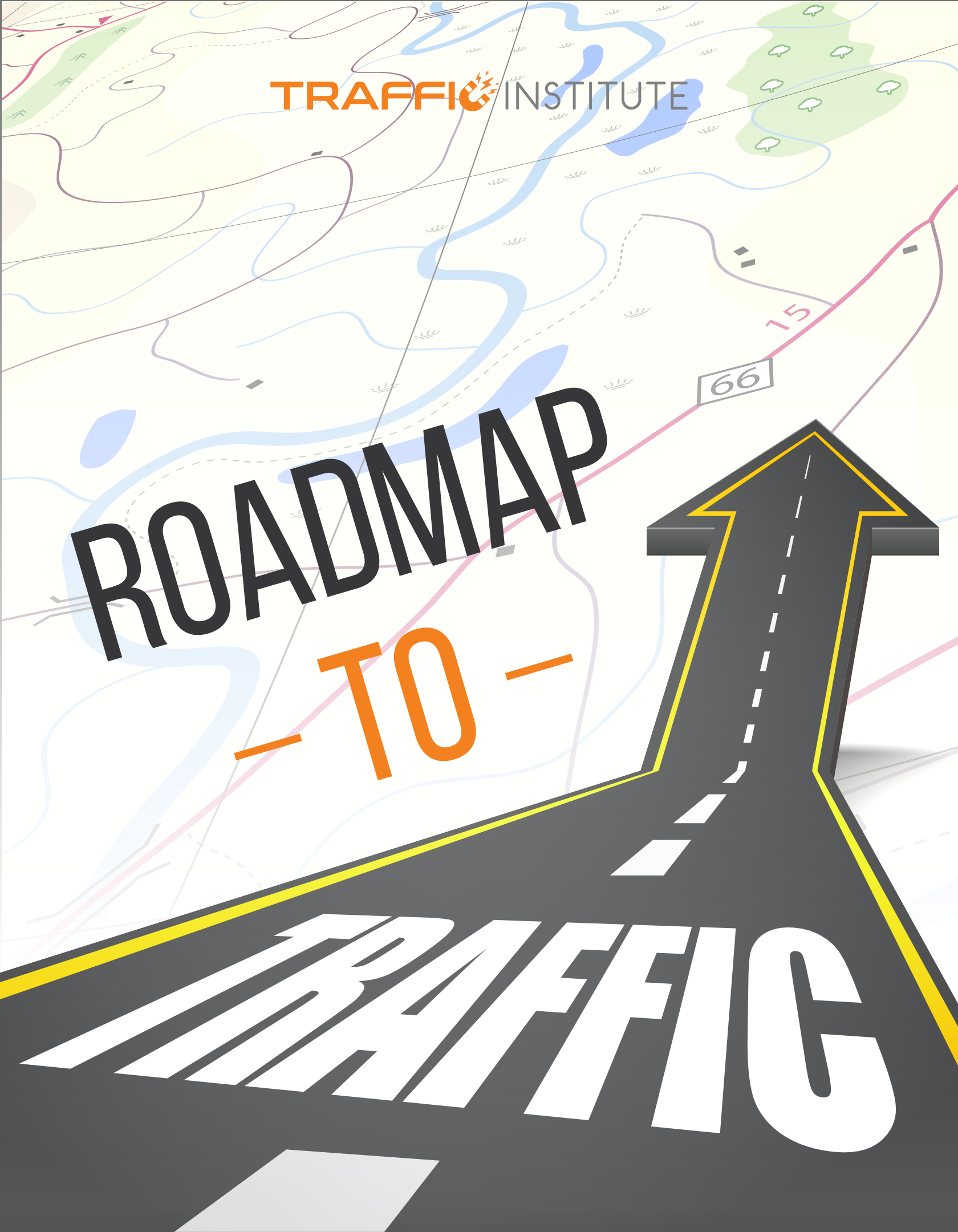
TRAFFIC INSTITUTE

ROADMAP TO TRAFFIC



MEDIA CHECKLISTS

RADIO CAMPAIGN CHECKLIST

Use this checklist to launch a successful radio campaign.
Check each item off as they are completed.

