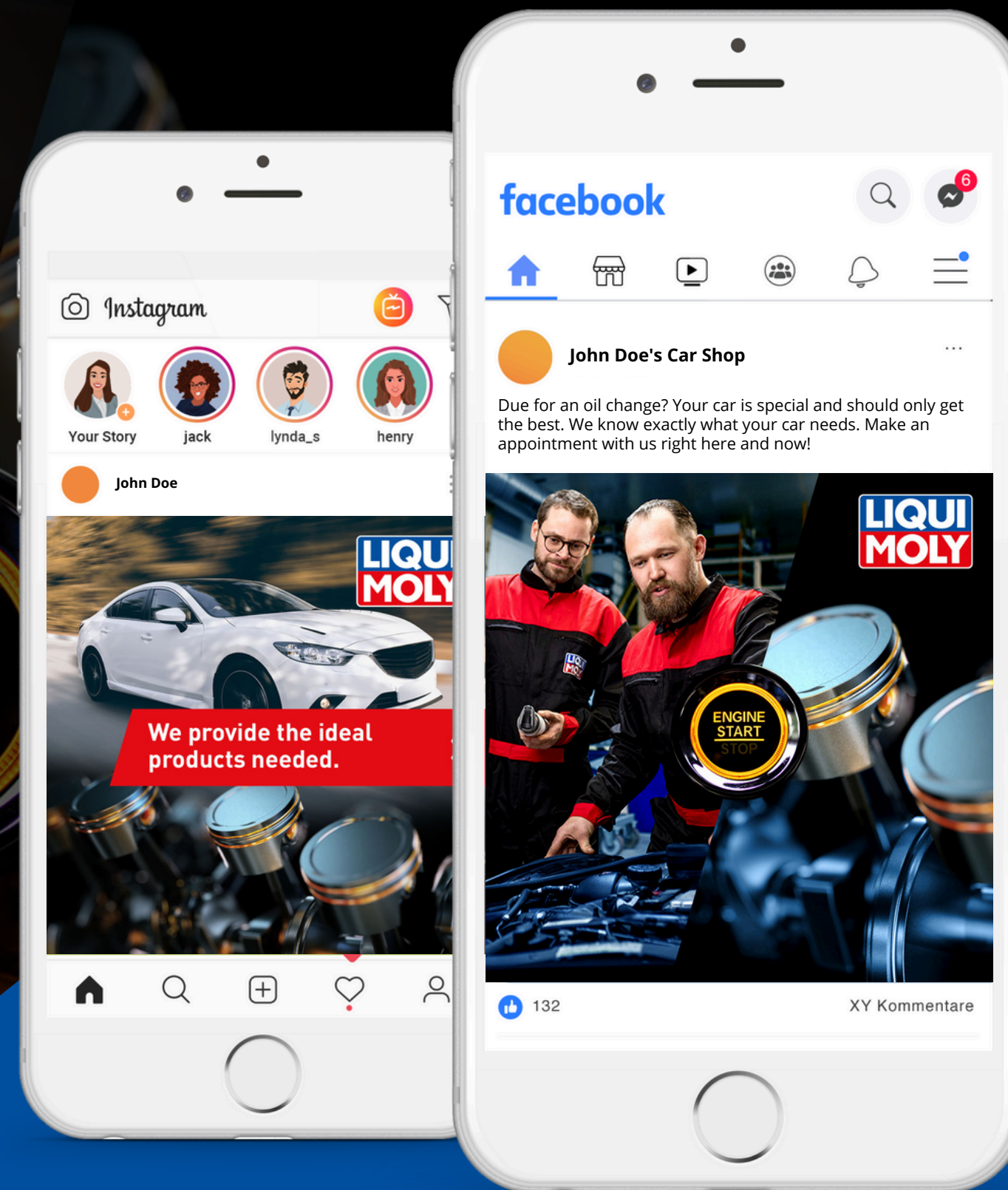# Oil change campaign

Campaign with landing page

Secure additional oil change orders and satisfied customers

With our oil change campaign we provide you with all the required tools you need through Social Media, to convince your customers of the benefits of regular oil changes. This way you will be able to receive more appointment requests as well as more chances of additional lucrative business.

Benefit from our campaign and register for free.

Participation free of charge!

We provide the ideal products needed.

John Doe's Car Shop

Due for an oil change? Your car is special and should only get the best. We know exactly what your car needs. Make an appointment with us right here and now!

132   XY Kommentare

WORKSHOP

About
your benefits

- Professional Online and Social Media Marketing.
- Target group oriented advertisement in your area.
- LIQUI MOLY will give you a one time $50 advertising budget for Facebook / Instagram and Google display advertisements.
- Technical support during the campaign available when necessary.
- Everything at no cost to you.

More information: https://liqui-moly.to/onlinemarketing_liquimoly_us

You can reach your local target group via:

f **Facebook** – (Content calendar)

◉ **Instagram** – (Content calendar)

◈ **Google Display**

⊕ **Landingpage**

Create an account **and participate!**

Participation for new customers

Register now and create a merchant account quickly and easily through the links provided for each campaign.

Participation for platform users

Users who are already registered can log in to the platform with their account:

https://app.socialpals.de

All they need to do is enter the invitation code and confirm the content calendar.

to the platform

Register now and participate!

