

★ SECTION 179

Allbound Prospecting ■ Featuring Facebook Advertising



AN OMNI-CHANNEL YEAR-END PUSH FOR SECTION 179 TRUCK SALES LEADS

Like you, we know every year around this time many business owners respond favorably when reminded truck purchases qualify for IRS Section 179 tax deduction. Our past success generating leads through outbound phone calls, email and direct mail inspired us to expand our integrated Section 179 marketing to include inbound digital marketing. Leveraging the affordable and highly targeted Facebook custom audience ad campaign feature, we expand your reach beyond traditional channels and your prospect database.

HOW IT WORKS:



PHONE OUTREACH

We call your prospect list to promote your inventory and potential Section 179 savings. Along the way, email addresses and other identifiers are added which Facebook can use to serve up your ads to matched accounts and look-alike profiles.



FACEBOOK ADVERTISING

After the first wave of call activity, we compare your list to Facebook and learn how many Facebook accounts match. To expand your reach, we also utilize profiling within Facebook to build a look-alike audience. We design a Facebook ad to promote Section 179 Savings on truck purchases and point visitors to a Section 179 landing page which we create for your website. Ad design and campaign reporting are also included in your program.



SECTION 179 WEBPAGE

We create a Section 179 webpage for your website which serves as a landing page for your Facebook ad and email. On the page, visitors can read about how capital expenditures may qualify for the IRS Section 179 tax deduction and pop up the official Section 179 calculator to check their potential savings without actually leaving your website. While on your website, the visitor will be presented with call-to-actions and opportunities to contact your dealership, all of which are tracked for campaign response metrics.

YOUR PROGRAM ALSO INCLUDES:



EMAIL MARKETING

1 post-call email plus 1 eBlast marketing campaign featuring your key messages and a link to your Section 179 webpage.



SOCIAL MEDIA ASSETS

1 social media graphic for your dealership's social platforms.

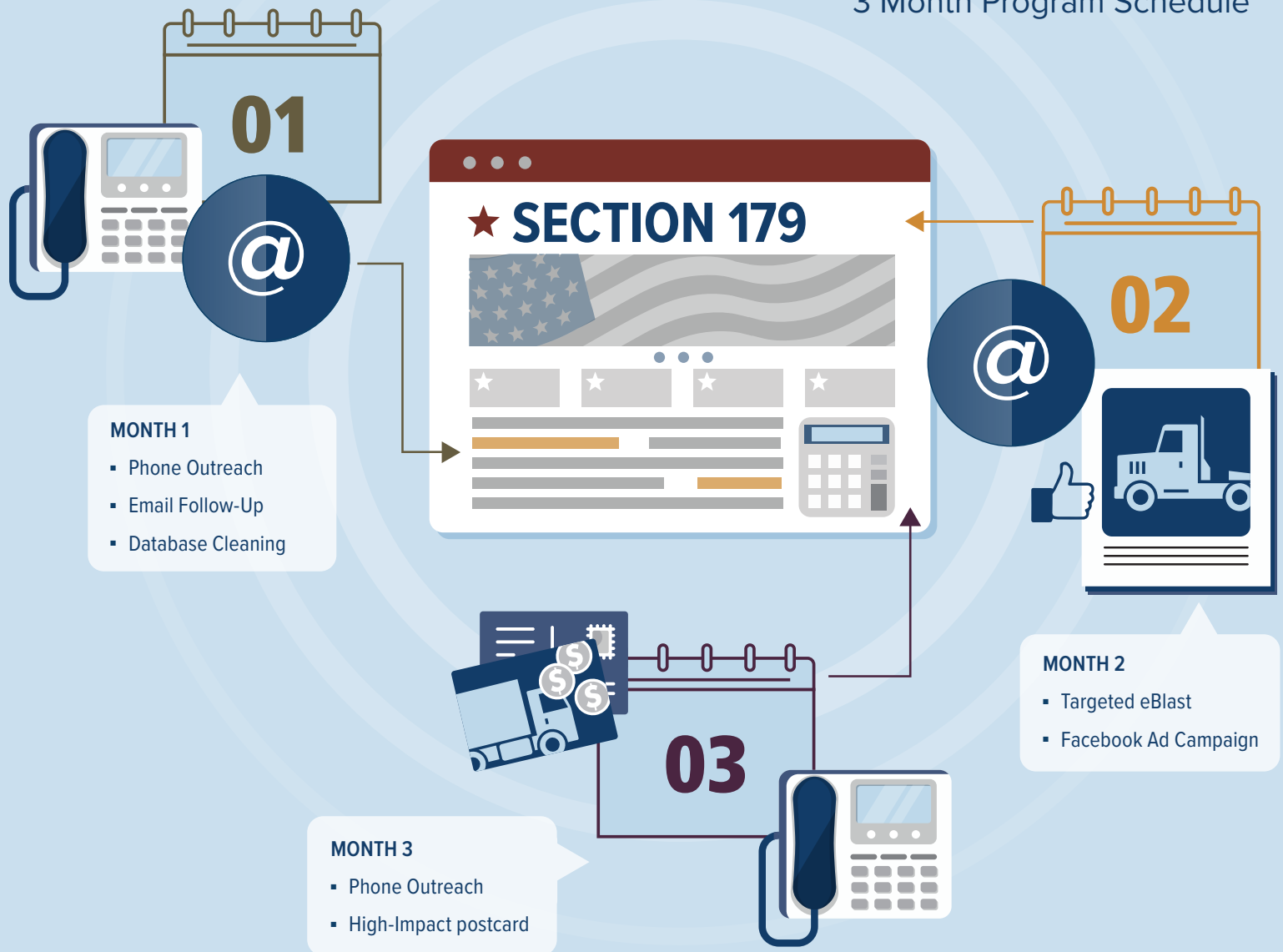


DIRECT MAIL

1 high-impact direct mail piece as another way to reach your target audience and stay top-of-mind.

ALL DELIVERABLES

3 Month Program Schedule



**Timing of deliverables may vary.*

PROGRAM COST

After assessing the size of your prospect database (either from OEM lists or other sources) we can provide a quote for all program deliverables except the Facebook custom audience ad spend.

Upon completion of the first round of phone outreach, we define the Facebook audience size based on matches to the prospect list and look-alike profiles. Then, we can recommend the Facebook ad spend, which is usually within \$500.

To give you an idea, **an average program** beginning with a prospect database **of 500 targets costs \$4,500 plus the Facebook Custom Audience campaign ad spend.**

CONTACT THE EXPERTS:

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