

# Become an online marketing professional with LIQUI MOLY

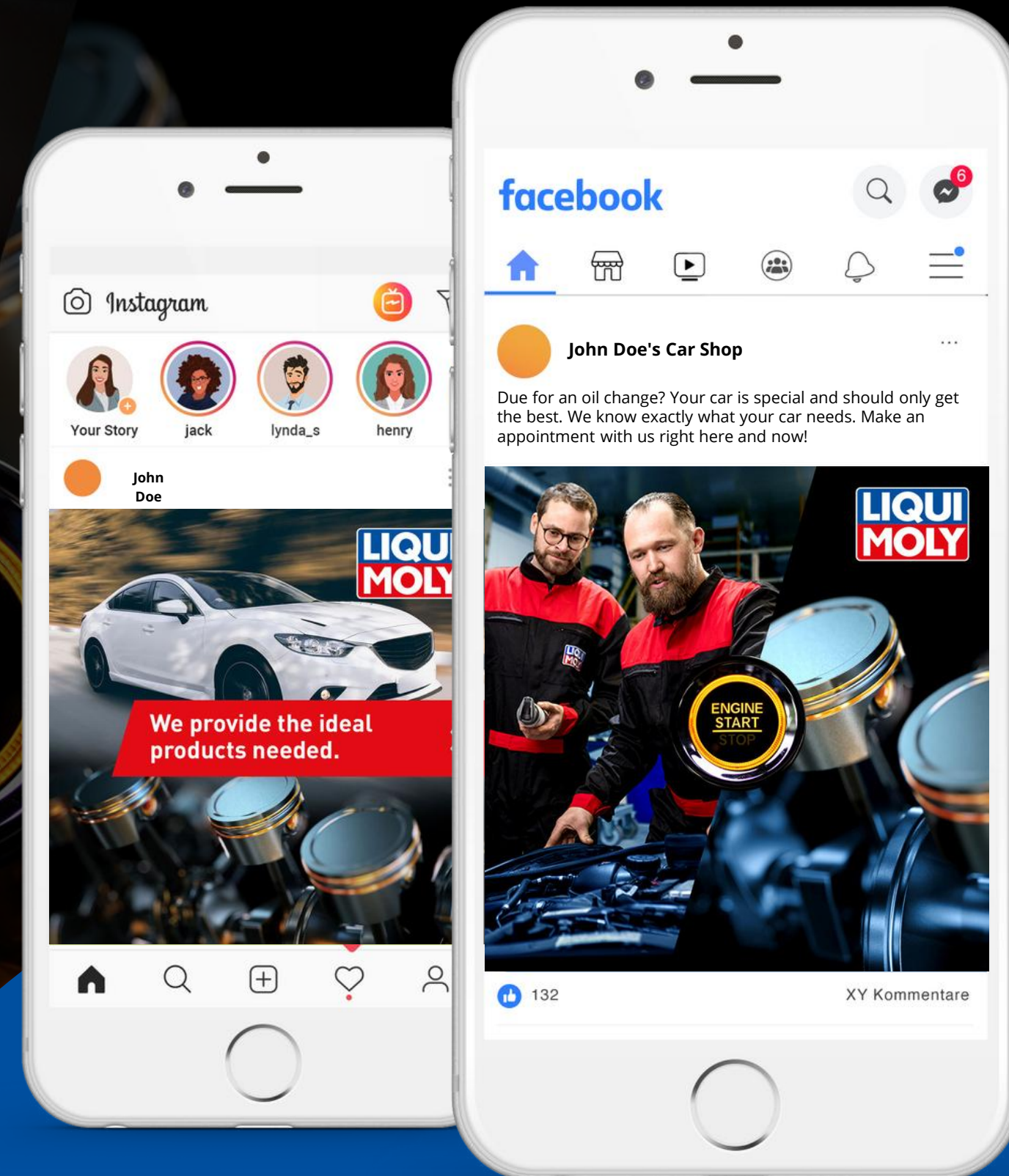
Campaign with landing page

## Secure additional orders and satisfied customers

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

Benefit from our campaigns and register for free.

