

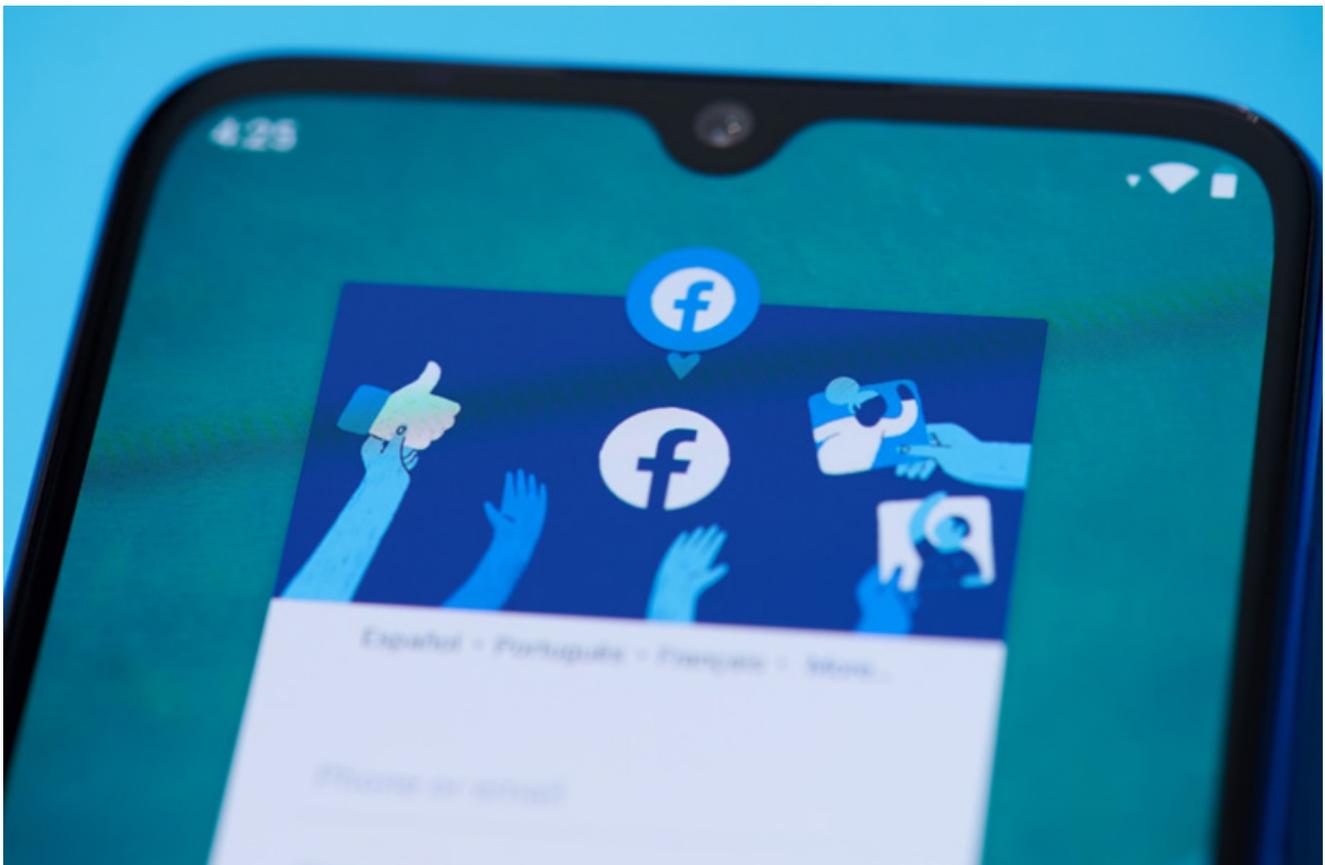
The Ultimate Guide to Facebook for Boat Dealers



Mobile devices have changed the way consumers research and purchase automotive, like boats. Boat dealerships need to adapt to meet the expectations of today's mobile-savvy boat shopper.

