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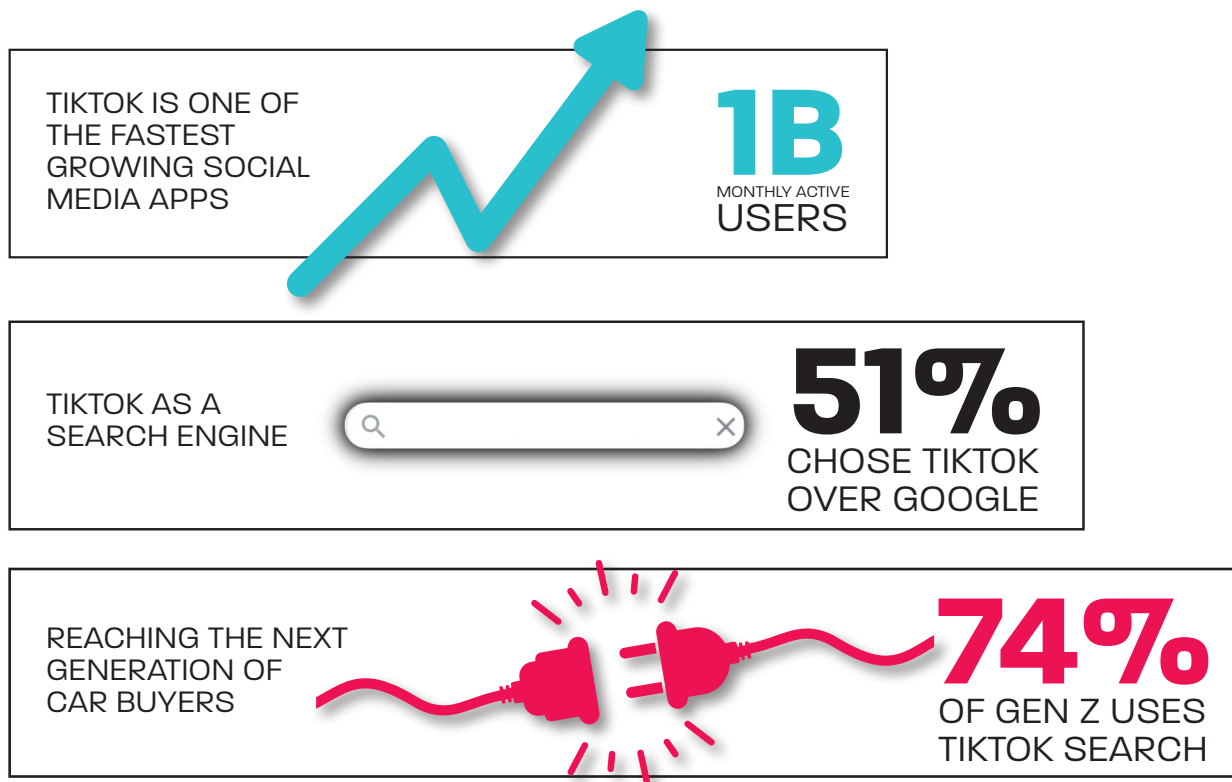
Chloe McGinley & Emerson Giese

## INTRO

In this white paper, we will explore the opportunities for auto dealers to reach new audiences on the TikTok platform. Automotive marketers will learn actionable tips for creating engaging video content, promoting their dealership with TikTok advertising, and measuring success across organic and paid channels. We will also share success stories from actual dealerships to demonstrate how TikTok can help you reach your goals at any phase of the marketing funnel.

# WHY AUTOMOTIVE DEALERS NEED TO BE ON TIKTOK

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## HOW TO GET STARTED ON TIKTOK

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### Developing A Content Strategy

Before advertising on TikTok, the dealership TikTok page needs to have an online presence. A good practice is to post 2-3 times a week. Consecutive posting allows for engagement and reaching potential customers. Getting started is easy – this platform can be fun, educational, trendy, and used as a search engine.

Follow some of these tips and tricks below to build your TikTok Platform:

**Keep your TikTok Simple** - This platform is multigenerational and has the ability to provide service in an enjoyable and entertaining way.

- Dealerships are able to create fun and educational videos for viewers to learn about a vehicle
- Shorter is better - your video should be between 10-17 seconds with the highest impact within the first 3-5 seconds

Stay on Trend– Have **FUN** with TikTok! Go live, collaborate with local influencers, participate in challenges, or create an educational video that viewers can learn from.

- Branding (dealership/brand)-- People make decisions based on how they feel
- Show off your team-- meet the team, recruiting.
- Inventory-- don't overshare each feature
- Trends and Humor-- have fun. voiceover, skit, ect.