LIQUI MOLY

socialPALS®

Set up a **socialPALS account** just 10 minutes

You register once on the socialPALS platform and create your own free account in just four steps. Participants from past campaigns should enter the invitation code (see last page) and just confirm the content calendar.
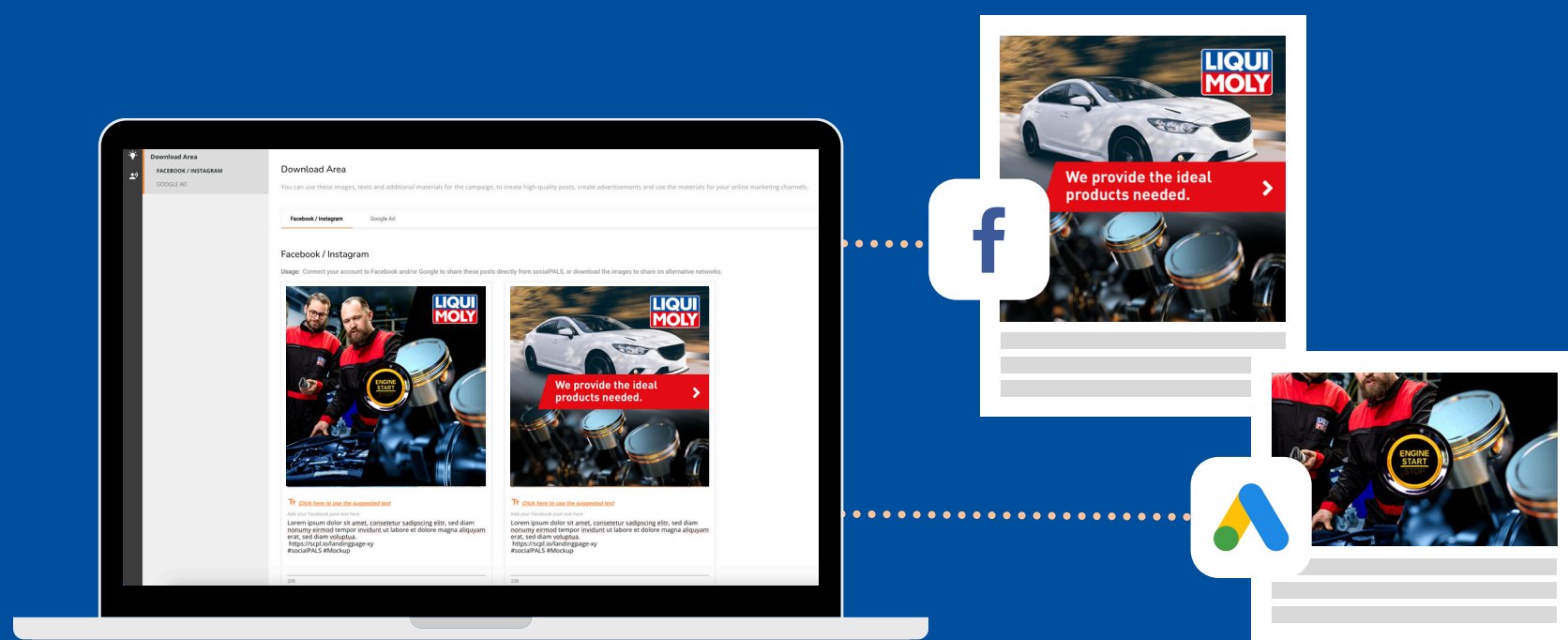
After completing registration, you can see the campaign in your personal dashboard and start it with just one click.

Registration on the socialPALS platform

1. enter company data

Company Information

Company *
Legal company name

VAT Number *   Currency *

Store Name *
The name that your store is called (limited to 25 characters)

Address *   Number *

Zip code *   City *

Country *   Sector

In what language do you communicate with your Facebook fans?
Deutsch

Address additional information

2. specify contact person

Contact Information

Title *   First name *

Last name *

Email *

Prefix *   Telephone *

Prefix   Telephone

Customer Data
(for Newsletter, Raffle and Product Tester Data)

● I am the contact person for customer data
○ Send customer data to:

Previous   Next

3. enter info, Facebook link*

Google Integration   Social Links

Navigate into your social network profile page, and copy the address from the browser, paste it on each specific field below.

Google Ads

socialPALS will create an Account for you so you can start using Google Ads

☑ Start promoting with Google Ads

https://   Website

Twitter username

Facebook & Instagram Integration   Instagram username

Connect Your Accounts

Manage and publish posts for Instagram and Facebook directly on the socialPALS platform!

https://   Blog URL

Connect   Other

☐ I do not have a Facebook Page

Mailing

LinkedIn Integration   https://   Privacy Policy Link

Connect your LinkedIn account

Manage and publish LinkedIn posts directly on the socialPALS platform!

☐ Do you like to offer a newsletter to the participants of the campaign?

Connect

4. upload logo

Logo

Please ensure your logo is up to date. If you wish to change your main logo, please upload it below.

1:1   4:1
Aspect Ratio   Aspect Ratio

Drag & drop or click here to upload your logo image.
The following file types are supported, up to a maximum of 10483760. PNG, JPG.

Unsupported Logo Files

socialPALS customer support

• Live Chat   • Email   • Phone

Oil change

Secure additional oil change orders and satisfied customers! With our oil change campaign, we provide you with the complete toolkit to precisely target your customers on social media, convincing them of the benefits of regular oil changes. This way, you'll receive more appointment inquiries and more opportunities for lucrative additional business.