Facebook grants boat dealers a huge opportunity to embrace the shift to social media and discover the benefits of connecting with customers on the platform. This guide will help you run successful campaigns and achieve your business goals. With billions of daily users, Facebook allows you to reach the right people, with the right message, at the right time.

Due to its huge scale popularity, and the modern world's ever-growing online presence, Facebook has become engrained in modern culture. It's where people interact, share photos, share videos, read up on the latest news, get updates from organizations they follow and search for their next purchase. This is where Facebook comes in handy for boat dealers!



Use Facebook to:

- Build community value and your boat dealership brand
- Be discoverable so that when people search for your business on Facebook, they will be able to find you.
- Stay connected and interact with current and potential customers.
- Gain insights with Facebook's built-in analytics that allow you to gain a deeper understanding of your customers and how successful your marketing activities have been.
- Run advertisements that help drive awareness and boat sales.
- Execute, monitor, and review content performance.

How to Create a Facebook Business Page

If you already have a Facebook page for your boat dealership, you can skip this part of the guide.

Step 1.

Log into your personal Facebook account. Once logged in, click the button with **three lines** at the top right corner, select Pages, then **Create Page**.

Step 2.

Select the type of page you'd like to create. As a boat dealer, you will choose **business or brand**.

Step 3.

Fill out your dealership information like **address** and **phone number**.

Step 4.

After you fill out the important details, Facebook will guide you through how to complete your profile, from uploading a profile picture, and adding a bio so people know what you're all about.

We suggest using your dealership's logo for your profile picture so that people recognize you. Upload a cover photo as well. Once you've done these steps, your page is ready, and you can start connecting with people and other businesses.



Boat Dealer Facebook Post Ideas

Here are some suggestions of things that you should be posting on your boat dealership Facebook Page.

Keep It Interesting

This may sound obvious, but people on Facebook want to see interesting posts from your page. Otherwise, they'll likely get bored and eventually unfollow your page.

Post links to informative boating articles, fun videos, stylish pictures, etc. Fun and entertaining content is what Facebook is all about. Of course, you can include promotional posts sometimes, but make sure you are keeping your audience interested and engaged.



Be Relevant

It's important to remember that you are a boat dealership. Therefore, you should try and post things that are relevant to the boating industry. Post links to industry related news articles, features about the latest boat models being released, boating laws, and so on.

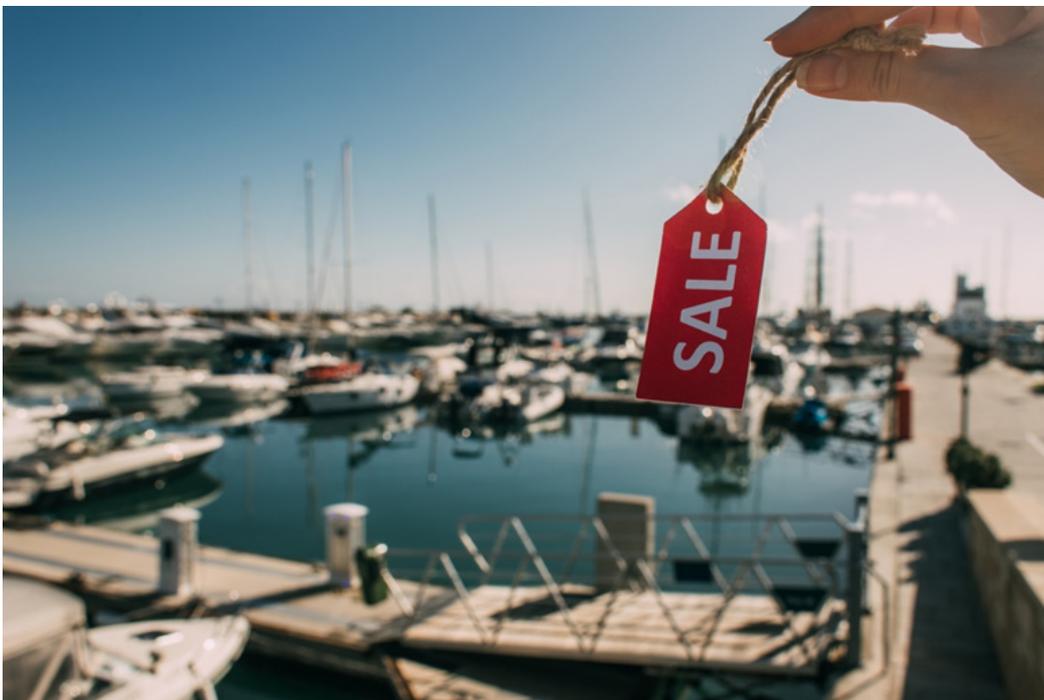
By sharing other people's posts that you feel your audience will find useful or interesting, you are keeping your page updates with fresh content and also building a relationship with the profile that originally created it. Networking is an important aspect of running any business.