**Participation free of charge!**







## 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: [Online marketing | LIQUI MOLY](#)

### 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.

**Any questions?  
Contact us!**

**socialPALS GmbH**  
info@socialpals.de  
www.socialpals.de

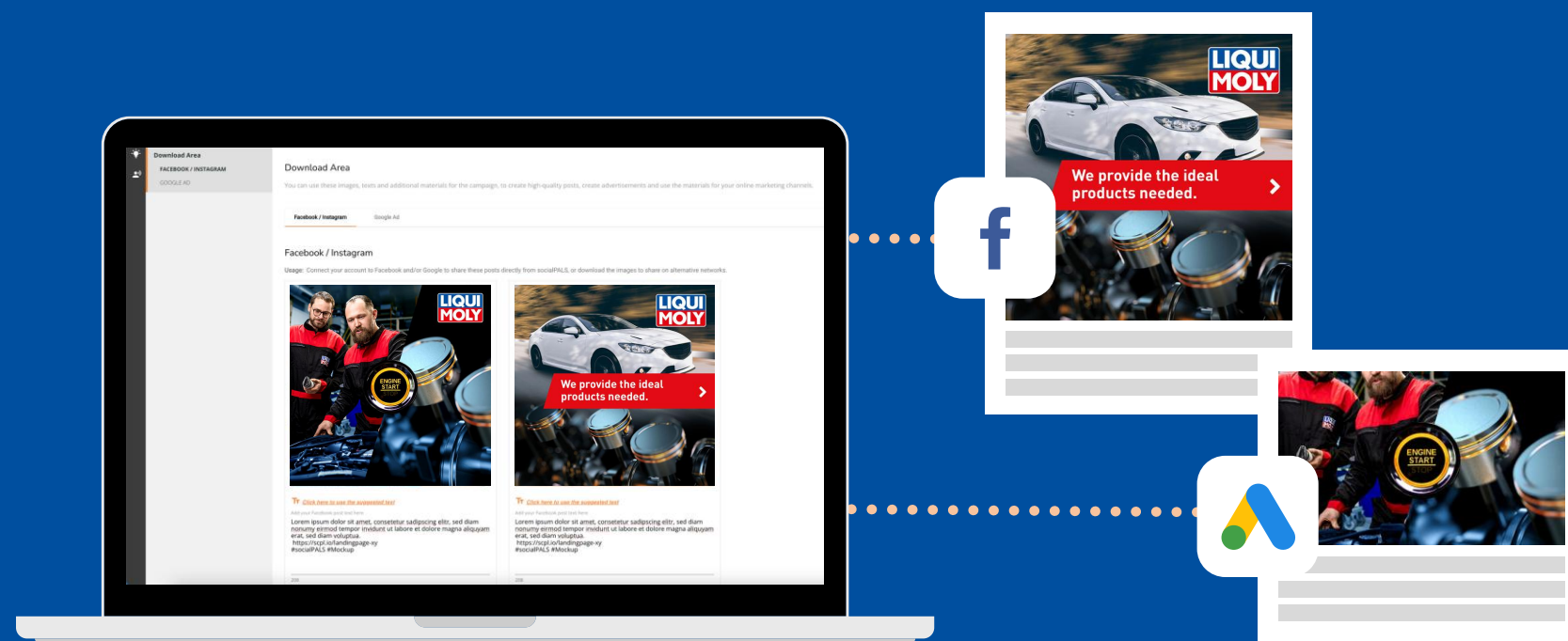
**Oshane Gordon**  
[oshane.gordon@socialpals.de](mailto:oshane.gordon@socialpals.de)  
+49 (0) 8024-9016282

Customer Service Team  
Sydney / Melbourne / Brisbane  
05:00 AM – 11:00 AM and 04:00 PM – 02:00 AM  
Adelaide / Darwin  
04:30 AM – 10:30 AM and 03:30 PM – 01:30 AM  
Perth

You can find **more contacts**  
in our [dealer help area](#).

# 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

The registration process is shown as a four-step flowchart. Each step is represented by a red header and a white content area. Step 1: '1. enter company data' includes a form for 'Company Information' with fields for Company, VAT Number, Currency, Store Name, Address, Zip code, City, Country, and Sector. Step 2: '2. specify contact person' includes a form for 'Contact Information' with fields for Title, First name, Last name, Email, and Telephone. Step 3: '3. enter info, Facebook link\*' includes sections for 'Google Integration', 'Social Links', 'Facebook & Instagram Integration', and 'LinkedIn Integration'. Step 4: '4. upload logo' includes a 'Logo' section with aspect ratio options (1:1 and 4:1) and a 'Drag & drop or click here to upload your logo image' area. Arrows indicate the flow from step 1 to 2, and from 2 to 3, and from 3 to 4.




## socialPALS customer support

- Live Chat
- Email
- Phone

# LIQUI MOLY campaign overview 2026




16.02. - 29.03.  
**Oil Change**



31.08. - 11.10.  
**Additives**

JAN	FEB	MÄR	APR	MAI	JUN	JUL	AUG	SEP	OKT	NOV	DEZ
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----



20.04 - 31.05.  
**Additives**



26.10. - 06.12.  
**Oil Change**





## 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 16, 2026 – March 29, 2029

- Don't you have a socialPALS account yet? [Sign up now](#)
- You already have a socialPALS account? [Log in now](#)
- Code: oil26-1-AUS



## Additives

Struggling with rough engine performance, power loss, or increased fuel consumption? We've got the solution! Boost your sales and keep your customers satisfied with our Additive Campaign! We provide you with the perfect tools to showcase the benefits of our products on social media—helping you attract more customers and drive profitable additional business. Don't miss out on this opportunity!