Communication period: February 1st, 2025 - February 28, 2025
- Don't you have a socialPALS account yet? Sign up now
- You already have a socialPALS account? Log in now
- Code: oil25-1

Your communication package at a glance

A socialPALS campaign allows you to reach numerous interested customers directly in your local area!
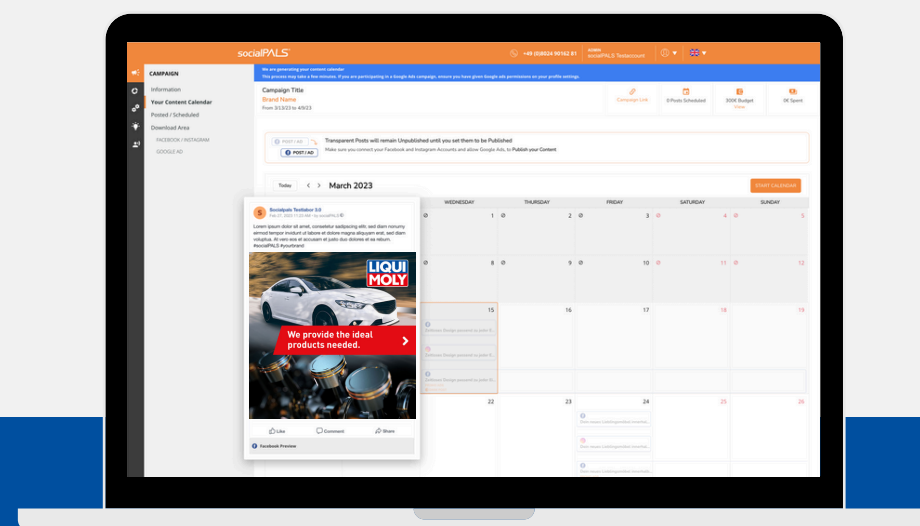

1. content calendar

Step 1: socialPALS takes care of the set-up. You can confirm the completed content calendar with just one click or reschedule or customize it with just a few clicks.
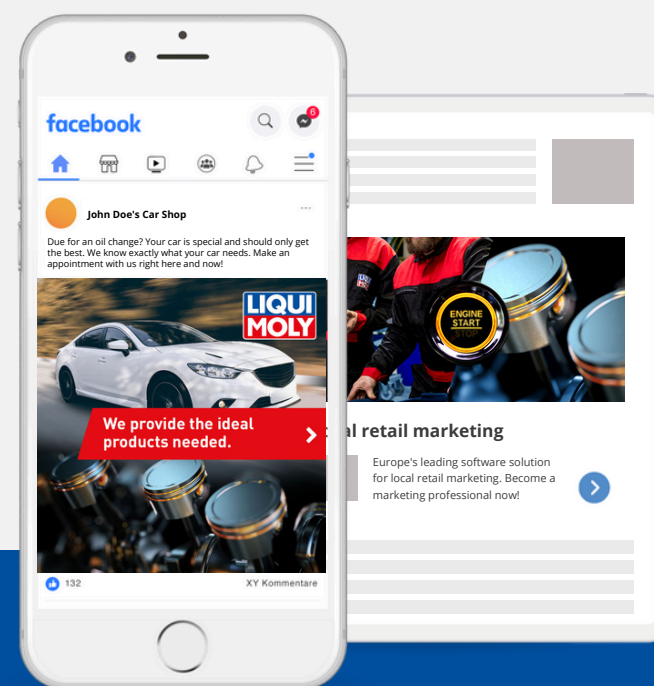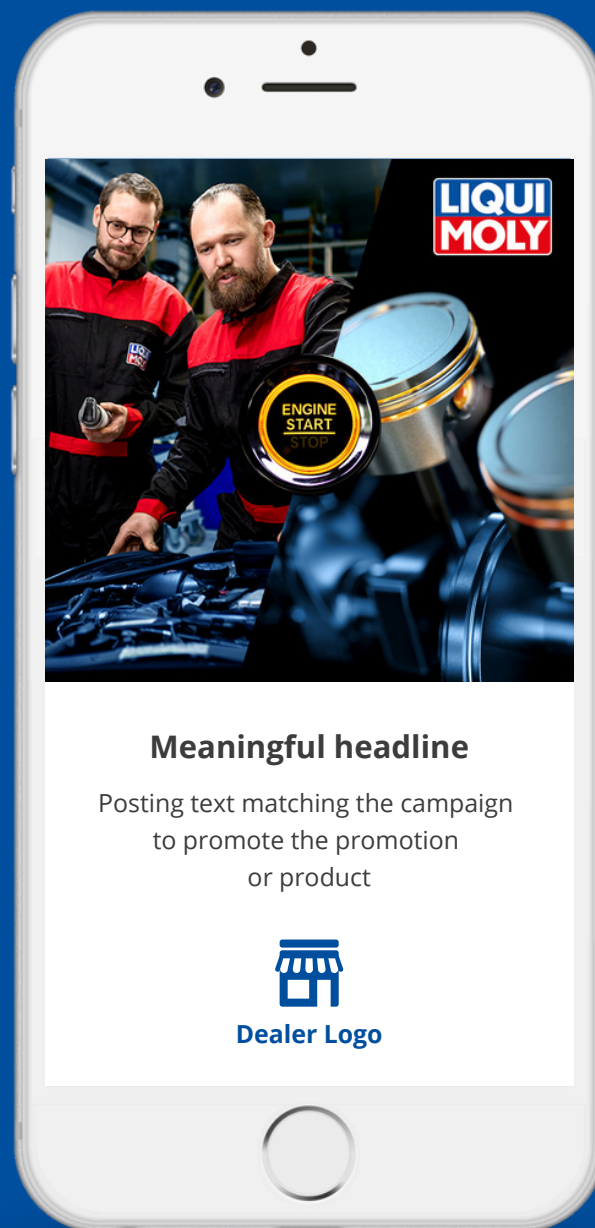
2. social media posts & ads