If you are clever with your posts and share a range of informative and interesting content within the marine industry, people will start to see your dealership as an authority figure.

Showcase Your Inventory

Your boat dealership is aiming to sell boats. That being said, you should post photos and information about your inventory to your Facebook page. Be sure to share good looking boats and professional photos.

Be careful not to overwhelm your followers with constant inventory updates. This might initially bring in some leads, but in time it will become spammy and dull. Mix in your inventory posts with the other suggestions in this list.



Give Business Updates

One thing Facebook allows you to do is give your boat dealership more personality. Post things that allow customers to get to know your staff and see people behind the scenes. You can also share updates like holiday hours, special promotions, achievements, and more.

Make Sure You Engage and Respond

Ensure that you are not only posting, but also interacting with your audience. The more you engage with people and other businesses, the more people will notice your presence on Facebook. This promotes brand awareness and builds relationships with people who could eventually become customers.

If someone posts on your page with a question or complaint, it's important that you respond in a timely and professional manner. Facebook is very public which means comments on your page can be seen by anyone, including potential customers. Make it visible to people that you are a business who cares and doesn't ignore questions or concerns.



What is Facebook Business Manager?

Facebook Business Manager allows advertisers to securely share assets and information among people or teams. You can give user access to people within your dealership and set different access levels across your marketing team.

This tool allows boat dealers to:

- Create and manage multiple assets, such as your dealership's Facebook Page, Instagram Account, audience list, and product catalog, all in one place.
- Control user access and permissions for everyone who works on your ad accounts and Pages and maintain ownership of all your assets.
- Track your ads on Facebook and Instagram more efficiently with detailed views of your ad spending and impressions.
- Give access to an external digital agency.

Get Started with Facebook Business Manager

Step 1.

Go to <https://business.facebook.com/overview> and select **Create Account**.

Step 2.

Log in with your Facebook credentials, and follow the prompts to create your business account. Enter the **name of your dealership, your name, and your work email address**. Click **Next**.

***Note:** You need a Facebook profile to create a Business Manager account. Required by Facebook, it's a more secure way to log in than with just an email and password.

Step 3.

Enter your business details and click **Submit**.



Step 4.