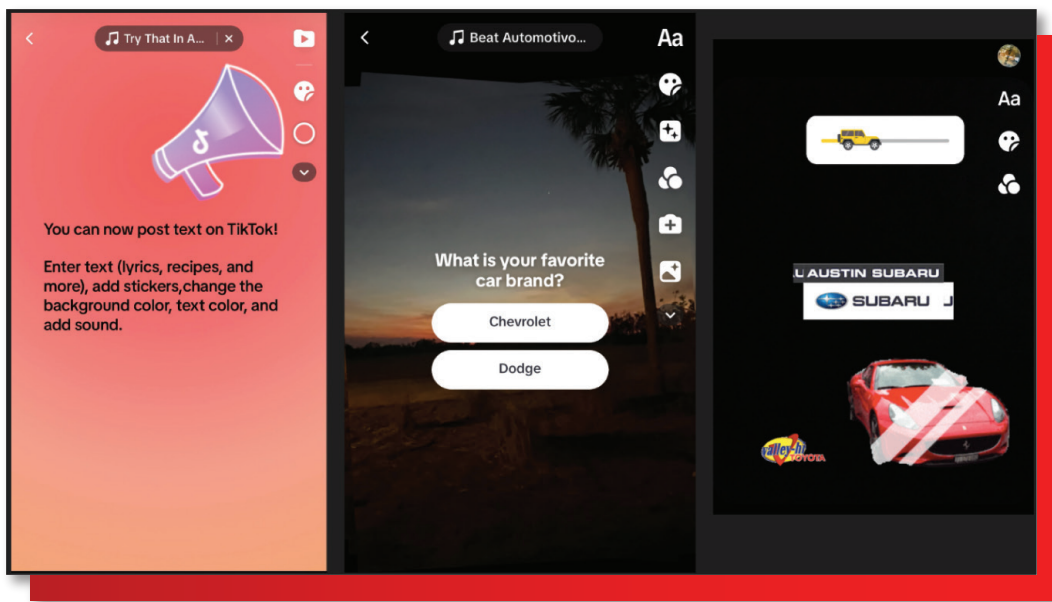
**Strong Captions and Hashtags** – These are crucial and will help expose your videos to the correct audience and optimized for SEO

#2024rangerover #luxuryvehicle  
#pickuptruck #sportscar #hybridcar  
#electricvehicle #cardealership  
#cartok #usedcar #carrepair  
#chevysuburban #jeeplife #minivan  
#vehiclereviews #momcar #cardetailing  
#ramtrucks #carbuyingtips #jeeptok  
#caraccessories

#### Video Best Practices:

- Vertical, many angles (jump cut)
- Get your message out in 3 seconds
- Design the video with sound on and off

**Engage, Engage, Engage**– Use stickers, text, questions, or polls to make your TikTok engaging for your audience



Remember: Consistency is more important than frequency. Come up with a posting schedule and stick to it.

# GETTING STARTED WITH TIKTOK ADVERTISING

The first step in creating a social campaign is choosing your objective, which is what you want people to do when they view your ads. It's important to have a business goal in mind to ensure you select the right objective, as the sales funnel boosts the consumer to have a more \*"thumb stopping" experience with your ad.

## THE AUTOMOTIVE SOCIAL MEDIA SALES FUNNEL



\*A "thumb stopping" experience is when consumers stop on content while scrolling rapidly through a mobile device.

## A FULL-FUNNEL APPROACH

Before a prospective car buyer chooses to shop at your dealership, they have to be aware you exist! This is why **brand awareness** campaigns are at the very top of the funnel. Think of branding ads as the "why buy"--showcasing who you are and what you have to offer as a business. At PCG, we recommend using videos of the dealership, inventory lot, or employees, so people viewing the ad will recognize your dealership and friendly faces when they arrive.

For great examples of this, check out these TikTok Pages: [@Toyotacargirls](#), [@mohawkchevrolet](#), [@jlrfreeport](#), or [@showmeauto](#)

Once you have built awareness, the next phase down the funnel is **consideration**. Using traffic ads is a great way that directs users to a specific page on your website. Service or finance department videos provide an opportunity to gain more information about your business and all the services you offer.

Aligning with the consideration position of the funnel social strategy, traffic ad is the perfect way to show off your hard-working departments. There are numerous avenues that the traffic optimization can be used for, but our current strategy involves its usage for service and model inventory showcasing.

The last objective to reach is **conversion**, this includes lead generation and catalog sales ads that provide exceptional experiences for consumers. Lead generation ads have the ability to receive consumer contact information that allows a dealer to provide more information. Catalog Sales is the perfect way to display your inventory in the ad.

Our client Contemporary Automotive, a Chrysler Dodge Jeep RAM dealership based in New Hampshire, wanted to promote their vehicle inventory on TikTok and reach in-market car buyers. With the help of their inventory feed provider, we set up a vehicle Catalog which refreshes daily to automatically display the current inventory directly from their website.