Step 2: The brand messages are automatically posted on your social media profiles at the scheduled times. (Currently: LinkedIn, Google Ads, Facebook and Instagram)
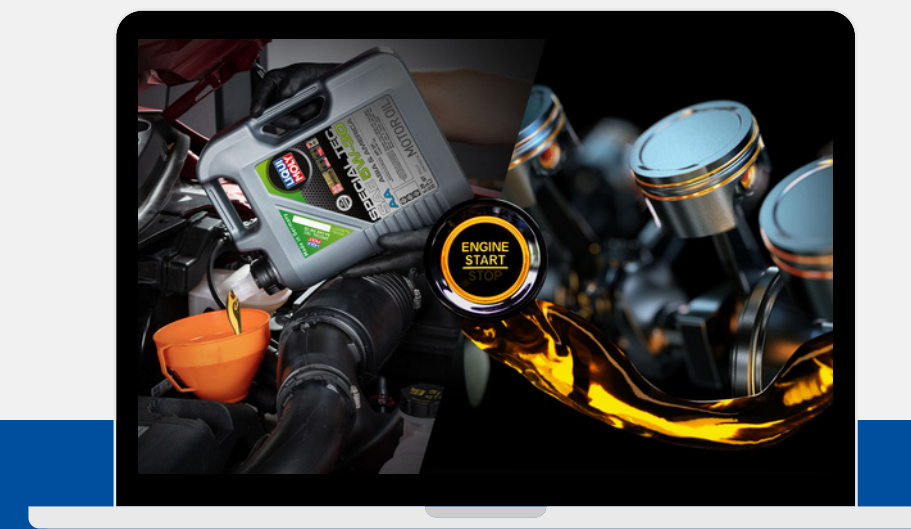
3. landing page

Step 3: A customized landing page showcases your logo, includes an easy-to-use contact form, and features a Google Maps snippet that directs users to your specialty shop.

Meaningful headline

Posting text matching the campaign
to promote the promotion
or product

Dealer Logo

Little effort – lots of success!

socialPALS lightens the load for dealers and
turns them into local marketing professionals

One-time registration (time required: approx. 10 mins)

Campaign materials provided by **LIQUI MOLY**

Campaign participation in just one click

Free online advertising budget from **LIQUI MOLY**

Local targeting reaches target groups near the location.

Customized landing page leads customers to specialist shops

Personal socialPALS Support
(838) 384-8852 or (813) 344-4019
(available Monday - Friday 11 AM - 5 PM US East Coast, 2 PM - 8 PM PST)
or via mail to: oshane.gordon@socialpals.de

The **posts and ads**

In the campaign, you'll discover pre-made posts and ads tailored for Facebook, Instagram, LinkedIn, and Google Display.

These posts and ads are shared through your personal social media channels. You have the option to adjust the text as you like, but the images are predetermined by the manufacturer and cannot be altered.

The ads are targeted to appear within your local area to reach the local target group.

Facebook / Instagram

We provide the ideal products needed.

Due for an oil change? Your car is special and should only get the best. We know exactly what your car needs. Make an appointment with us right here and now! {{unique-campaign-url}}

Due for an oil change? Your car is special and should only get the best. We know exactly what your car needs. Make an appointment with us right here and now! {{unique-campaign-url}}

Whether refilling or changing oil: We do it all!

Due for an oil change? Your car is special and should only get the best. We know exactly what your car needs. Make an appointment with us right here and now! {{unique-campaign-url}}

The perfect trifecta for your engine: Engine Flush, Oil Change, Wear Protection Additive

Oil Service? Your engine deserves the perfect trifecta of products: 1. Engine Flush 2. Oil Change 3. Wear Protection Additive Book an appointment right here and now: {{unique-campaign-url}}