### Communication period: April 20, 2026 – May 31, 2026

- Don't you have a socialPALS account yet? [Sign up now](#)
- You already have a socialPALS account? [Log in now](#)
- Code: add26-1-AUS



## Additives

Struggling with rough engine performance, power loss, or increased fuel consumption? We've got the solution! Boost your sales and keep your customers satisfied with our Additive Campaign! We provide you with the perfect tools to showcase the benefits of our products on social media—helping you attract more customers and drive profitable additional business. Don't miss out on this opportunity!

### Communication period: August 31, 2026 – October 11, 2026

- Don't you have a socialPALS account yet? [Sign up now](#)
- You already have a socialPALS account? [Log in now](#)
- Code: add26-2-AUS



## Oil change

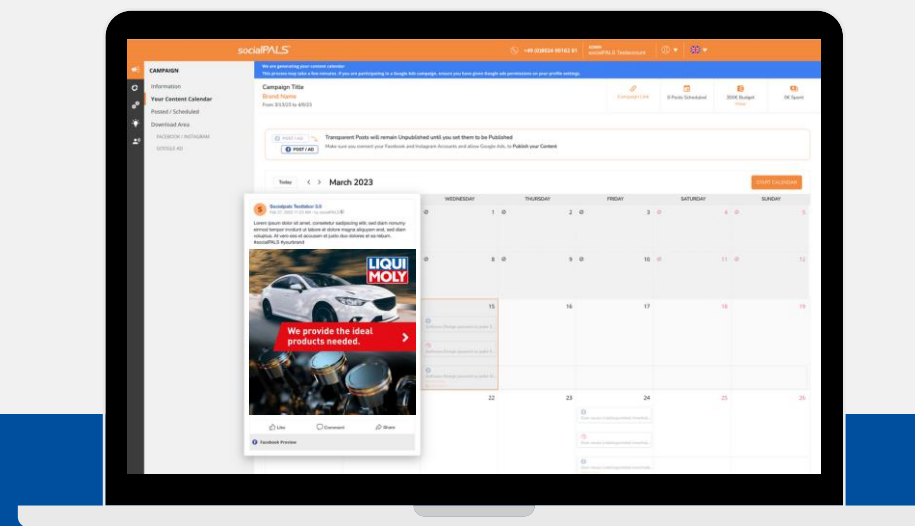
Secure additional oil change orders and satisfied customers! With our oil change campaign, we provide you with the complete toolkit to precisely target your customers on social media, convincing them of the benefits of regular oil changes. This way, you'll receive more appointment inquiries and more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

### Communication period: October 26, 2026 – December 6, 2026

- Don't you have a socialPALS account yet? [Sign up now](#)
- You already have a socialPALS account? [Log in now](#)
- Code: oil26-2-AUS

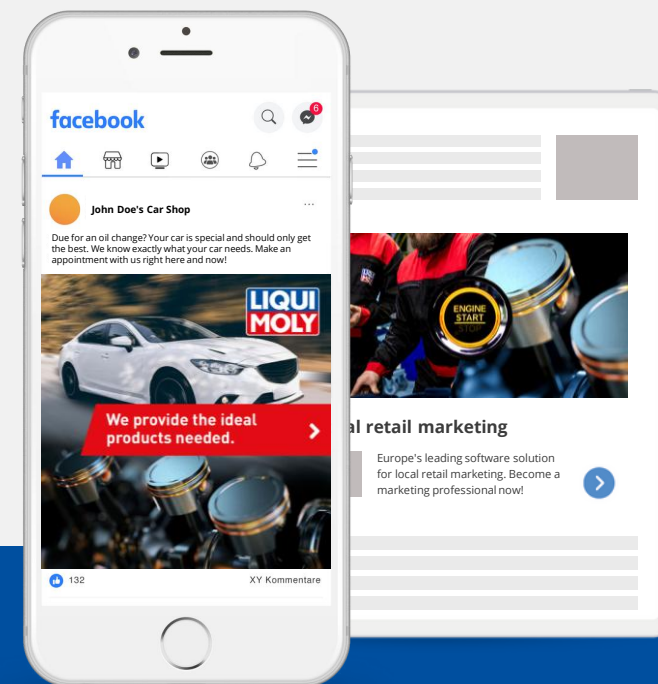
# Your communication package at a glance

