

An introduction to

Automotive Inventory Ads On Facebook & Instagram

What is inventory advertising?

Facebook has been a valued tool for the automotive industry for some time, with many dealers taking advantage of the free Facebook Marketplace to display their inventory and get in front of people beyond the usual organic reach of their Facebook page and even their website.

However, as is so often the case with Facebook, things are changing, and dealers are no longer able to add inventory to Marketplace through an automatic feed – though it can still be done through a more laborious manual method.

The good news is that there is a new, more powerful alternative – though, unlike Marketplace, it is not a free option.



Automotive inventory ads (AIA) are powered by a feed from your website meaning that content is always up-to-date and relevant. With this in place, adverts can be created to target those who may be interested in purchasing a car, using lookalike audiences and other techniques, or to remarket to those who have already visited your website.

Adverts can appear on both Facebook and Instagram.

The true power is that when someone has visited your website and looked at a specific vehicle, Facebook and Instagram can then show adverts for that vehicle and other similar models to the potential customer. From the advert, the customer can be directed to your website or to a listing entry which is hosted directly on the social media platform – meaning that it is optimised for performance.

Find out how AIA
could benefit your
business on the
next page



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What are the benefits?

Using AIA, you will no longer present Facebook and Instagram users with generic adverts or be reliant on them to initiate a search themselves. Instead, people who have actively demonstrated an interest in your company and a specific vehicle (and are therefore highly likely to be in-market) will be proactively shown adverts customised to them and their activity on your website.

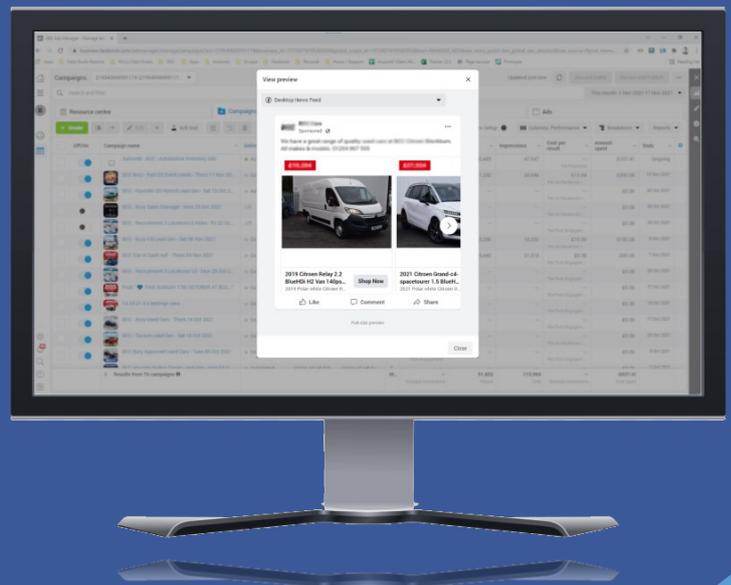
Taking a little of the guess work out of the advertising and following up on an already demonstrated interest is likely to generate more conversions.

And then there is the benefit of having the vehicle details shown natively in Facebook or Instagram. Whilst it may be a natural instinct to get the prospect onto your own site as quickly as possible, keeping them on the platform to show the vehicle details is a more seamless experience for the customer. Plus it will all be optimised for the best, streamlined performance to help with conversion.

What are the next steps?

If you already have a website with Autoweb Design, then we are perfectly placed to set up and manage your automotive inventory advertising. With Facebook and Instagram. Whilst it will be our specialist staff who are responsible for this, your main point of contact won't change, keeping communications straightforward and easy.

Even if you don't currently have an Autoweb Design website, we can work with you to implement the feed and then create, manage, and monitor your advertising using AIA.



For more details, speak with your Account Manager or contact our marketing specialists (marketing@autoweb.co.uk) to arrange an initial meeting to discuss your requirements and how AIA could help drive more qualified leads to your dealership.



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