Google Ads

The ideal oil for your engine

Which motor oil is ideal? We supply the exact oil needed for your engine
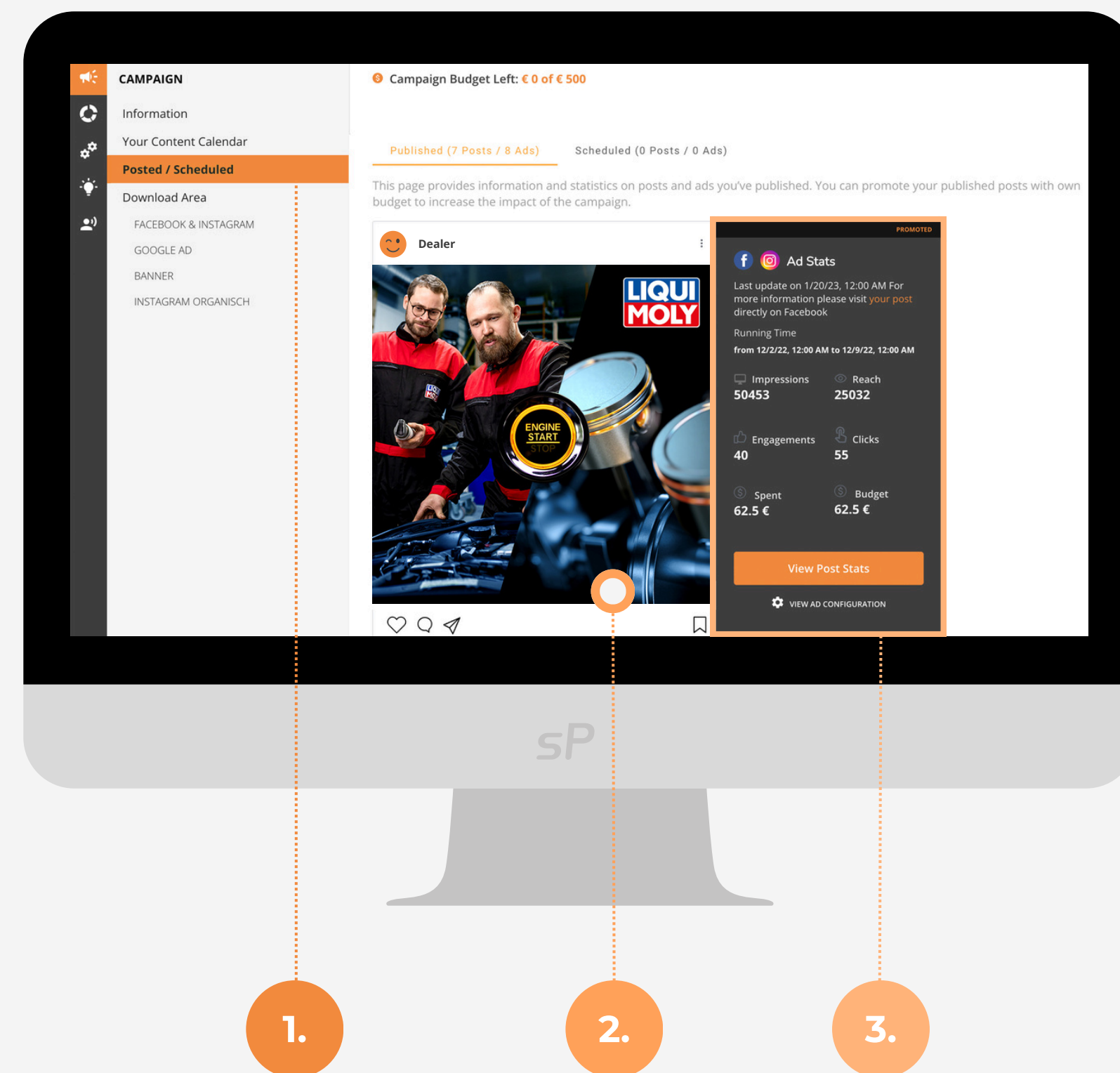
RETAILER LOGO

Expand your local marketing reach

Follow these steps to view the reporting of current or past campaigns:

1. Click on "Posted / Scheduled" in the main menu on the left. Here you will find all posts via the channels of the selected campaign.

2. On the right-hand side, you will find the results of the individual posts. The metrics or KPIs include impressions, reach, engagement, clicks and the budget per post. An explanation of these KPIs can be found on the page after next.

3. You see the complete results of the posts.

Hopefully this will help you monitor and analyze your campaigns!
If you have any further questions, the socialPALS support team will be happy to help you.

CAMPAIGN

Information

Your Content Calendar

Posted / Scheduled

Download Area

FACEBOOK & INSTAGRAM

GOOGLE AD

BANNER

INSTAGRAM ORGANISCH

⚠ Campaign Budget Left: **€ 0 of € 500**

Published (7 Posts / 8 Ads)   Scheduled (0 Posts / 0 Ads)

This page provides information and statistics on posts and ads you've published. You can promote your published posts with own budget to increase the impact of the campaign.

Dealer

PROMOTED

f ⬤ **Ad Stats**

Last update on 1/20/23, 12:00 AM For more information please visit your post directly on Facebook

Running Time
from 12/2/22, 12:00 AM to 12/9/22, 12:00 AM

Impressions
50453

Reach
25032

Engagements
40

Clicks
55

Spent
62.5 €

Budget
62.5 €

View Post Stats

⚙ VIEW AD CONFIGURATION

1.   **2.**   **3.**

# Explanation Google & Meta

|	
Facebook / Instagram Ads	An advertisement supported by a Facebook/Instagram advertising budget is also labeled as a "Sponsored Post."
Google Display Ads	Display advertisements in the form of banners across the entire Google network (over 2 million websites and apps).

Note:

If you are asked by **Meta (Facebook or Instagram)** after logging in to choose between a **subscription** or a free version with advertising, we do **NOT** recommend taking the subscription.

