

Social Media Campaign Management



Convert Potential Buyers into Loyal Customers

Affinitiv helps you take control of your digital presence across social media platforms and maximizes your ability to attract qualified leads.



Look-Alike Targeting

- Find prospects who share traits and interests with your current customers
- Connect with those who recently purchased or serviced their vehicle with a competitor
- Reach those who visited your Facebook page or dealership website



Find Auto Intenders

- Zero in on those in-market to purchase within the next 90 days
- Customize messaging to dealership goals by targeting those searching for a new car, a particular model, etc.



Analyze & Grow

- With robust performance reporting, you'll know the strategy is working
- Improved visibility leads to an increase in visit frequency, revenue & owner loyalty



Impact 100% of the Customer Journey

- From market entry to point-of-sale, a customer's first service appointment to major maintenance needs, we'll help engage customers and drive action