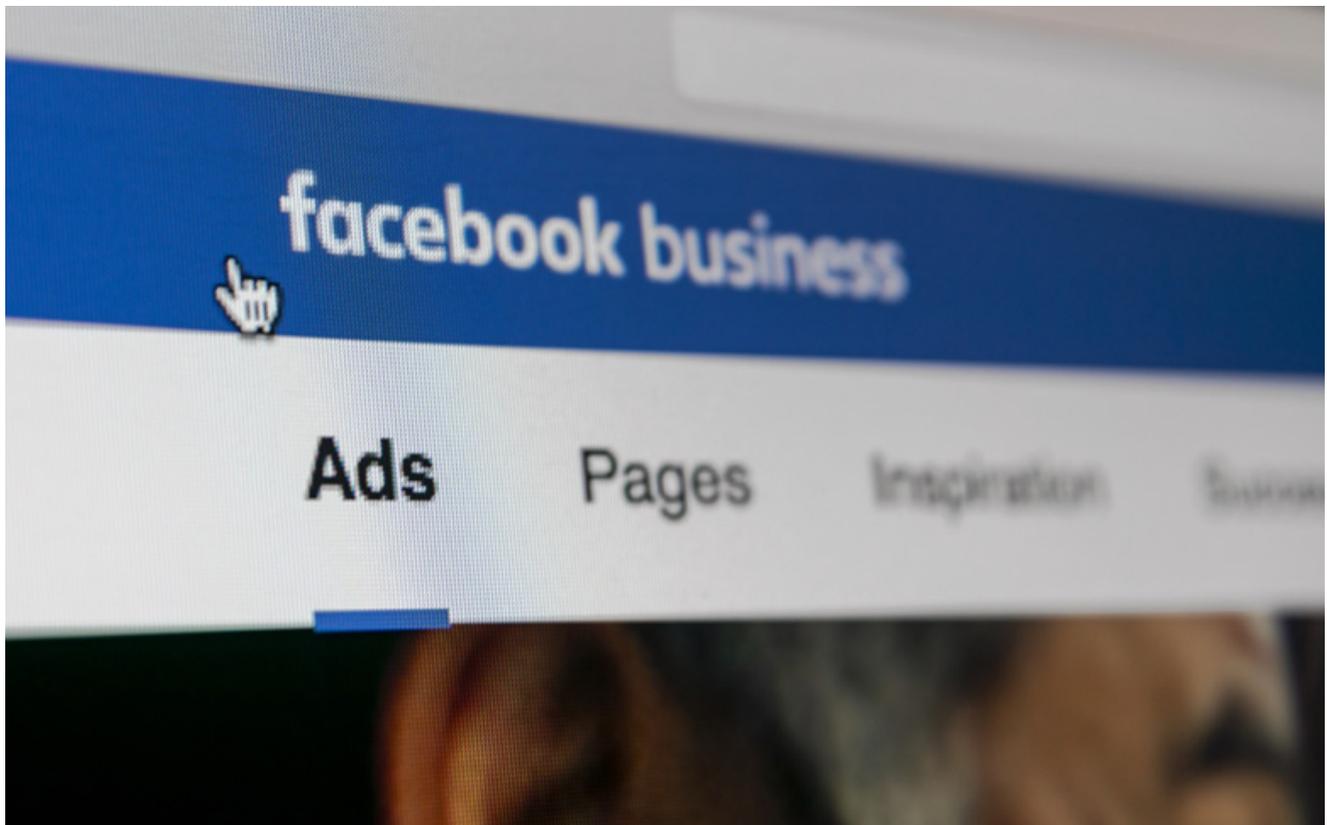
Add assets and assign permissions for dealership Facebook Pages, ad accounts, pixels, product catalogs, and offline events.

- Business and account name
- Your name
- Your business email

Facebook Advertising Basics

Ads manager is your starting point for running ads. It's an all-in-one tool used to create ads, manage when and where they'll run, and track your campaign performance.

You can create brand new ad campaigns, review, monitor, and adjust them, and learn from real-time ad reporting. Get started with Ads Manager at <https://facebook.com/ads/manager>.



Campaign Objectives

When you create an ad, you'll begin by selecting a campaign objective. This determines many aspects of your campaign, including who sees your ad, making it one of the most important set-up decisions. Two important examples include **Catalog Sales**, which shows boats from your inventory to generate sales, and **Reach**, which shows your ad to as many people as possible in your target audience.

Campaign Ad Structure

Your Facebook ad needs 3 parts to run: a campaign, ad set, and ad. These 3 parts make up your campaign structure which will help your ads run the way you want and reach the right people.

- **Campaign:** You set the advertising objective at the campaign level.
- **Ad Set:** You define your strategy by setting up parameters, like targeting, budget, and schedule.
- **Ad:** These are creative visuals, like photos, videos, or graphics that drive the audience to your boat inventory.