If you decide against the advertising with the subscription, you can no longer place any advertising yourself. Also, there must not be an admin on a company page who has decided in favour of the subscription.
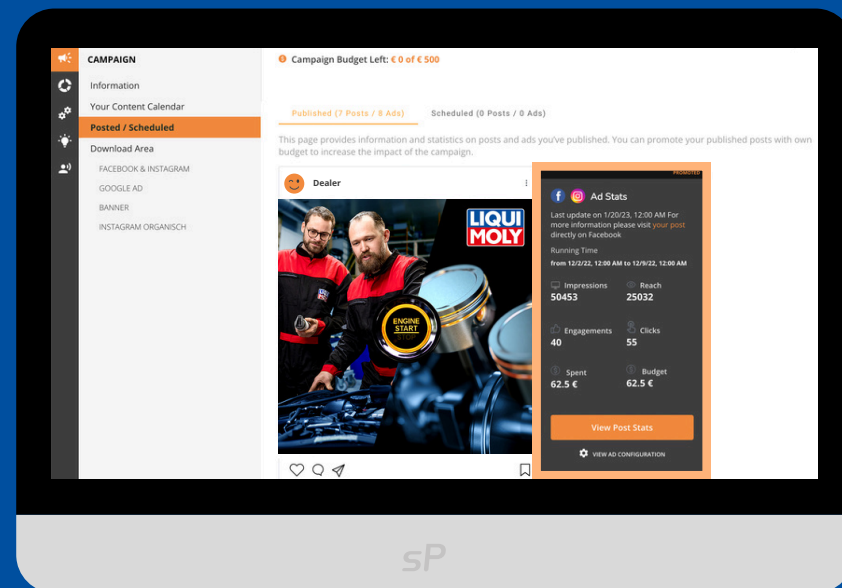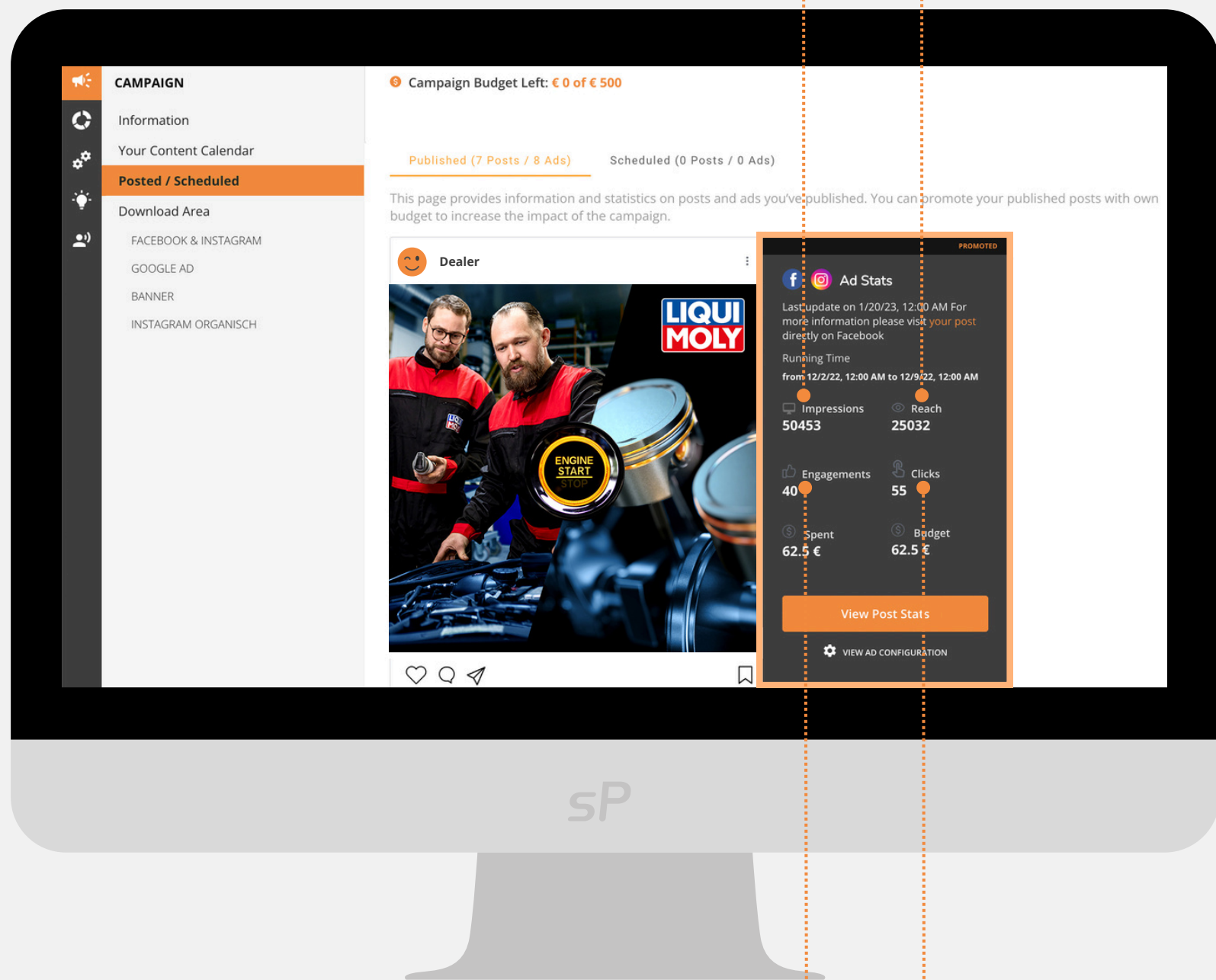
Platform key figures

