



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

## CONSTELLATION

### New, Pre-Owned, Parts & Service Ads

For each category, an overarching audience will be created. Ads can be created to support leasing specials, service and parts, videos, etc.

### Key Model Focus

In addition to the general new and pre-owned audiences, a dedicated target and campaign will be added to support key model(s) chosen at the dealers' discretion.

### 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 pre-owned vehicles.

### Extra Media Spend

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

## SOCIAL MEDIA PACKAGES

Select **one package for Jaguar** & **one for Land Rover** based on your needs.



PACKAGE A	PACKAGE B	PACKAGE C	PACKAGE D
✓	✓	✓	✓
1 Key Model	2 Key Models	3 Key Models	4 Key Models
	✓	✓	✓
	✓	✓	✓
		✓	✓
			✓
\$975/MO.	\$1,775/MO.	\$2,725/MO.	\$3,900/MO.

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



## CAMPAIGN ENHANCEMENTS

Drive additional impact to your package.

### LANGUAGE 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*

### ORGANIC POSTING

Showcase the beautiful ad content to your community on Facebook by organic posting the ads regularly throughout the month.

*\$399/month*

### INCREASED MEDIA BUDGET

Increase the impact of your Facebook and Instagram campaigns by adding additional media budget to any of the four packages.

To learn more or enroll, please contact your JLR Digital Consultant at [info@jlr.digital.com](mailto:info@jlr.digital.com)



SEM, WECHAT, AND PERFORMANCE MAX MARKETING

Industry-leading digital marketing capabilities



SEM/DISPLAY PACKAGE

Our intent-focused SEM & display campaigns deliver increased ROI for dealerships. We employ the latest tactics, including a mobile-first strategy designed to boost phone calls, dynamic 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 campaigns, combining the best of both worlds for a more impactful result.

LANGUAGE ADS

Reach untapped pockets of luxury-buying audiences in other languages like Chinese, Korean and Spanish with our powerful, targeted language campaigns in both search and display. *Requires landing page add-on.*

MEASURING YOUR RESULTS

Dealers receive access to their performance data via our custom dashboards. Dealers can also view their customized conversion goals directly from Google Analytics.

\$1,000/MO MINIMUM SPEND

WECHAT CAMPAIGN

WeChat is the premiere social channel for reaching Chinese Americans - a critical customer segment especially in the luxury automotive space.

INFLUENCER IDENTIFICATION

Our team of Chinese social strategists will conduct research to determine the best WeChat influencer(s) for your specific needs. Influencers are selected based on reach, demographics, and content quality.

CAMPAIGN SETUP AND MANAGEMENT

We will handle all of the influencer interaction, account management, and any related creative development required.

\$2,500/MO MINIMUM SPEND

PERFORMANCE MAX PACKAGE

Our specialized approach and integrations for Performance Max allow your Google campaigns to be turbo-charged with a wider variety of high-quality assets across channels.

FULL FUNNEL STRATEGY

From prospecting to retargeting, this goal-based ad campaign spans across Google's six marketing channels including: Display, Search, Discover Feed, YouTube, Gmail, and Shopping Ad Inventory, helping target customers that are most likely to convert across the funnel.

MACHINE LEARNING

Constellation's integration into Google's Performance Max allows machine learning to determine which pieces of creative are performing best for a campaign and automatically adjust budgets based on those learnings.

\$500/MO MINIMUM SPEND

ABOUT US

Connecting the dots between targets, creative & ROI

OUR APPROACH



We combine cutting-edge media practices with our deep understanding of the automotive industry. Our results-driven strategy utilizes the latest in digital marketing technology to deliver ROI for our dealers. We reach your prospective clients with our hyper-targeted custom audiences and capture them with our engaging, thumb-stopping creative, all engineered to drive business to your dealership.

UNIFIED STRATEGY



Our social, search, display, and influencer offerings work together to create a powerful unified digital presence that captures and re-engages potential customers across channels. Our approach is not "one size fits all" - we tailor our strategy to the demographics unique to your area.

OUR TEAM



Our energetic and savvy NYC-based team is equipped with the most innovative solutions in the digital marketing space. In addition to offering the latest ad formats and technology, we are eager to work with our dealers to find unique strategies to meet their business objectives.

To learn more or enroll, please contact your JLR Digital Consultant at [info@jlr.digital](mailto:info@jlr.digital)



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