



# LOW FUNNEL TACTICS



## Low Funnel Marketing Packages with Estimated Results

### TACTICS

- Google Search
- Google PMAx
- Google Inventory Ads
- Google Display/YouTube Campaign
- Facebook/Instagram Inventory Ads
- Facebook/Instagram Service Campaigns

\*Tactics can be customized to dealership.

1

### BEST MEDIA BUDGET

**\$10,000**  
TOTAL

### ESTIMATED RESULTS

#### Website Opportunities

**66-125**

forms, calls,  
completed chats

#### Website Traffic

**10,000**

-  
**12,000**

Sessions

#### Inventory Views

**5,500**

-  
**6,500**

### TACTICS

- Google Search
- Google PMAx
- Google Inventory Ads
- Facebook/Instagram Inventory Ads

\*Tactics can be customized to dealership.

2

### BETTER MEDIA BUDGET

**\$5,000**  
TOTAL

### ESTIMATED RESULTS

#### Website Opportunities

**33-63**

forms, calls,  
completed chats

#### Website Traffic

**5,000**

-  
**7,000**

Sessions

#### Inventory Views

**2,500**

-  
**3,500**

### TACTICS

- Google Search
- Google Inventory Ads

\*Tactics can be customized to dealership.

3

### GOOD MEDIA BUDGET

**\$2,500**  
TOTAL

### ESTIMATED RESULTS

#### Website Opportunities

**16-25**

forms, calls,  
completed chats

#### Website Traffic

**2,000**

-  
**3,000**

Sessions

#### Inventory Views

**900**

-  
**1,000**

Need assistance enrolling in these plans? Contact TurnKey Marketing Today!

[sales@tkmkt.com](mailto:sales@tkmkt.com) or (855) 575-5431