

CLASSIC MOTORS FOR SALE



Social Media & Digital
Marketing Packages



ABOUT US

Nick Aylieff – Owner and CEO

Established 2009

Based in London with offices in Asia and Spain

Team of fanatical car enthusiasts

No ties or connections to print media
companies

Strong financial backing

James Leeks – Marketing Manager

6 Years experience in Marketing

Qualifications in Psychology (Bsc), Digital
Marketing and Graphic Design

Experience with multiple companies spread over
various fields of business

Represented companies from multiple countries
around the world

Former Director and CMO of own business

INTRODUCTION

Classic Motors For Sale offers a powerful, market-leading route to target global owners, collectors of classic and supercars.

After multiple requests and by popular demand we are now offering Social Media Marketing packages.

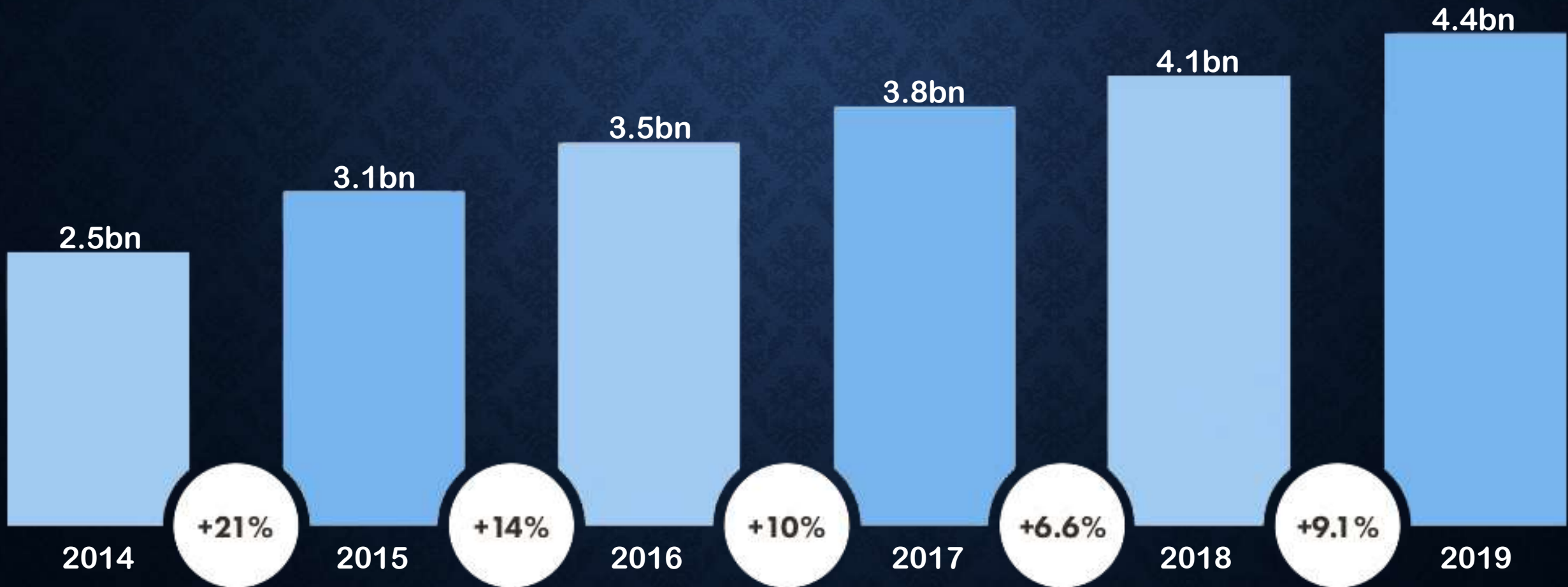
The days of traditional dealership marketing are over. The first place that your target market is going to search for cars is the web and social media platforms. It is important that your dealership is the first to catch their attention. With the rise of automotive social media marketing, selling cars and services is easier than ever before.