	Negotiate Media Schedule—Run Ads At High Frequency (>4 Weeks Prior To Air)
	Create Creative Campaign Big Idea—Tie Into The Current Conversation—Make Cohesive With All Advertising On Other Mediums (3 Weeks Prior to Air)
	Write Radio Script (1-2 Weeks Prior To Air)
	Record Radio Script At Local Radio Station—Use Yourself As Radio Personality (1 Week Prior To Air)
	Run Radio Spot At High Frequency
	Update All Dealership Staff On Creative Message And The Campaign's Mission
	Deliver Experience At Dealership That Aligns With Message From The Creative
	Repeat Process Again As Campaign Becomes Stale

FACEBOOK CAMPAIGN CHECKLIST

Use this checklist to launch a successful Facebook campaign.
Check each item off as they are completed.

	Choose Advertising Objective That Aligns With Your Dealership's Goals (4 Weeks Prior To Ad Placement)
	Create Creative Campaign Big Idea—Tie Into The Current Conversation—Make Cohesive With All Advertising On Other Mediums (3 Weeks Prior To Ad Placement)
	Craft Strong Campaign Headline, Ad Copy And Ad Image (2 Weeks Prior To Ad Placement) ☐ Image Must Align With Message In Copy ☐ Image Must Adhere To Facebook's Restrictions
	Build Out Campaign In Facebook (1 Week Prior to Ad Placement) ☐ Choose Targeting ☐ Create Budget ☐ Develop Ad Format ☐ Choose Ad Placements
	Continue To Adjust Campaign Based On Performance (During Ad Placement) ☐ Monitor CPM (Cost-per-thousand impressions) ☐ Monitor CTR (Click Through Rate) ☐ Monitor CVR (Amount of Click Converting Into Leads)
	Update All Dealership Staff On Creative Message And The Campaign's Mission
	Deliver Experience At Dealership That Aligns With Message From The Creative
	Repeat Process Again As Campaign Becomes Stale

GOOGLE CAMPAIGN CHECKLIST

Use this checklist to launch a successful Google campaign.
Check each item off as they are completed.

	Choose Where In The Funnel You're Going To Target Your Customers
	Research Online Shopping Patterns Of Desired Customer
	Develop List Of Words Relevant To Customer's Search Patterns
	Create Ad Groups Around Selected AdWords
	Add Negative Keywords
	Track Ad Word Efficiency And Adjust If Underperformance Occurs
	Repeat As Customer Search Patterns Change
	Repeat Process Again As Campaign Becomes Stale

DIRECT MAIL CAMPAIGN CHECKLIST

Use this checklist to launch a successful direct mail campaign.
Check each item off as they are completed.

	Create Creative Campaign Big Idea—Tie Into The Current Conversation—Make Cohesive With All Advertising On Other Mediums (4 Weeks Before Mailing)
	Write Direct Mail Letter (3 Weeks Before Mailing)
	Determine Mailing List (2 Weeks Before Mailing)
	Print Letters And Order Supplies As Needed (1 Week Before Mailing)
	Mail Letters To Your List
	Update All Dealership Staff On Creative Message And The Campaign's Mission
	Deliver Experience At Dealership That Aligns With Message From The Creative
	Repeat Process Again As Campaign Becomes Stale

TV–BROADCAST/CABLE CAMPAIGN CHECKLIST

Use this checklist to launch a successful television broadcast or cable campaign. Check each item off as they are completed.

	Negotiate Media Schedule—Run Ads At High Frequency (>4 Weeks Prior To Air)
	Create Creative Campaign Big Idea—Tie Into The Current Conversation—Make Cohesive With All Advertising On Other Mediums (3 Weeks Prior to Air)
	Write TV Scrip (3 Weeks Prior To Air)
	Film TV Script—Use Yourself As Radio Personality (2 Weeks Prior To Air)
	Have Footage Produced Into High Quality Video For TV (1 Week Prior To Air)
	Run TV Spot At High Frequency
	Update All Dealership Staff On Creative Message And The Campaign's Mission
	Deliver Experience At Dealership That Aligns With Message From The Creative
	Repeat Process Again As Campaign Becomes Stale

WEBSITE CAMPAIGN CHECKLIST

Use this checklist to launch a successful website campaign.
Check each item off as they are completed.