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



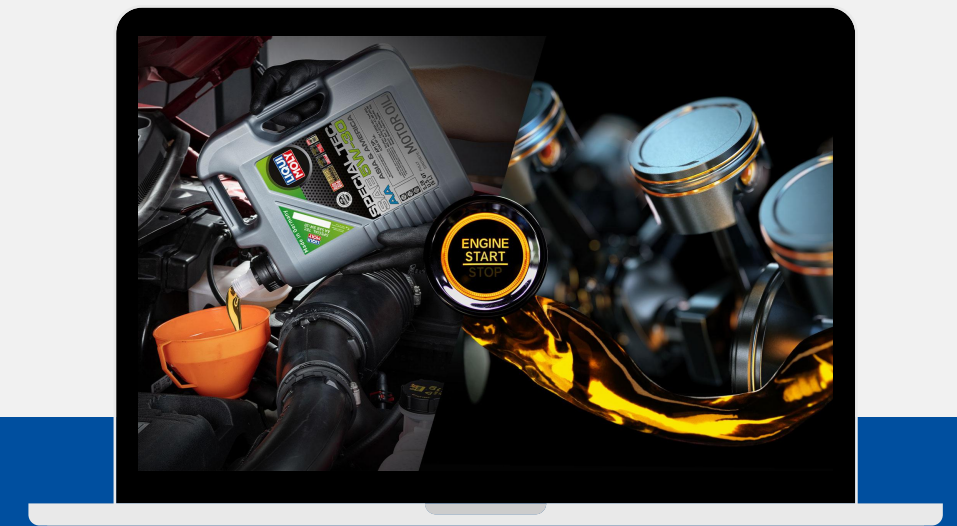
## 1. content calendar

**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

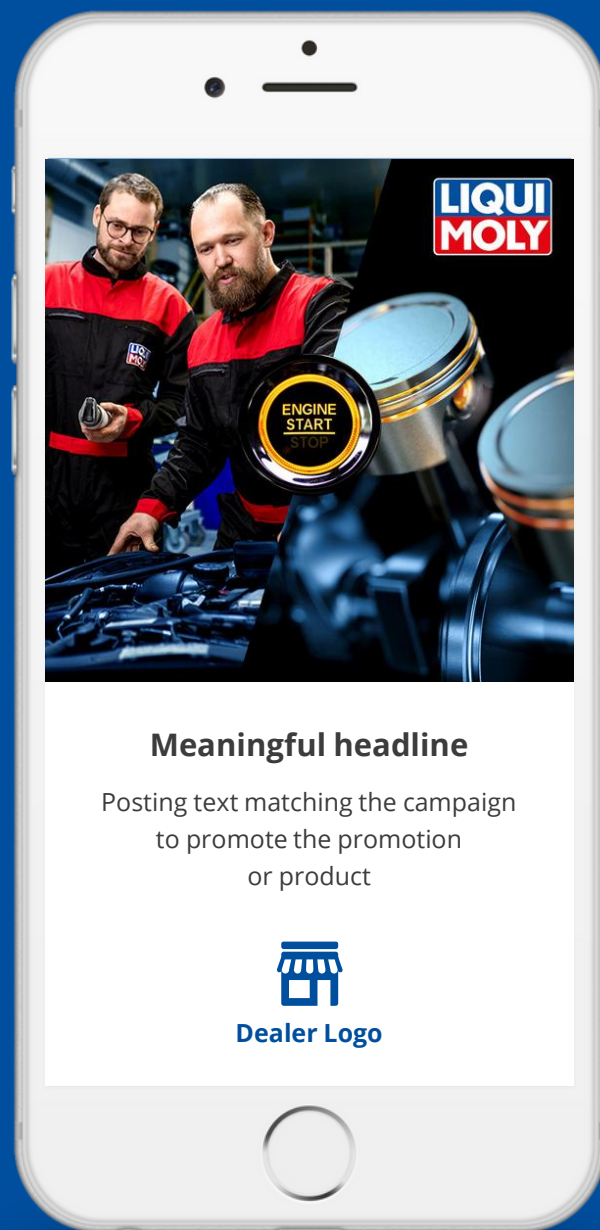
**Step 2:** The brand messages are automatically posted on your social media profiles at the scheduled times. (Currently: LinkedIn, Google Ads, Facebook and Instagram)



## 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.





*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**

Sydney / Melbourne / Brisbane **05:00 AM – 11:00 AM** and **04:00 PM – 02:00 AM**

Adelaide / Darwin **04:30 AM – 10:30 AM** and **03:30 PM – 01:30 AM**

Perth **03:00 AM – 09:00 AM** and **02:00 PM – 12:00 AM**

or via mail to: [oshane.gordon@socialpals.de](mailto: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.

