

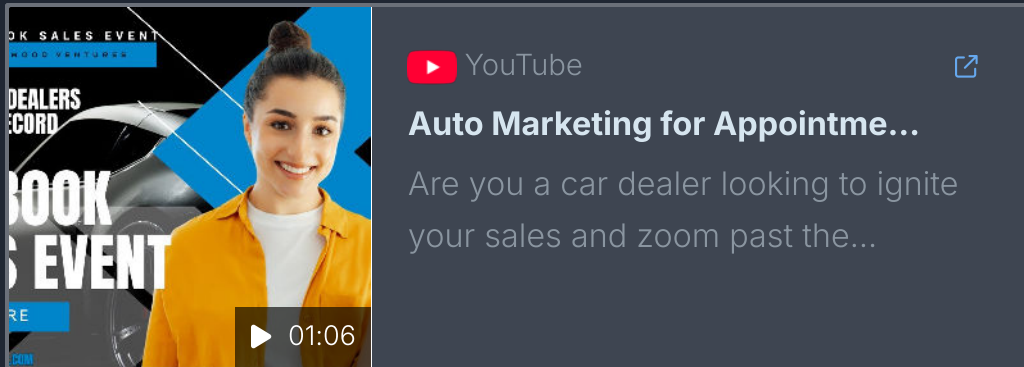
🎉🔥 **YEAR END CLEARANCE EVENT** 🎉🔥 FOR THE FIRST TIME EVER, GET up to \$2,500 OVER BOOK FOR YOUR TRADE! PLUS, \$0 DOWN ON ALL VEHICLES! YES! ZERO DOWN payment available! We're offering UNBELIEVABLE DEALS this HOLIDAY SEASON! Just SIGN & DRIVE! 💰💰 **HURRY! THIS IS FOR A LIMITED TIME ONLY!** ⏰  
🔥 NOW is the best time to SAVE! This is the BIGGEST EVENT OF THE YEAR! 🔥

**DOLLAR**  
✔️ **ZERO DOWN!** **DAYS**  
MESSAGE US NOW!

John Alvarez and 326 Others **Massive Engagement** 528 Comments

Like Comment Share

# Maximizing Your Sales Potential

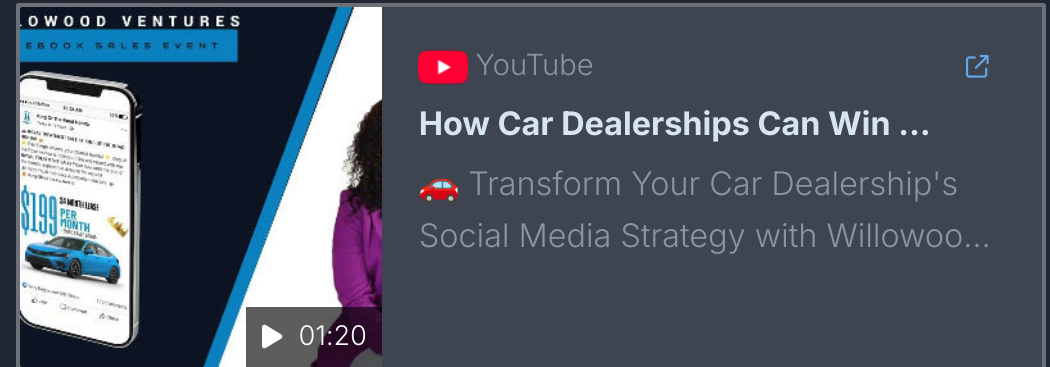


YouTube



## Auto Marketing for Appointment...

Are you a car dealer looking to ignite your sales and zoom past the...



YouTube



## How Car Dealerships Can Win ...

Transform Your Car Dealership's Social Media Strategy with Willowoo...

## 1 Targeted Advertising

Willowood Ventures' Facebook and Instagram ads are designed to reach in-market shoppers, driving high-quality leads to your dealership.

## 2 Live USA Based BDC Department

Our in-house BDC team, staffed by automotive professionals, is dedicated to setting appointments and capturing hot leads.

## 3 Appointment Guarantee

Willowood Ventures stands behind their results, offering a guarantee that they will meet your appointment targets or work for free until they do.



### SILVER PACKAGE

3 Day Sales Event

\$ **7,995**

- ✓ Facebook Ad Spend
- ✓ 14 hour Live BDC
- ✓ Dealer Branded Event
- ✓ 100,000 Est Impressions
- ✓ 125 Leads Minimum
- 📅 75+ Appointments

Purchase

Multi Store Discount Available Call for Details

On Sale!

### GOLD PACKAGE

5 Day Sales Event

\$ **10,995**

~~\$12,500~~

- ✓ Silver Package Plus+
- ✓ Double the spend
- ✓ BDC Boost- 1 Additional Day Prior Sale
- ✓ 300,000 Est Impressions
- ✓ 200 Leads Minimum
- 📅 100 Appointments

Purchase

Multi Store Discount Available Call for Details

### PLATINUM PACKAGE

7 Day Sales Event

\$ **14,995**

- ✓ Gold Package Plus
- ✓ Max BDC Coverage
- ✓ Instagram Ad Spend
- ✓ 400,000 Est Impressions
- ✓ 300 Leads Minimum
- 📅 150+ Appointments

Purchase

Multi Store Discount Available Call for Details

## Let's Do Some Math!

The ROI Estimate is Based On

**\$3500 A Copy - 50% Appt Close Rate**

## Facebook Sales Event ROI Analysis

### 3-Day Event

**Investment:** \$7,995  
**Appointments:** 75  
**Sales:** 22 vehicles  
**Revenue:** \$77,500  
**ROI:** 863%

### 5-Day Event

**Investment:** \$10,995  
**Appointments:** 100  
**Sales:** 30 vehicles  
**Revenue:** \$105,000  
**ROI:** 854.98%

### 7-Day Event

**Investment:** \$14,995  
**Appointments:** 150  
**Sales:** 45 vehicles  
**Revenue:** \$157,000  
**ROI:** 953.69%



## ROI Summary

3-Day Event – 863% ROI

5-Day Event – 854% ROI

7-Day Event – 953.69% ROI

## Key Takeaways:

- 👉 Add in Doc, Pack, and F&I – can you afford not to do this?
- 👉 How strong is your sales team?
- 👉 What's your PVR (Per Vehicle Retailed)?
- 👉 Let's do business!

Ready To Book? Here's The Link!



# Market to your customers and the competitions, too. Dominate the PMA!



WILLOWOOD VENTURES

FACEBOOK SALES EVENT

# APPOINTMENTS SELL CARS! GET 150+ HOT BUYERS WEEKLY

LEARN MORE

Questions? Visit Our Website!

Contact Us

