

HOMEWORK ACTION PLAN

S SPECIFIC
 M MEASURABLE
 A ACHIEVABLE
 R RELEVANT
 T TIME-BOUND

Name	Isabelle (Izzy) Martens	Class #	NADA Digital Marketing Bootcamp
Dealership	Hayford Ford	Date	10/25/23

Current Situation or Challenge to be Addressed:	x Improving our walk-in sales and online leads-to-sale pipeline.		
Current Performance Level (include specific measure):	881 link clicks on 3 different Facebook car sales ads for the week of 10/15 - 10/21		
Goal (what do you want to achieve?)	We would like to see more engagement, reach, and clicks on our online ads.		
Goal Performance Level (include specific measure)	Reach and maintain 2,000 clicks per weekly completed ads.		
Goal Start Date:	10/29/23	Goal End Date:	12/29/23
First Check-in Date:	11/10/23	Performance Objective:	Achieve 900 average clicks
Second Check-in Date:	11/24/23	Performance Objective:	Achieve 1,200 average clicks
Third Check-in Date:	12/8/23	Performance Objective:	Achieve 1,600 average clicks
Fourth Check-in Date:	12/29/23	Performance Objective:	Achieve 2,000 average clicks
How does your goal align with the dealers' vision?	Our vision as a dealership is to help our customers however we can, even if it doesn't mean a sale, but since we are a small town dealership we would like to reach as many people as possible online in our area.		
What are the potential benefits of achieving your goal?	Getting more people to interact with our dealership online and in-person, and spreading good word-of-mouth. Benefits would be more customers, more positive experiences, more sales, and more service.		
What are the potential consequences if you don't achieve your goal?	We continue to be stuck in a rut of not meeting our customers needs and being at a plateau in sales and service.		

HOMEWORK ACTION PLAN

S SPECIFIC
 M MEASURABLE
 A ACHIEVABLE
 R RELEVANT
 T TIME-BOUND

Why is the goal important to you?	It's important because we strive to show our customers that we're not a typical "gimmicky" dealership, and that we genuinely care—even through sales.
Potential Obstacles	Competitor dealerships and car salesmen in the area, lack of response from community
Potential Solutions	<i>Continue to advertise our original vision of people helping people.</i>
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	<i>Budget of \$3,500 per month (as of now)</i>

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Audit past ads	Meta Business Suite, Google Ads, Ads Manager	Me (personal)	Find ads that didn't perform well, and retry ads that did	10/30/23, 12/29/23, every other week
Accomplish competitor research - what does/doesn't work for them?	Facebook, Google	Me (personal)	Learn competitor ads and what seems to work the best for them, and what makes them stand out	10/30/23, 12/29/23, every other week
A/B Testing	Google Ads, Ads Manager	Me (personal)	Try a variety of ad formats to see what performs the best	10/30/23, 12/29/23, every other week
Try different copy formats for ads	Google Ads, Ads Manager, Google Docs, ChatGPT	Me (personal)	Attempt different combinations of copy to see what gets results	10/30/23, 12/29/23, every other week