By 2020, the U.S. automotive industry is forecast to spend \$14 billion on digital advertising, a growth of 13% per year.

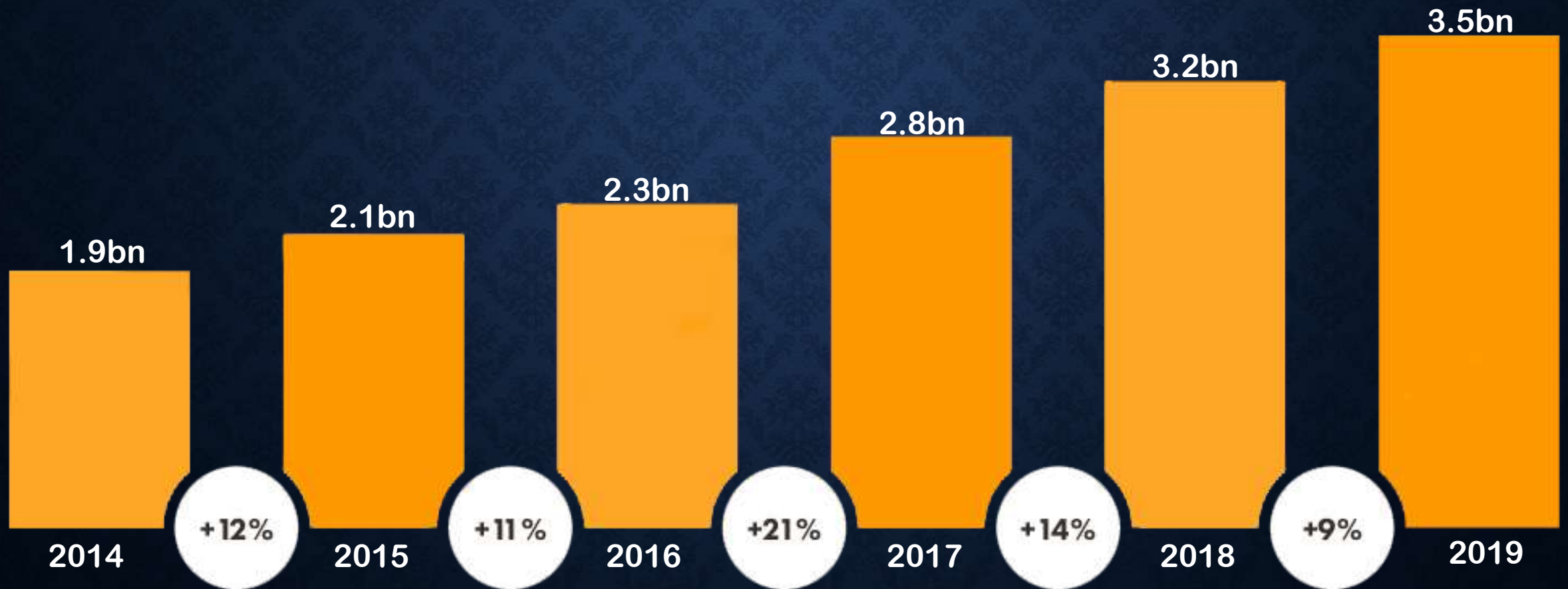
This significant growth demonstrates the importance of digital channels for the sector and the competition for the attention of car lovers is fierce.

According to Autotrader, more than 70% of younger millennials cite technology and infotainment features as 'must haves' when purchasing a car while 61% of car shoppers use video for research.

INTERNET USE OVER TIME



SOCIAL MEDIA USE OVER TIME



IMPORTANCE OF SOCIAL MEDIA

Digital Marketing and Social Media Platforms have transformed the way that companies operate and represent themselves to existing and potential customers.

Nowadays, companies create strategies after they analyze and understand the target consumer's demands, likes and dislikes through Social Media. Social media has had a major effect on the world and business.

