



CONCEPT

GA LARSON

LMG Participant Digital Program

LMG PARTICIPANT DIGITAL PROGRAM

Concept Marketing analyzed past data and researched new markets to project metrics for a digital-based marketing campaign to support LMG participants. For the program, Concept Marketing is proposing a two-part digital approach: social media — namely Facebook and Instagram — and display advertising. Through our research, we determined these two mediums would best serve LMG participants, both small and large, in lead generation.

Because audience size greatly impacts impressions and reach, Concept Marketing proposes several budget options for the different market sizes. We can determine the budget for each LMG participant based on the size of the market in which they reside, as well as their opportunity for growth.

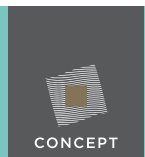
ESTIMATED METRICS (AVERAGE FOR 6-WEEK PERIOD)

Population Size		Rural: <80,000		City: 80,001 - 200,000		Metro: >200,000	
Gross Budget	Metric	Google	Social	Google	Social	Google	Social
\$1,500.00	CPM		\$5.68				
	CTR		1.06%				
	CPC		\$0.54				
	Impressions		127K				
	Clicks		1,250				
\$3,000.00	CPM			\$1.06	\$6.16		
	CTR			0.03%	0.91%		
	CPC			\$2.69	\$0.70		
	Impressions			1.7M	165K		
	Clicks			570	1,450		
\$5,000.00	CPM					\$1.03	\$6.02
	CTR					0.03%	0.77%
	CPC					\$3.34	\$0.79
	Impressions					2.9M	282K
	Clicks					760	2,150

CPM - Cost Per Thousand, CTR - Click Through Rate, CPC - Cost Per Click, Impression - One Ad View, Click - A single user click on the ad

Campaign Assumptions

- The estimated results represent a 60/40 budget split between Google and Social, respectively.
- This budget split may be adjusted accordingly during the campaign to target ad types that are showing results and increased conversions.
- If this campaign runs during the same time the main campaign runs, the estimated numbers may be higher with the added branding and support.
- The budget includes the time it takes to adjust the campaign accordingly to maximize impressions and conversions, and training for LMG participants. A final report will also be generated and sent to each LMG participant once the campaign is complete.



Google Assumptions

The provided numbers are estimated, projected averages based on a 6-week campaign. These metric projections are extrapolated from data from past campaigns in similar markets. In addition, the numbers provided are estimated averages for varying market sizes. Because the numbers are estimates, and varying factors may affect the reach and impressions, the CPC does not imply the campaign will deliver a specific number of clicks.

Social Assumptions

These estimations are based on ads optimized for clicks. For a round one campaign, our goal is to garner attention and send Facebook and Instagram users to the LMG participants' websites. For a round two campaign, we would integrate other lead-gen ads, including forms and "Call Now" ads, increasing the number of qualified leads.

Facebook-only ads allow for a less expensive CPM. The CPM for Instagram is much higher, particularly in large markets. Though the cost for impressions is higher on Instagram, the CTR is also higher. The best approach for accumulating as many leads as possible is a Facebook/Instagram-combined strategy. The two together offer the most clicks for the lowest dollar amount.

Concept Marketing suggests sending ads from business pages for LMG participants who actively monitor their social profiles. If the dealer is inactive, or the profile is nonexistent, we recommend running ads unaffiliated with any particular Facebook and/or Instagram page.