

2026 Dealership Marketing Plan

AutoFire

One page to connect budget, campaigns, lead handling, and sold vehicles.

1. Set the economics

Monthly retail sales target _____

Sales this plan must influence _____

Allowable marketing cost per sale _____

Working media budget _____

Priority inventory / buyer need _____

Buyer promise _____

Campaign brief

Audience and geography _____

Vehicle / offer _____

Proof in the ad _____

Landing page _____

Primary action _____

Owner and launch date _____

2. Give every channel one job

Channel	Job	Destination
Local SEO	Capture nearby demand	Location / inventory
Search ads	Capture urgent demand	VDP / filtered results
Social	Merchandise inventory	VDP / collection
Retargeting	Bring shoppers back	Last vehicle viewed
Email / CRM	Convert known shoppers	Relevant next action

Measurement chain

Campaign → qualified visit → lead → appointment → show → sale → gross

Rules before launch

- ☐ Use one naming and UTM convention.
- ☐ Keep source, vehicle, and campaign on the lead record.
- ☐ Test the form and routing from a real phone.

Weekly scorecard

Review by campaign. Do not let an ad platform grade its own homework.

Measure	Target	Actual
Spend		
Qualified leads		
Appointments set		
Shows		
Sold vehicles		
Cost per sale		
Attributed gross		

Decision: keep, fix, pause, or scale. Write the reason and the next test.

3. Run the 90-day plan

Days 1–30 Fix profiles, inventory data, analytics, lead routing, and landing pages.

Days 31–60 Launch one search test and one inventory-led social or feed test.

Days 61–90 Match leads to sales. Scale what holds up; pause what does not.

Owner / review day _____

Next 30-day test _____

Working rules

- ☐ Send ads to the most relevant live inventory page, not the homepage.
- ☐ Show price, mileage, photos, and offer terms clearly.
- ☐ Assign every lead an owner and a next action.
- ☐ Judge channels by appointments, sales, and gross—not clicks alone.
- ☐ Change one meaningful variable per test.