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}}

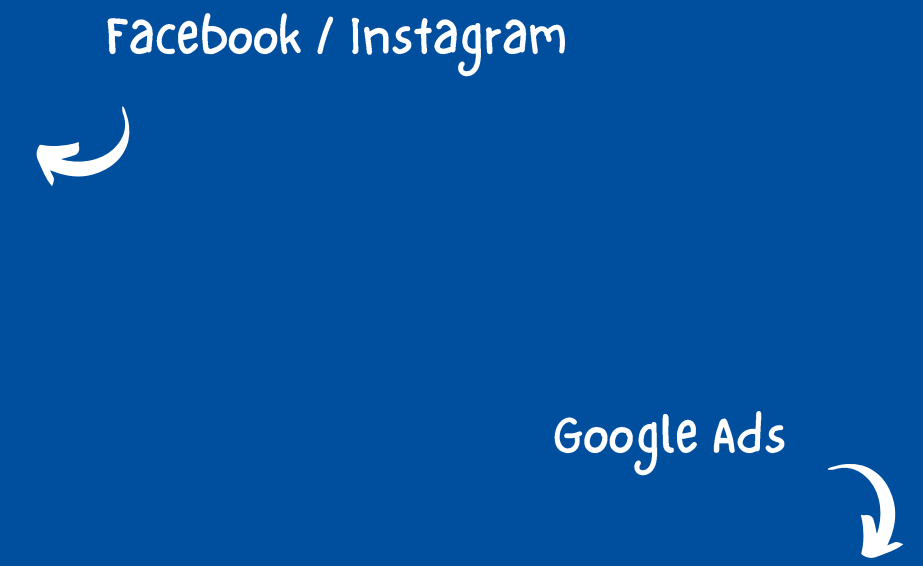
Due for an oil change? Your car is special and should only get the best. We know exactly what your car needs. Make an appointment with us right here and now! {{unique-campaign-url}}

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}}



**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.

The screenshot displays the socialPALS dashboard for a LIQUI MOLY campaign. The interface is divided into three main sections:

- Left Sidebar (Step 1):** A navigation menu with options: Information, Your Content Calendar, Posted / Scheduled (highlighted), Download Area, FACEBOOK & INSTAGRAM, GOOGLE AD, BANNER, and INSTAGRAM ORGANISCH.
- Main Content Area (Step 2):** Shows campaign details for "Dealer". It includes a "Campaign Budget Left: € 0 of € 500" indicator, a status bar for "Published (7 Posts / 8 Ads)" and "Scheduled (0 Posts / 0 Ads)", and a post preview featuring a LIQUI MOLY advertisement with a car engine. A "View Post Stats" button is visible on the post.
- Right Sidebar (Step 3):** A detailed "Ad Stats" panel for the selected post. It provides the following data:
  - 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 €A "View Post Stats" button and a "VIEW AD CONFIGURATION" link are also present.

Three orange circles with numbers 1, 2, and 3 are positioned below the dashboard, connected by dotted lines to the corresponding steps in the interface.



# Explanation Google & Meta

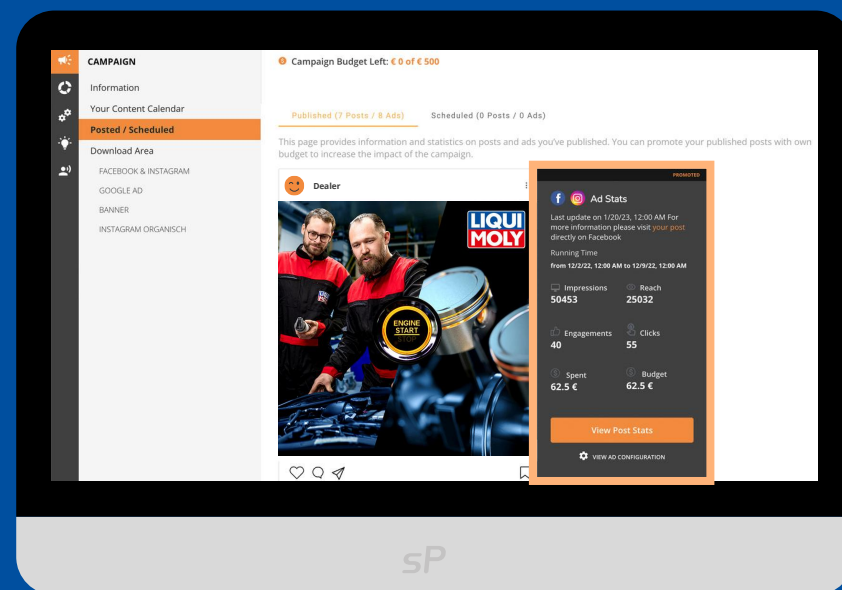
<p><b>Facebook / Instagram Ads</b></p>	<p>An advertisement supported by a Facebook/Instagram advertising budget is also labeled as a "Sponsored Post."</p>
<p><b>Google Display Ads</b></p>	<p>Display advertisements in the form of banners across the entire Google network (over 2 million websites and apps).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