Social Media Marketing is having a tremendous impact on business and markets as business growth and performance are taking place at an astronomical rate. Social media helps in developing business tactics. Social media platforms like Facebook, Twitter, LinkedIn etc., show an opportunity for businesses to grab the attention of the customers while simultaneously building a brand image.



Total
Population



Internet
Users



Active Social
Media Users



Unique Mobile
Users



Active Mobile
Social Users

HOW SOCIAL MEDIA HAS CHANGED THE AUTOMOBILE INDUSTRY

The days of traditional dealership marketing are over. The first place that your target market is going to search for cars is the web.

Today it is clear that the influence of social media is everywhere, including the classic car world. Facebook, Twitter, LinkedIn, Pinterest, Instagram, YouTube.

Classic car enthusiasts and buyers are connecting and conversing with like-minded car lovers, collector groups, auto companies, car shows and events, museums, insurance companies and everyone in between.

All in the name of classic and supercars!

Does increased social media attention mean classic cars are increasing in value?

A recent Black Book marketing study seems to think so. With celebrities and online influencers posting photos of their classic car collections on Instagram and Facebook, social media can provide a huge platform for featuring your precious classic possessions.

HOW CAN WE HELP YOU?

Create branded Social Media platforms that represent your business.

Increase followers to guarantee your products are visible to the biggest audience possible.

Regularly add engaging content to drive customer base and visibility.

Use the latest tactics in marketing to drive sales and engagement for your business.

Provide in-depth reporting to continually improve distribution and maximize the success of marketing campaigns.

Provide a personal and tailored experience with a team dedicated to your business.



WHAT WE DO AT A GLANCE!

Open Social
Media
Platforms

Post Regular
Unique
Content

Increase
Followers

Increase Sales
Leads

SOME OF OUR CLIENTS WITH A HUGE SOCIAL FOLLOWING



Gallery Aaldering: www.gallery-aaldering.com

Facebook: 38,000 Followers

Twitter: 3,000

Instagram: 10,000 Followers

You Tube: 2,500 Subscribers

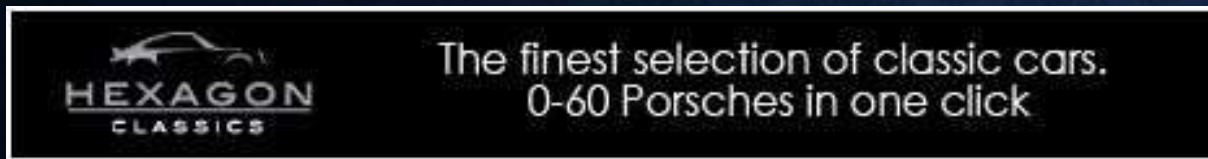


Streetside Classics: www.streetsideclassics.com

Facebook: 30,000 Followers

Instagram: 25,000 Followers

You Tube: 35,000 Subscribers



Hexagon Classics: www.hexagonclassics.com

Facebook: 10,800 Followers

Twitter: 6,000 Followers

Instagram: 13,500 Followers

Through regular unique content posting and organically growing your social media connections in time you can reach these levels of audience.

Dealers with this level of Social Media followers report an increased number of sales leads.

By signing up to one of our packages in time we can help you reach these levels.

Social Media is also fantastic for Search recognition for your business and website. Social Media Networks have their own search engines, but with our help your links will reach higher on the Google listings as well.

SOCIAL MEDIA BRONZE PACKAGE: 4 PLATFORMS

£600 FOR 6 MONTHS £1,100 FOR 12 MONTHS

(ONE OFF UPFRONT PAYMENT) (£100 SET UP FEE – OPEN AND CREATE BRANDED ACCOUNTS)

Facebook

- ✓ Grow audience
- ✓ Join and post to Facebook groups
- ✓ 50+ posts a month, including news, car sales, quizzes and polls
- ✓ Customer Interaction
- ✓ Weekly Update
- ✓ Monthly Report

*Facebook advertising campaign (optional extra)

