

UpDealership | Facebook & Instagram Marketing Packages

Basic Marketing Package – \$550

Best for New Dealerships Wanting Local Reach

Deliverables:

- 7 Days Campaign Duration
- Facebook & Instagram Account Setup (if needed)
- Targeted Ad Campaign (1 Product/Service or Offer)
- 2 Campaign Strategy (Local Targeting)
- 2 Ad Creatives (Image or Video based)
- A/B Testing of 2 Audience Sets
- Daily Budget Guidance
- Basic Performance Report (End of Campaign)

Delivery Time: 7 Days

Ad Budget Not Included

Standard Marketing Package – \$950

Ideal for Dealers Looking to Drive Leads & Engagement

Everything in Basic, plus:

- 15 Days Campaign Duration
- 5 Campaign Strategies (Sales, Traffic, Engagement)
- Up to 4 Ad Creatives (Carousel, Reels, Image/Video)
- Advanced Audience Targeting (Location, Interest, Behavior)
- Facebook Pixel Integration
- Retargeting Campaign Setup
- Mid-Campaign Performance Optimization
- Weekly Performance Reports

Delivery Time: 15 Days

Ad Budget Not Included

Advanced Marketing Package – \$1450

Full-Funnel Strategy for High-Growth Car Dealerships

Everything in Standard, plus:

- 30 Days Campaign Duration
- 7 Campaign Strategies (Sales, Traffic, Engagement)
- Full Marketing Funnel Setup (Awareness → Conversion)
- Up to 8 Custom Ad Creatives
- Custom Video Ads Creation (Up to 2 videos)
- Lookalike Audience Targeting
- Messenger & Lead Form Ads
- Advanced Retargeting & Remarketing Strategy
- Competitor Ad Analysis
- Conversion Tracking & ROI Analysis
- Daily or Weekly Performance Reports
- End-of-Campaign Strategy Report & Recommendations

Delivery Time: 30 Days

Ad Budget Not Included