Facebook Pixel for Automotive

A Facebook pixel is a piece of code for your website that lets you measure, optimize, and build audiences. The pixel allows you to show boat inventory ads to people who visited your website.

In order to do this, you will need to implement Facebook pixel on your website. This lets Facebook know who to deliver your ads to based on the actions they've taken, like viewing a specific boat.

Boat dealers need to take additional steps when setting up the pixel to enable automotive inventory ads, which are specifically designed to help dealers sell more boats with less effort. To use automotive inventory ads and activate the Ready to Buy strategy in this Playbook, follow the steps below.



Pixel Setup

Follow these steps yourself, or have your agency, web developer, or technical partner take over.

Step 1.

Create a Facebook pixel, or if you already have one, use the pixel helper to find the pixel ID.

Step 2.

Modify your pixel for automotive inventory ads. These ads require custom data events to be added to different pages of your website. Work with your web developer to modify the Facebook pixel for each of the relevant pages.

These events should be accompanied by specific parameters that provide additional, useful information (make, model, year, etc.).

Step 3.

Use the Facebook pixel helper to verify that the pixel is working. Confirm that the pixel ID, events, and parameters are displayed in the pixel helper, as you test events on your website.

Step 4.

Connect your pixel to your catalog.

Facebook Pixel Help Resources:

Learn more: <https://facebook.com/business/learn/facebook-ads-pixel>

Pixel setup for automotive inventory ads: <https://facebook.com/aiapixel>

Pixel helper: <https://facebook.com/pixelhelp>

Understanding Catalogs

A catalog containing product information for the inventory that your dealership would like to advertise. You can use boat sets, for example, you can create a Boat Catalog that contains your complete inventory, and then create a Boat Set that advertises only yachts and another that advertises only sports boats.



Setting Up a Vehicle Catalog

There are two ways to set up a catalog: **creating and uploading a vehicle feed or add your inventory to a vehicle catalog manually**, using a form to add vehicles one by one.

Creating and Uploading a Vehicle Feed

This set-up is recommended for boat dealers with more than 50 boats to advertise.

Step 1.

Create a catalog in Catalog Manager which you can find in the Business Manager menu.

Step 2.

Create/upload a boat feed, making sure to include all the required fields, such as boat ID, make and model, and use a supported file format.

Step 3.

If you'd like to limit the boats you advertise, use Vehicle Sets, which are groupings of boats you want to promote together (Yamaha, Grady White, etc.).

Step 4.

Associate a pixel or mobile SDK.

Add Your Inventory to a Catalog Manually

This set-up is recommended for smaller boat dealerships with less than 50 boats to advertise.

Step 1.

Create a catalog in Catalog Manager which you can find in the Business Manager menu.

Step 2.

Select **Vehicle Data Sources>Add Vehicles>Add Manually**, then click **Next**.

Step 3.

Add an image of the boat



Step 4.

Fill in the details for the boat such as make and model. Then click **Add Vehicle** to save. To use automotive inventory ads you must enter a vehicle ID that corresponds to the vehicle ID of the same vehicle in a pixel event, and you must connect the pixel to your catalog.

Step 5.

Click **Add Another Vehicle** and repeat until all your vehicles are added.

Step 6.

Associate a pixel or mobile SDK.

Key Takeaways

- Set up your Facebook Business page and optimize your bio and profile image.
- Produce quality content.
- Interact with your audience and other businesses in the boating industry
- Take advantage of Facebook Business Manager.
- Get creative.
- Run Facebook Ads campaigns.

We'll Do the Heavy Lifting

Expand your audience, promote your brand, increase boat sales, and tell a story. You understand what goes into a successful boat dealership Facebook page, but you might still need that extra help of a detailed, creative marketing agency

Our job is to help you create a winning profile, showcase what you do as a boat dealer in a creative way, expand your reach, and build your business. Schedule a free digital consultation with Boat Marketing Pros at <https://boatmarketingpros.com/schedule-call/>.

