



Dear Motivated Boat Dealer and OEM's,

If you're not using Facebook Ads, you are missing out on some of the best marketing opportunity in the boating industry. With over 2.32 billion active users on Facebook monthly, it's likely your prospective buyers are on the platform. Even better, users are on the platform almost an hour a day... and our success rate with Facebook ads says they are waiting to see your ad... when done the right way.

So, before you begin, here is your Facebook Ads Checklist!

- ✓ **Know Your Goal** – Are you looking to generate a specific lead with name, phone and email address? Drive someone to the dealership? Drive them to your website? Get them to call or text you? Just build brand recognition in your market area?
- ✓ **Install Your Facebook Pixel:** This is free code you can create in your Facebook business ad account that allows you to track and show ads to people that have visited your website... even if they don't fill out a form. Watch video at [www.BoatDealerProfits.com/PixelVid](http://www.BoatDealerProfits.com/PixelVid) to learn more.
- ✓ **Select the Correct Objective for Your Ad:** Facebook is always making changes, so keeping up with the objectives and the options each provide is key to your success. Match the goal of your campaign with the best objective offered. The most common objectives we use are Brand Awareness, Traffic and Conversions. Though Video Views is becoming very valuable in some applications.
- ✓ **Create an Eye Catching Image That Follows Facebook Guidelines:** The image is a key part of your ad campaign yet it must follow the guidelines. Traffic and conversion ads can have an image of 1:1 (1080x1080) to 1.91:1 (1200x628). Facebook also penalizes any ads with text that covers more than 20% of the overall image. Photos with people & boats tend to perform well when testing. Utilize 2 to 4 images to test which works best for your market.

✓ **Create a Headline and Copy that Draw Your Target Audience In:**

**Headline:** Utilize a headline that will jump out at the specific person you are targeting as they scroll thru their Facebook news feed.

**Text:** We have found greater success with long form copy that utilizes emotions and engages the prospect to interact with the ad.

**News Feed Link Description:** This copy should explain the value of clicking on the link and let the prospect know what will happen when they do click.

**PRO TIP:** Always preview the ad in the news feed on mobile and desktop prior to going live. You can even share with a co-worker to ensure everything makes sense and links to the correct page.

✓ **Select the Proper Audience:** As you get started with Facebook ads, you'll find an ever changing list of targeting options. Stay up to date with the options and always utilize a separate 'Ad Set' for each target key word.

So, when targeting for Wake Surf Boats, you'd have an Ad Set for Mastercraft, Malibu and Wake Surfing. This will allow you to determine which targeting is working the best and delivering at an acceptable cost per lead.

**PRO TIP:** Over time, utilizing Facebook Retargeting and using the Artificial Intelligence of Look-a-Like Audiences, Facebook will actually help you find even more of your best prospects as you properly utilize the Conversion Tracking Pixel. This is an area that OEM's have a significant opportunity when used properly.

✓ **Utilize the Exclude Option to Avoid Waste:** The 'exclude' option will allow you to reduce waste by removing those interests that likely can't or won't spend money with you.

For example, you can exclude users under a certain age or interests. We often exclude Walmart and Dollar Tree when working with premium brands and dealers.

✓ **Utilize Conversion Tracking When Appropriate:** If you are generating a lead or have a specific landing page for your ads, confirm your conversion tracking pixel is installed on that page.

This will allow you to improve your success rate over time as Facebook uses it's AI to improve who should be seeing your ads.

- ✓ **Double Check Your Budget Settings and Dates:** Before going live and publishing your campaign, double check the budget setting and live dates. It's just too easy to make an error here that could cost you thousands.

**PRO TIP:** Monitor your campaign results often when you first go live. Then, monitor them daily or weekly once the results and ad spend appear to be in line with expectations.

Keep this checklist and toolkit handy as you continue to run Facebook Ads.

~Best,

*Matt Sellhorst*

**P.S.** When you're ready to install a sales and marketing system that actually works for boat dealers, here are 3 simple ways to get started.

1. Take advantage of a **FREE Profit Maximizer Strategy Session** with Matt Sellhorst. Schedule yours today at [www.BoatDealerProfits.com/ProfitMaximizer](http://www.BoatDealerProfits.com/ProfitMaximizer)
2. Join the guaranteed SPLASH System Fast Start Program and save \$300. Visit [www.SellMoreBoatsNow.com](http://www.SellMoreBoatsNow.com) for details.
3. Join the **Boat Dealer Profit Mastermind Group** in an area exclusive partnership where you and your entire team get access to the best sales training and marketing services available in the boating industry... and lock out your toughest competition. Visit [www.BoatDealerProfits.com/Mastermind](http://www.BoatDealerProfits.com/Mastermind) for more details.

**Additional Inquires,  
Call or Email Kristi at the Boat Dealer Profits Office  
(803) 526-7400  
Kristi@BoatDealerProfits.com**

# “What Do Marine Industry Professionals Have to Say About Matt Sellhorst & Boat Dealer Profits?”

## **Will Massey of Custom Marine:**

“Being involved in Matt’s program is unusual in that we are actually getting a product. We are not just getting valuable information and ideas but actual tools we can take home and start using in our dealership right away and that’s very unique.”

## **Dan Allen of Valley Marine:**

“Matt’s program required an investment; it wasn’t an expense, it is something that will pay out over the next several years. We had a massive spaghetti strainer with big holes in it, and Matt’s system is far superior to anything I’ve seen anywhere else.”

## **Lynette and Matt of Santomenna of Race City Marine:**

*“Matt’s program is what I like to call a ‘dealership in a box.’ You open it up and there’s everything you need to implement the system in an effective way.”*

## **Jeff Hall of Hall Marine / Marine Max:**

“If you’d like to sell more boats, sell those boats at higher prices, get more brokerage listings and haven’t been able to do it in this new economy, you may want to talk with Matt. He’s a sharp guy. He has integrity. And, he just may be the right guy to help you. Give him a call and find out for yourself if his strategies and systems are right for you and your boat business.”

## **Mark Yearn of Norman Spencer Insurance:**

*“I can highly recommend Matt and his abilities – I have seen Matt’s presentations a number of times, and have verified his results with a number of clients. His experience, techniques and philosophies have valuable applications to the marine dealers he is working with. He is a valuable asset to anyone who engages his services.”*

## **Rick Neal of Hall Marine / Marine Max:**

“If you are in need of improving your online presence and overall marketing success, I’d certainly give Matt a call. Not only does he understand sales and marketing, he has demonstrated tremendous success in the industry.”

## **Ken Toby of Marine Sales:**

“We have been so impressed with Matt and his methods that we brought his program to our 20 Group as our best idea and told them that they should join. And, now that we have completed the initial program, we are looking to hire him to come on site for some more intensive training.”

## **Melanie Clement of Lakeshore Sports:**

*“We were referred from another dealer in our 20 Group, and he told us you were going to give us some really unique strategies, which you did. But, what really helped us get such a great start was the accountability – that you had us call in every week to make sure we were actually doing it.”*

## **Liz Walz, MRAA VP & Director of Education:**

“At MRAA, we work hard to find experts with insight, tools and strategies that can really make a difference for the marine businesses. The appeal of working with Matt Sellhorst is that his advice is based on what was successful for him as a salesperson for a leading marine dealership. It’s practical. It’s proven. And it’s designed to be effective in any size business.”

## **Jonathan Sweet, Boating Industry Magazine:**

“Matt has spoken for us at our annual Marine Dealer Conference & Expo and written multiple articles for the website and magazine. He always provides great information to help dealers improve their marketing.”