

IMS Digital Marketing - Social Media

CREATE NEW AND EXCITING CALLS-TO-ACTION

- Full funnel approach to deliver high quality leads
- Integrated directly into Facebook traffic and lead ads
- The customer's verified mobile number, trade value, and name are automatically collected.



SOCIAL MEDIA
Shopper sees an ad offering an instant trade value for their vehicle via text

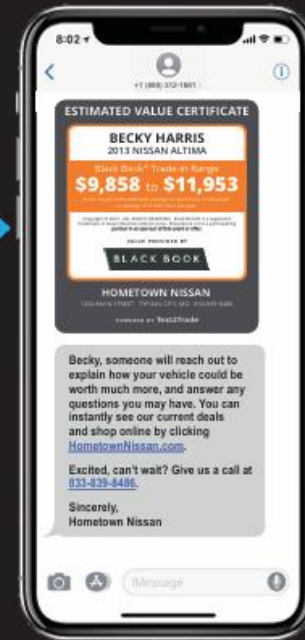


FORM
One click or tap seamlessly directs the shopper to the automated interaction



TEXT
Text2Trade interacts with the shopper by Automated BDC

LEAD VERIFIED



LANDING PAGE
Interested customers are directed to the IMS Text landing page



CRM lead

100% ACCURATE LEAD with correct name, vehicle data, and mobile phone number delivered to dealer's CRM

Automated BDC Text Follow-up