Instagram

- ✓ Grow audience
- ✓ Regular Car Sales post including videos
- ✓ Update of Instagram Story
- ✓ Customer Interaction
- ✓ Weekly Update
- ✓ Monthly Report

LinkedIn

- ✓ Grow audience
- ✓ Join and post to groups
- ✓ 50+ posts a month, including news, car sales, quizzes and polls
- ✓ Customer Interaction
- ✓ Weekly Update
- ✓ Monthly Report

*LinkedIn Advertising Campaign (optional Extra)

Twitter

- ✓ Grow audience
- ✓ Join and post to groups
- ✓ 50+ posts a month, including news, car sales, quizzes and polls
- ✓ Customer Interaction
- ✓ Weekly Update
- ✓ Monthly Report

*Twitter advertising campaign (optional extra)

SOCIAL MEDIA SILVER PACKAGE: 6 PLATFORMS

£950 FOR 6 MONTHS £1,800 FOR 12 MONTHS

(ONE OFF UPFRONT PAYMENT) (£100 SET UP FEE – OPEN AND CREATE BRANDED ACCOUNTS)

Facebook

- ✓ Grow audience
- ✓ Join and post to Facebook groups
- ✓ 50+ posts a month, including news, car sales, quizzes and polls
- ✓ Customer Interaction
- ✓ Weekly Update
- ✓ Monthly Report

*Facebook advertising campaign (optional extra)

Instagram

- ✓ Grow audience
- ✓ Regular Car Sales post including videos
- ✓ Update of Instagram Story
- ✓ Customer Interaction
- ✓ Weekly Update
- ✓ Monthly Report

LinkedIn

- ✓ Grow audience
- ✓ Join and post to groups
- ✓ 50+ posts a month, including news, car sales, quizzes and polls
- ✓ Customer Interaction
- ✓ Weekly Update
- ✓ Monthly Report

*LinkedIn Advertising Campaign (optional extra)

Twitter

- ✓ Grow audience
- ✓ Join and post to groups
- ✓ 50+ posts a month, including news, car sales, quizzes and polls
- ✓ Customer Interaction
- ✓ Weekly Update
- ✓ Monthly Report

*Twitter advertising campaign (optional extra)

YouTube

- ✓ Video creation
- ✓ Grow subscribers to YouTube Channel
- ✓ Regular video posts
- ✓ Sharing to other social media platform

Pinterest

- ✓ Grow audience
- ✓ Regular posts
- ✓ Customer interaction
- ✓ Monthly Reporting

NEWSLETTER MARKETING

With over 10 years experience of working in the classic & prestige motor industry we have put together the most direct, cost effective way of reaching classic, vintage and prestige car buyers and enthusiasts.

Over this time we have collected a database of 50,000 email subscribers.

We can email your newsletter, stock or services directly to them.

We generally achieve an open rate of between 15 - 20% with a CTR of between 5% - 10%
(Much higher than industry average)

Single Send	3 Month Sends	6 Month Sends	12 Month Sends
£350	£300	£250	£200
1 Newsletter	3 Newsletters	6 Newsletters	12 Newsletters
Total Cost: £350	Total Cost: £900	Total Cost: £1500	Total Cost: £2400

WEBSITE DESIGN

We offer clients a dynamic, cost effective and professional Web Design service that gives your business the edge that it needs in today's competitive marketplace.

We ensure that you are well prepared for the future, by building a platform that gives you the credibility and presence that you need to drive your business forward online.

Starting a new business? Is your current website outdated? Are you losing business because competitors sites are more professional?

These scenarios are not unique, virtually all our clients come to us for the same reasons, and usually via personal recommendation from existing clients.

**ASK US FOR A QUOTE TO DESIGN YOUR NEW
WEBSITE!**

- Web Design
- Web Creation
- Web Hosting
- Web Management
- Web Security
- Web Support
- Mobile Responsive

WE ARE COMMITTED TO YOUR SUCCESS

Nick Aylieff: Owner and CEO

James Leeks: Digital Marketing Manager

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