With Video Shopping Ads, we are able to promote vehicles from their Catalog. Using the Product Sales objective, we can dynamically serve different vehicles within our ads based on what users are shopping for. With a low-funnel, conversion-driven advertising objective such as Product Sales, these ads are delivered to in-market car shoppers and are optimized to drive conversions like vehicle views or website leads.

## SHOWCASE YOUR VEHICLE INVENTORY WITH TIKTOK CATALOGS

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Before you begin, make sure you have "Admin Member" permissions in your Business Center Account or "Catalog Management" permissions of the Catalog through Business Center. This will allow you to activate your ad account and catalog for Shopping Ads.

From TikTok Ads Manager, click on the "Tools" tab in the header and navigate to "Catalogs" under Management. Once in Catalog Manager, click "Create".

Next, you will be prompted to input the following information about your catalog:

- Catalog Name
- Business Center account
- Industry
- Targeting Location
- Default Currency

Once created, click on "add products" to begin uploading your inventory. Choose one of the options:

- Manually add
- Data feed schedule
- Upload file
- Import from Google Merchant Center
- Pixel upload

Finally, make sure to connect your Event Source (pixel) to the catalog. In Catalog Manager under the Event Sources tab, select “connect event source” and select the corresponding pixel.

## Product Sets

Once your products are uploaded, you can create your own product sets to organize your vehicles by category. These product sets will then be used for campaign delivery. For example, if you want to create a set for new vehicles and a set for used vehicles, filter your inventory by condition. If you want to create a product set for a specific make and model, you can filter by brand (make) and title (model).

## MEASURING SUCCESS

### Key Performance Indicators (KPIs)

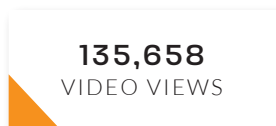
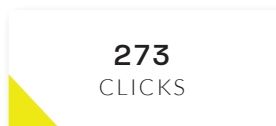
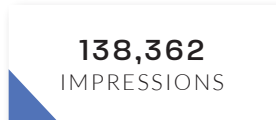
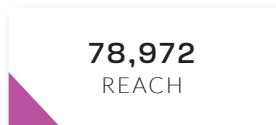
<b>REACH</b>	Number of unique users who saw your ads at least once.
<b>IMPRESSIONS</b>	Number of times your ads were displayed on screen
<b>CLICKS</b>	Number of Clicks from your ad that leads to a specific destination
<b>CPC</b>	Average amount each click to a specific destination costs
<b>VIDEO VIEWS</b>	Number of times someone starts playing your video
<b>CPM</b>	Cost per Impression is the average amount you paid per 1,000 impressions
<b>CPA</b>	Cost per Action is the average amount you paid for each conversion
<b>CVR</b>	Conversion rate is the percentage of results you achieved out of all the clicks on your ad
<b>CONVERSION</b>	Number of times your ad achieved an outcomes based on the objective and setting you selected
<b>CTRCLICK</b>	Click-Through Rate, Number of clicks your ad received divided by the number of impressions
<b>CPV</b>	Cost Per View, Measure the cost-effectiveness of online advertising
<b>ROI</b>	Return on investment, Amount of money you make from your ad divided by the amount spent
<b>ENGAGEMENT RATE</b>	Percentage of users that interact with your ad

Take a look at the client results below:

Looking at the traffic ads, this ad is all about highlighting their inventory.

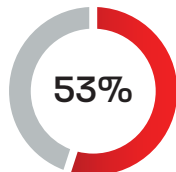
## LAND ROVER FREEPORT - 31 Days of Performance

This is to show off the stylish Land Rover Defender using jump cut clips and trendy music.



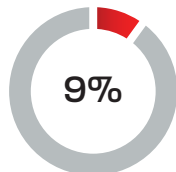
### ↑ VIDEO VIEWS

Since launching TikTok Ads, we have achieved 102% more 6-second video views comparing September to October



### ↑ TRAFFIC

Since launching Service Traffic Ads, we have seen a 53% increase from September to October

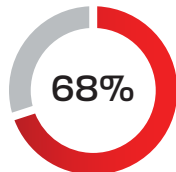
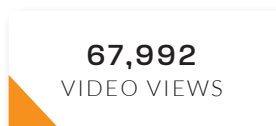
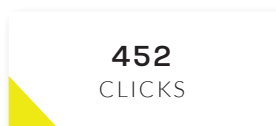
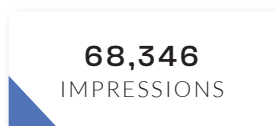
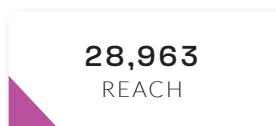


### ↓ COST PER CLICK

Our Spark Ads for the Traffic Ads have improved costs by 9% with an average CPC of \$2.56

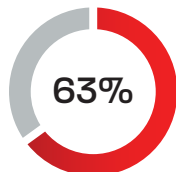
## MOHAWK CHEVROLET - 31 Days of Performance

This client posts informational TikToks about the Silverado features that shoppers are looking for.