**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.

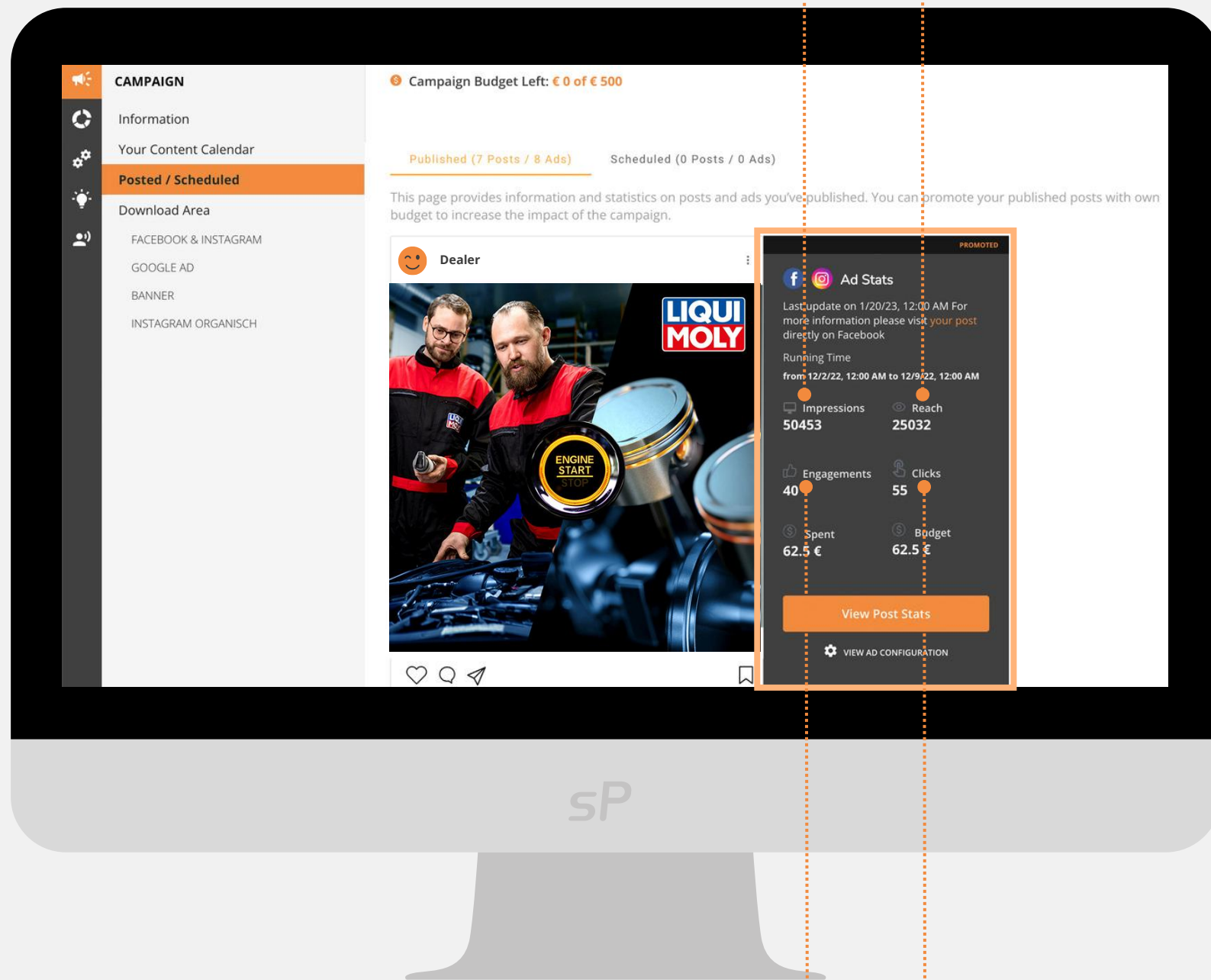


1.

2.

3.

4.