	Create Creative Campaign Big Idea—Tie Into The Current Conversation—Make Cohesive With All Advertising On Other Mediums
	Incorporate Creative Campaign Into Website
	Optimize Website For Lead Generation
	Optimize Website For Mobile Use
	Have BDC Follow Up With Leads Generated Through Website
	Update All Dealership Staff On Creative Message And The Campaign's Mission
	Update All Dealership Staff On Creative Message And The Campaign's Mission
	Deliver Experience At Dealership That Aligns With Message From The Creative

MONTHLY PLAN

JANUARY ADVERTISING PLAN

OVERVIEW

Advertising Budget	Goal (Cars You Want To Sell)

BUDGET ALLOCATION

Radio	Facebook	Google
Direct Mail	**Television Broadcast/Cable**	**Website**

FEBRUARY ADVERTISING PLAN

OVERVIEW

Advertising Budget	Goal (Cars You Want To Sell)

BUDGET ALLOCATION

Radio	Facebook	Google
Direct Mail	**Television Broadcast/Cable**	**Website**

MARCH ADVERTISING PLAN

OVERVIEW

Advertising Budget	Goal (Cars You Want To Sell)

BUDGET ALLOCATION

Radio	Facebook	Google
Direct Mail	**Television Broadcast/Cable**	**Website**

APRIL ADVERTISING PLAN

OVERVIEW

Advertising Budget	Goal (Cars You Want To Sell)

BUDGET ALLOCATION

Radio	Facebook	Google
Direct Mail	Television Broadcast/Cable	Website

MAY ADVERTISING PLAN

OVERVIEW

Advertising Budget	Goal (Cars You Want To Sell)

BUDGET ALLOCATION

Radio	Facebook	Google
Direct Mail	Television Broadcast/Cable	Website

JUNE ADVERTISING PLAN

OVERVIEW

Advertising Budget	Goal (Cars You Want To Sell)

BUDGET ALLOCATION

Radio	Facebook	Google
Direct Mail	Television Broadcast/Cable	Website

JULY ADVERTISING PLAN

OVERVIEW

Advertising Budget	Goal (Cars You Want To Sell)

BUDGET ALLOCATION

Radio	Facebook	Google
Direct Mail	Television Broadcast/Cable	Website

AUGUST ADVERTISING PLAN

OVERVIEW

Advertising Budget	Goal (Cars You Want To Sell)

BUDGET ALLOCATION

Radio	Facebook	Google
Direct Mail	**Television Broadcast/Cable**	**Website**

SEPTEMBER ADVERTISING PLAN

OVERVIEW

Advertising Budget	Goal (Cars You Want To Sell)

BUDGET ALLOCATION

Radio	Facebook	Google
Direct Mail	**Television Broadcast/Cable**	**Website**

OCTOBER ADVERTISING PLAN

OVERVIEW

Advertising Budget	Goal (Cars You Want To Sell)

BUDGET ALLOCATION

Radio	Facebook	Google
Direct Mail	Television Broadcast/Cable	Website

NOVEMBER ADVERTISING PLAN

OVERVIEW

Advertising Budget	Goal (Cars You Want To Sell)

BUDGET ALLOCATION

Radio	Facebook	Google
Direct Mail	**Television Broadcast/Cable**	**Website**

DECEMBER ADVERTISING PLAN

OVERVIEW

Advertising Budget	Goal (Cars You Want To Sell)

BUDGET ALLOCATION

Radio	Facebook	Google
Direct Mail	Television Broadcast/Cable	Website

REVIEW

NOW IT'S TIME TO REVIEW YOUR GROWTH PLAN FOR THE YEAR.

Review Questions	Yes	No
Is your budget appropriate for the number of cars you want to sell?		
Is your media mix the right one for your market?		
Are you getting the highest rate of return from each media?		
How many cars can you expect to sell based on the budget you've set?		
Will the media you've chosen target the right audience to help you reach your sales goals (both new and/or used)?		

These are difficult questions to answer. For help reviewing your plan and fine-tuning it to get the most bang for your buck, it's best to have your plan reviewed by an expert who is familiar with these strategies.

If you would like your plan reviewed by one of our in-house advisors, email it to planreview@trafficinstitute.com