KPIs:

|	
1. Impressions	Impressions are the number of views or ad impressions of a particular ad
2. Reach	Number of users who can see or access the contributions / postings in their feed
3. Engagements	Interaction and reactions that posts, videos or ads receive from users (likes, shares, comments)
4. Clicks	Number of times ads has been clicked on

Use additional **advertising budget**

1 Select the desired combination of motif / advertising channel in the download area and "Add budget".

2 Set individual parameters (budget*, start, duration and radius) for the ad.

*Advertising budget + 10% management fee

3 Pay securely and easily by credit card using the 3D Secure process.

4 The ad will be published automatically at the scheduled time. All key figures can be viewed in the socialPALS dashboard.
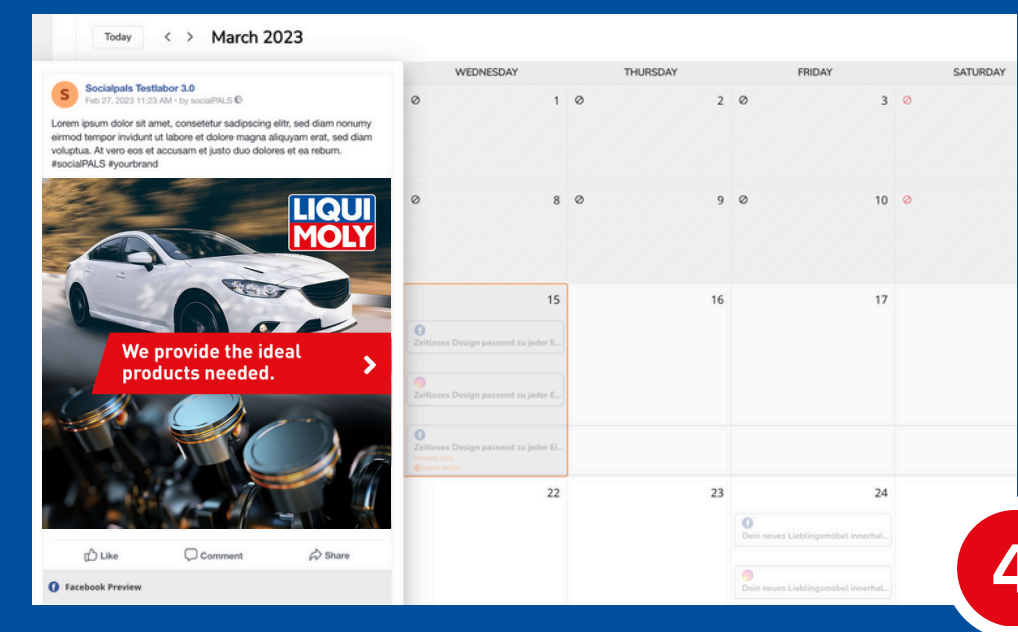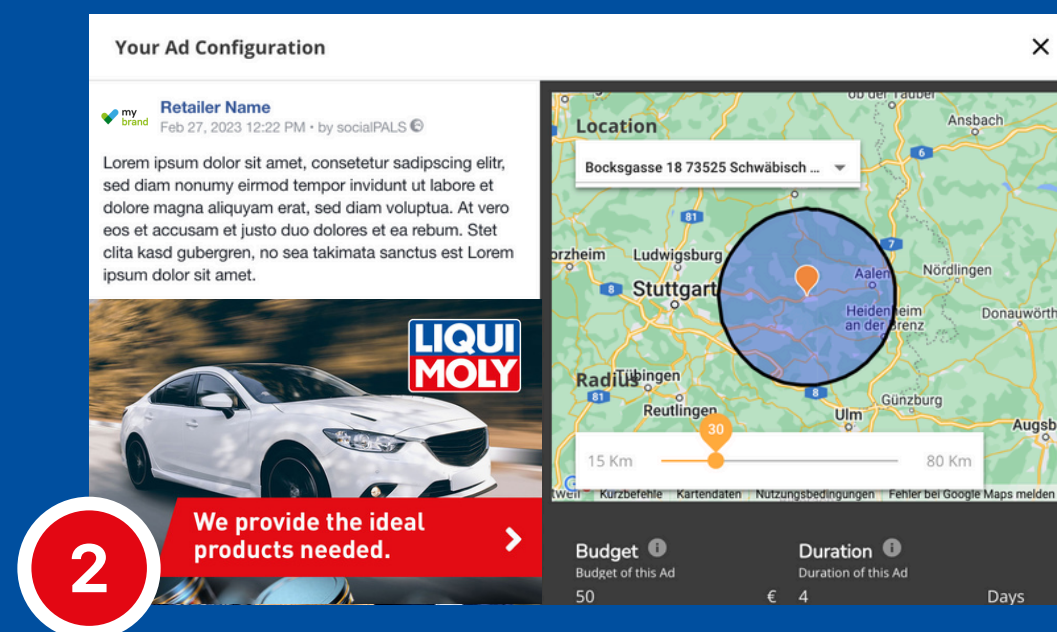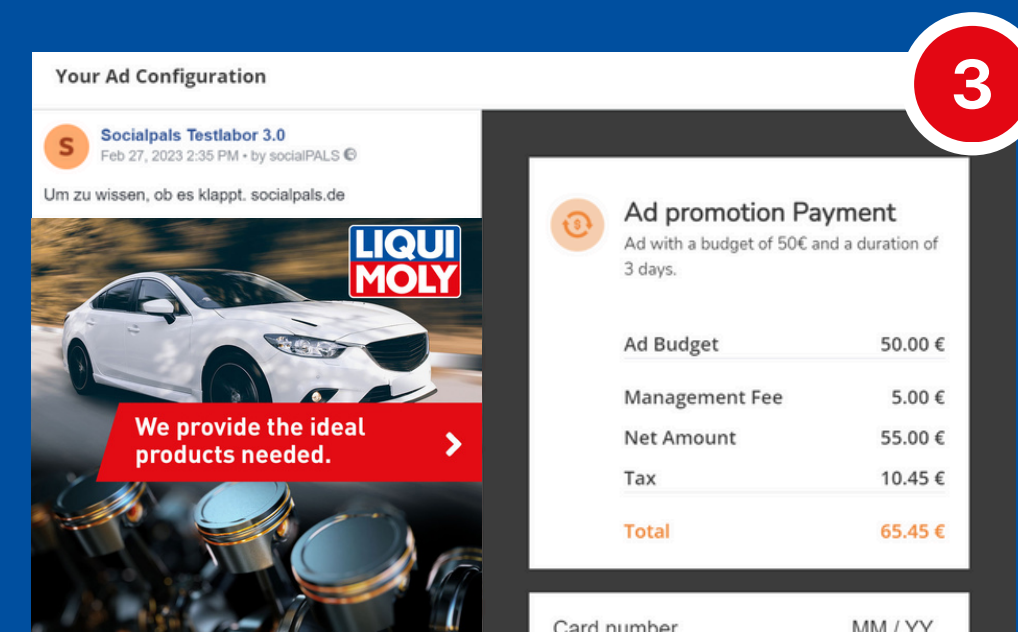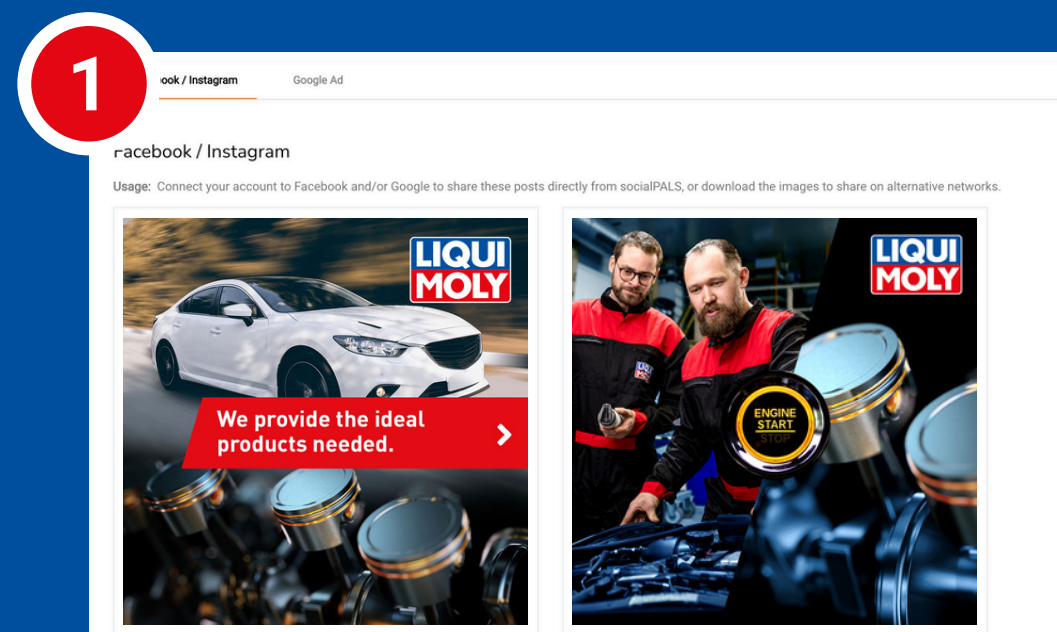
FAQ – Frequently asked question

Am I able to modify the text of the posts and possibly include additional hashtags?

You can change the posts within the platform. If you have a different customer approach as standard on your social media channels, this can be easily customized. You can also add more hashtags or remove the suggested hashtags.

Why can't I link to my own landing page?

You can customize the text and the URL to the campaign landing page for organic posts yourself. Within the ads supported by **Liqui Moly**, you cannot change the URL by default. If you would like to link to your own website in ads, please send us a request. This requires a dedicated campaign landing page for the campaign.

Why can't I replace or add images?

Unfortunately, images cannot be exchanged via socialPALS. The images are predefined by **Liqui Moly** - however, you can find further post suggestions within the content area and schedule them additionally.

Can I change the date of individual posts?

You can change the order of the suggested posts in the content calendar before the campaign starts - within the campaign period. You can also drag and drop the posts and deactivate posts.

Where can I find the evaluation of the performance of my posts via socialPALS?

Under "Published/Planned" you can easily view the performance (e.g. impressions, likes, reach) of your posts and ads.

I need support in using the platform. Who can I contact?

You can reach the socialPALS support team at +49 8024 9016281. The team can help with all questions relating to the platform.