# Platform key figures

## KPIs:

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

# Use additional advertising budget

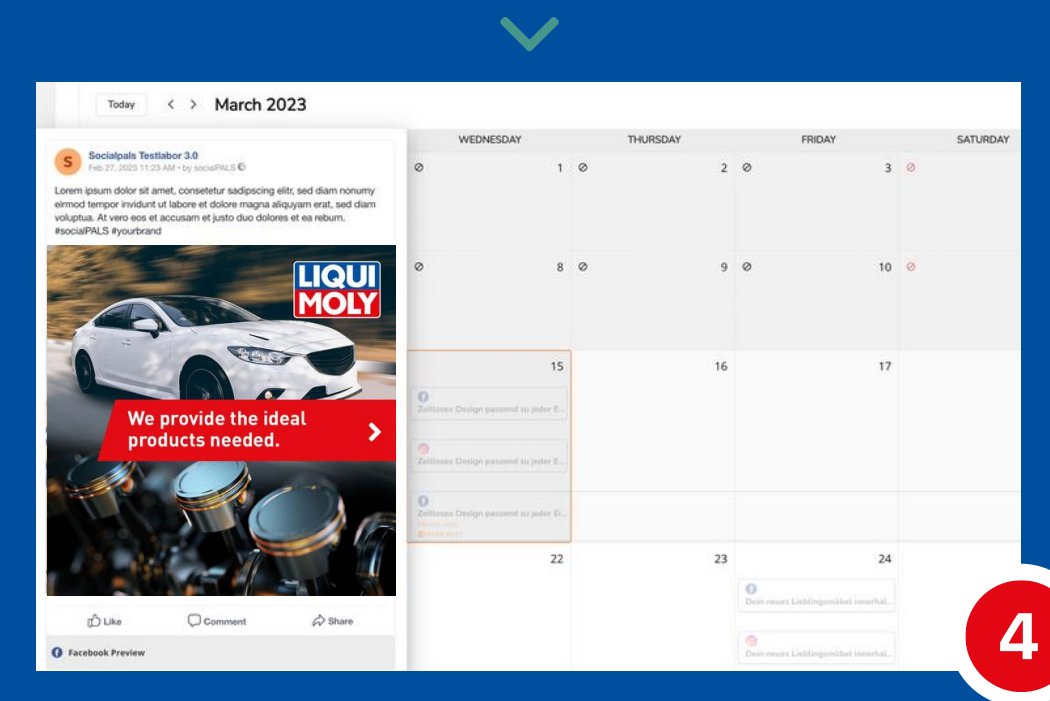
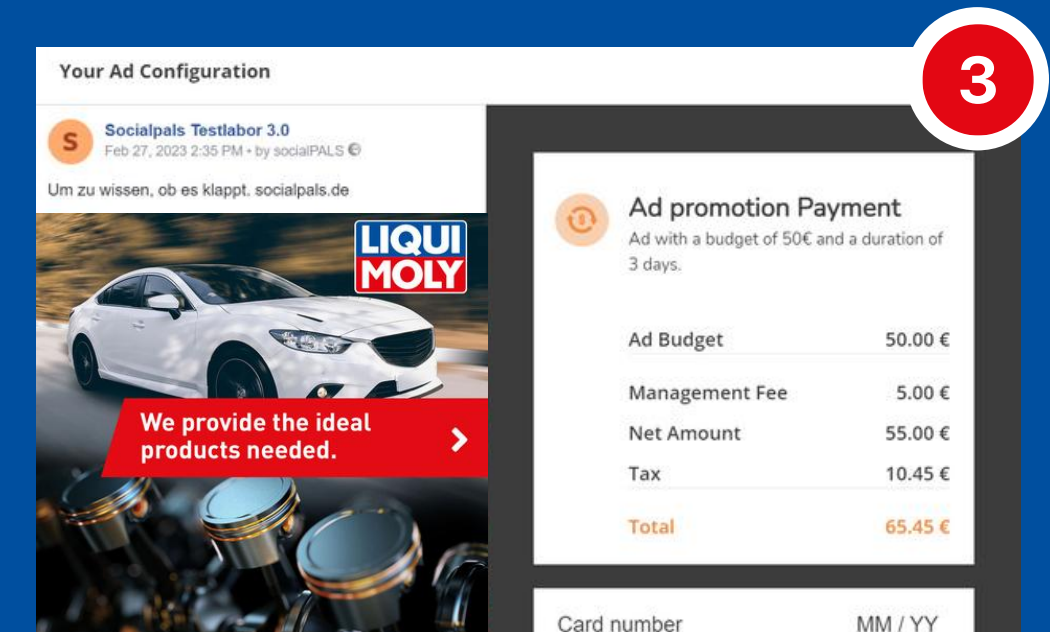
