

CAR DEALERSHIP MARKETING PLAN TEMPLATE

Fill in one tab at a time with your managers: goals first, then audiences, channels, owners, budget, the 12 month calendar and the reports you review. Put one owner on every line. Review the plan each month, move budget toward the sources with the lowest cost per sold unit, and reset goals and the calendar each quarter.

GOALS

Goal	How you measure it	Monthly target	Owner	Notes
New units sold	Retail new deliveries per month			
Used units sold	Retail used deliveries per month			
Leads from all sources	New leads per month, every source			
Appointments set	Appointments set from leads			
Appointment show rate	Shown appointments divided by appointments set			
Close rate on shown appointments	Sold units divided by shown appointments			
Speed to first response	Minutes from lead arrival to the first text or call			
Cost per sold unit	Marketing cost divided by sold units, by source			
Referral sales	Sales credited to referrals			
Service to sales opportunities	Service customers who start a sales conversation			

AUDIENCES

Audience	Who they are	What they need to hear	Inventory that fits	Best channels	Owner
In-market shoppers	People shopping your type of inventory right now				
Owners with equity	Customers whose payoff is below their vehicle value				

Audience	Who they are	What they need to hear	Inventory that fits	Best channels	Owner
Lease maturities	Customers with a lease ending in the next few months				
Past customers	Everyone who bought from your store before				
Service customers	Customers who service with you but bought elsewhere				
Special finance shoppers	Shoppers looking for a store that works with credit challenges				
Owners ready to sell	People selling a vehicle, for used inventory acquisition				
Spanish speaking shoppers	Shoppers who prefer to buy in Spanish				

CHANNELS

Channel	What it is for	Audiences it reaches	Owner	Monthly budget	Measure it by
Lead programs	A steady supply of in-market shoppers in your zone				Cost per sold unit
Paid search	Shoppers searching your brands and inventory				Leads and calls by campaign
Paid social	Inventory and offers in front of local audiences				Leads by campaign
Listings and marketplaces	Inventory exposure where shoppers browse				Leads per vehicle listed
Website and landing pages	Turning visits into leads				Form and chat leads
Texting campaigns	Your own customer list				Appointments set
Email campaigns	Your own customer list				Appointments set

Channel	What it is for	Audiences it reaches	Owner	Monthly budget	Measure it by
Voicemail drops	Follow-up at scale in a personal voice				Callbacks
Direct mail	Local reach to a chosen area				Calls on a tracking number
Events	Showroom traffic				Traffic and sold units
Referrals	Past customers sending friends				Referral sales
Test reserve	One new idea at a time				Cost per sold unit after a full buying cycle

OWNERS

Role	Name	Lines this person owns	Hours a week	Backup
General manager (owns the plan and the budget)				
Sales manager				
Internet sales manager				
BDC manager				
Used car manager				
Marketing director or coordinator				
Finance manager				
Service manager				
Agency or vendor contact				

BUDGET

Line	Monthly	Yearly	Notes
New units you plan to sell			Your goal for retail new deliveries
Used units you plan to sell			Retail used units only
Spend per new unit			Every cost included: media, fees, creative, tracking and landing pages
Spend per used unit			Same rule as new units

Line	Monthly	Yearly	Notes
Total marketing budget			New units times spend per new unit, plus used units times spend per used unit
Digital ads and lead generation			Paid search, paid social and lead programs
Inventory listings and marketplaces			Listing sites and marketplaces
Texting, email and voicemail campaigns			Campaigns to your own customer list
Traditional media, events and print			Radio, TV, print, direct mail, outdoor and events
Test reserve			About a tenth of the budget, one new source at a time
Manufacturer co-op expected			Franchise stores: qualifying spend only
Net cost to the store			Total budget minus co-op

CALENDAR

Month	Inventory focus	Offer or event	Audiences	Channels	Owner	Status
Month 1						
Month 2						
Month 3						
Month 4						
Month 5						
Month 6						
Month 7						
Month 8						
Month 9						
Month 10						
Month 11						
Month 12						

REPORTING

Report	What it shows	Who reads it	How often	Decision it drives
Units against goal	New and used units sold against the monthly target	General manager, sales managers	Monthly	Raise or lower the goal or the budget
Leads by source	Leads, appointments, shows and sold units for each source	Internet sales manager	Monthly	Keep, cut, add or fix each source
Cost per sold unit by source	The all in cost of each source divided by the units sold from it	General manager	Monthly	Move budget toward the lowest cost per sold unit
Speed to first response	Minutes from lead arrival to first contact, by salesperson	BDC manager	Weekly	Coaching and lead routing changes
Attempts per lead	Calls, texts and emails per lead in the first week	BDC manager	Weekly	Follow-up process changes
Budget against plan	Actual spend by channel against the budget	General manager, controller	Monthly	Catch overspend early
Calendar status	What ran, what slipped and what is next	Marketing owner	Monthly	Adjust the next quarter

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