

Hello. We're Constellation Agency. An elite social marketing offering for the automotive industry.

## CONSTELLATION

### OFFERINGS OVERVIEW



Powerful paid media campaigns leveraging privileged Oracle data and the latest ad formats across Facebook and Instagram



Media management and creative development of YouTube pre-roll videos for product and brand awareness deepening consumer interest



Intent-based paid media campaign structured to follow how people use search engines to shop for and ultimately buy automobiles in the modern age



Reach incremental customers with deeper pockets who are affiliated with companies, universities, and hospitals around your dealership with special offers



Utilizing data points and placement options to target shoppers while they travel around the web visiting websites and using mobile apps



Agency-trained Art Directors and Creative Designers will develop custom assets ranging from banner ads, print materials, and/or e-blasts



Ads across social and search that dynamically feature your inventory and drive straight to VDPs



Create beautiful custom video content showcasing your dealership's staff, facilities, and inventory



Reach prospects in their preferred spoken language, and drive to custom in-language landing pages



A highly targeted way to connect with shoppers via Roku, Game Consoles, Smart TVs, and other OTT devices in order to deliver ad content

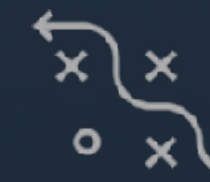
### ABOUT US

## Connecting the dots between targets, creative & ROI.



#### OUR APPROACH

We combine cutting-edge media practices with our deep understanding of the automotive industry. Our results-driven strategy utilizes the latest in digital marketing technology to deliver ROI for our dealers. We reach your prospective clients with our hyper-targeted custom audiences and capture them with our engaging, thumb-stopping creative, all engineered to drive business to your dealership.



#### UNIFIED STRATEGY

Our social, search, display, and OTT offerings work together to create a powerful unified digital presence that captures and re-engages potential customers across channels. Our approach is not "one size fits all" - we tailor our strategy to the demographics unique to your area.



#### OUR TEAM

Our energetic and savvy NYC-based team is equipped with the most innovative solutions in the digital marketing space. In addition to offering the latest ad formats and technology, we are eager to work with our dealers to find unique strategies to meet their business objectives.



To learn more or enroll, please contact us at [sales@constellationagency.com](mailto:sales@constellationagency.com).



CONSTELLATION