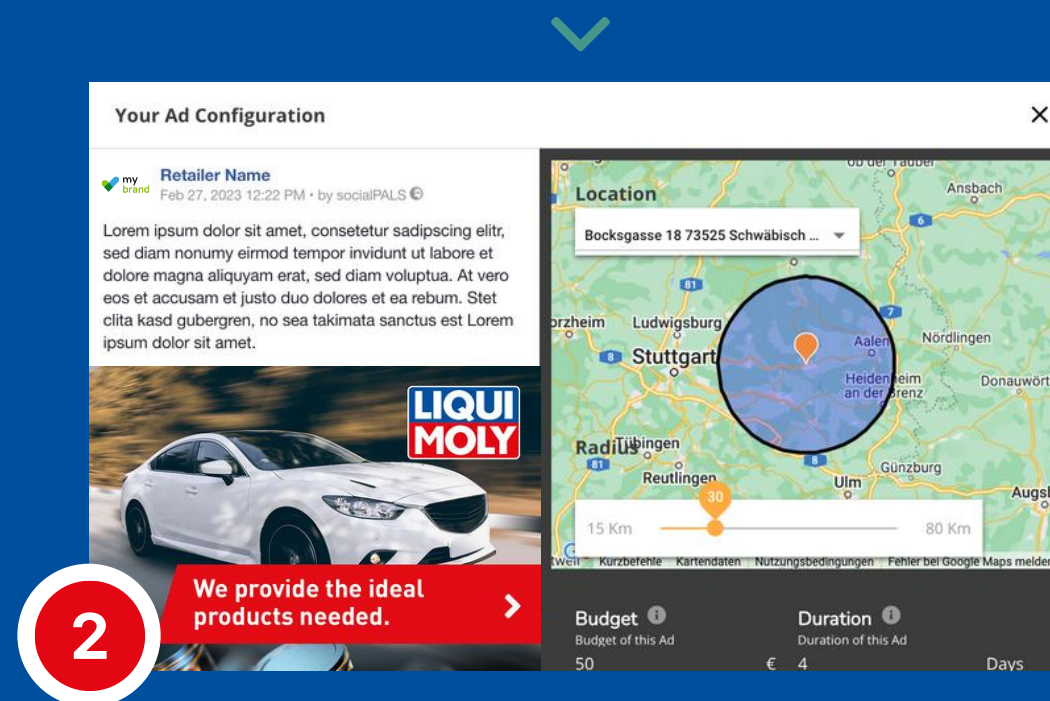
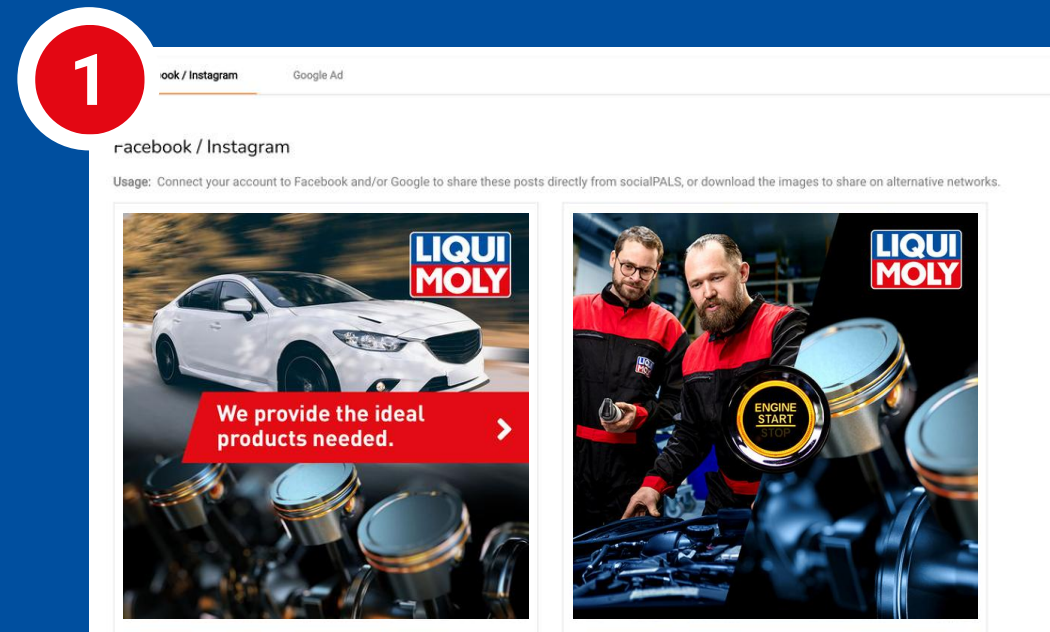
**1** Select the desired combination of motif / advertising channel in the download area and "Add budget".

**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.