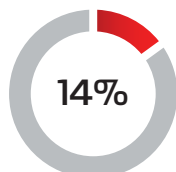
### ↑ VIDEO VIEWS

Since launching TikTok Ads, we have achieved 68% more 6-second video views comparing September to October



### ↑ TRAFFIC

Since launching Service Traffic Ads, we have seen a 63% increase from September to October



### ↓ COST PER CLICK

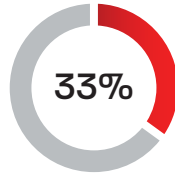
Our Spark Ads for the Traffic Ads have improved costs by 14% with an average CPC of \$1.11



Take a look at the Service ads – this is optimized for traffic to the service web page with the intention for visitors to schedule a service appointment. These clients published service-based TikToks that are informational and showcase the dealership service facilities.

## LAND ROVER FREEPORT - 15 Days of Performance

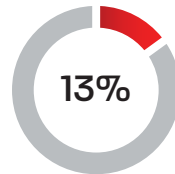
**19,672**  
REACH



### ↑ VIDEO VIEWS

Since launching TikTok Ads, we have achieved 33% more 6-second video views comparing September to October

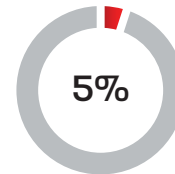
**48,195**  
IMPRESSIONS



### ↓ TRAFFIC

Since launching Service Traffic Ads, we have seen a slight decrease from September to October

**179**  
CLICKS



### ↑ COST PER CLICK

Our Spark Ads for the Traffic Ads have increased costs by 5% with an average CPC of \$1.45

**47,246**  
VIDEO VIEWS

## MOHAWK CHEVROLET - 15 Days of Performance

This client posts informational TikToks about the Silverado features that shoppers are looking for.

**24,117**  
REACH

**42,748**  
IMPRESSIONS

**169**  
CLICKS

**42,250**  
VIDEO VIEWS



## LAND ROVER FREEPORT - 31 Days of Performance

The lead generation ad is focused for Land Rover Defenders. This ad is set up for form fills on TikTok as the conversion. This form is customizable, which allows you to capitalize on your target audience.

22,079  
REACH

50,690  
IMPRESSIONS

215  
CLICKS

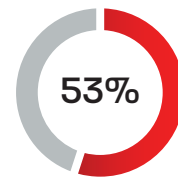
49,043  
VIDEO VIEWS

10  
LEADS



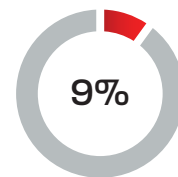
### ↑ VIDEO VIEWS

Since launching TikTok Ads, we have achieved 90% more 6-second video views comparing September to October



### ↑ TRAFFIC

Since launching Service Traffic Ads, we have seen a 53% increase from September to October



### ↑ COST PER CLICK

Our Spark Ads for the Traffic Ads have increased costs by 9% with an average CPC of \$2.91

## CONTEMPORARY AUTOMOTIVE - June - October 2023

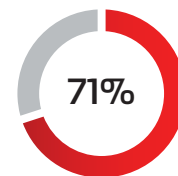
Contemporary Automotive started off running mostly branding campaigns on TikTok. When PCG enabled dynamic vehicle ads, we wanted to leverage their organic videos as part of our paid ads strategy. Since introducing Spark Ads with dynamic product cards, we have seen more video views, traffic, conversions, and a lower cost per click!

427K+  
IMPRESSIONS

2,117+  
CLICKS

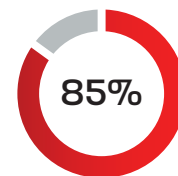
1,487+  
CONTENT VIEWS

771+  
CTA CONVERSIONS  
(ATTRIBUTED CONVERSIONS)



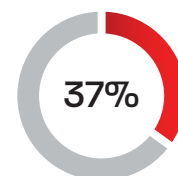
### ↑ VIDEO VIEWS

Since launching Spark Ads, we have achieved 71% more 6-second video views compared to non-Spark Ads comparing June- October to January-May 2023



### ↑ TRAFFIC

Since launching Video Shopping Ads (dynamic vehicle ads) clicks are up over 85%



### ↓ COST PER CLICK

Our Spark Ads for Video Shopping Ads have improved costs by 37% with an average CPC of \$1.11

### Resources

"The Clock is Ticking to Get on TikTok." <https://bit.ly/3Swz9O9>

### Webinar notes

<https://portermetrics.com/en/articles/tiktok-ads-kpis/>