

oil change campaign

Communication period

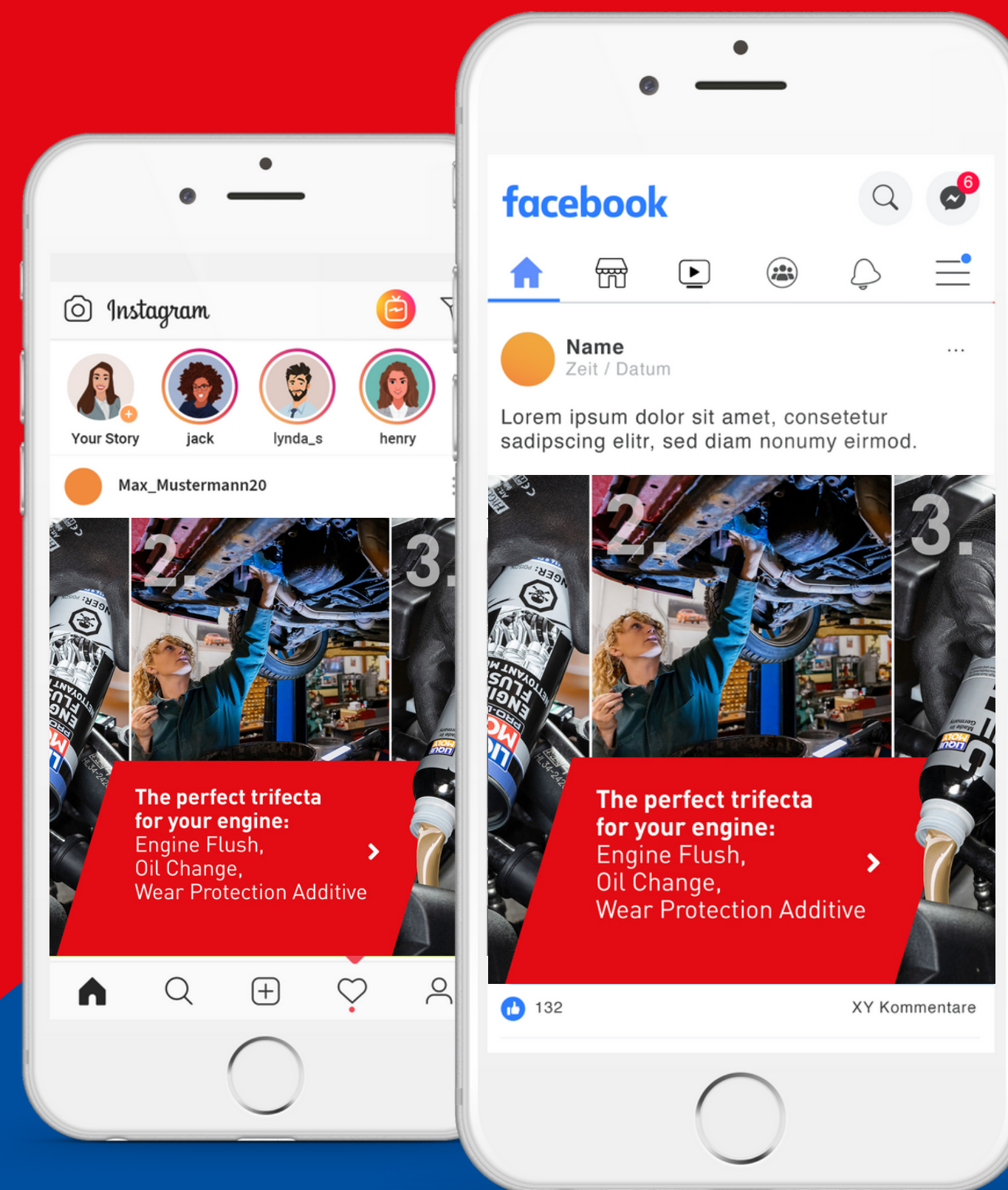
10/16/2023 – 11/12/2023

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.

All you have to do is:

One time registration on the socialPals Platform.
Click on the link and you are on your way.

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.

You can reach your local target group via:



Facebook
(Content calendar)



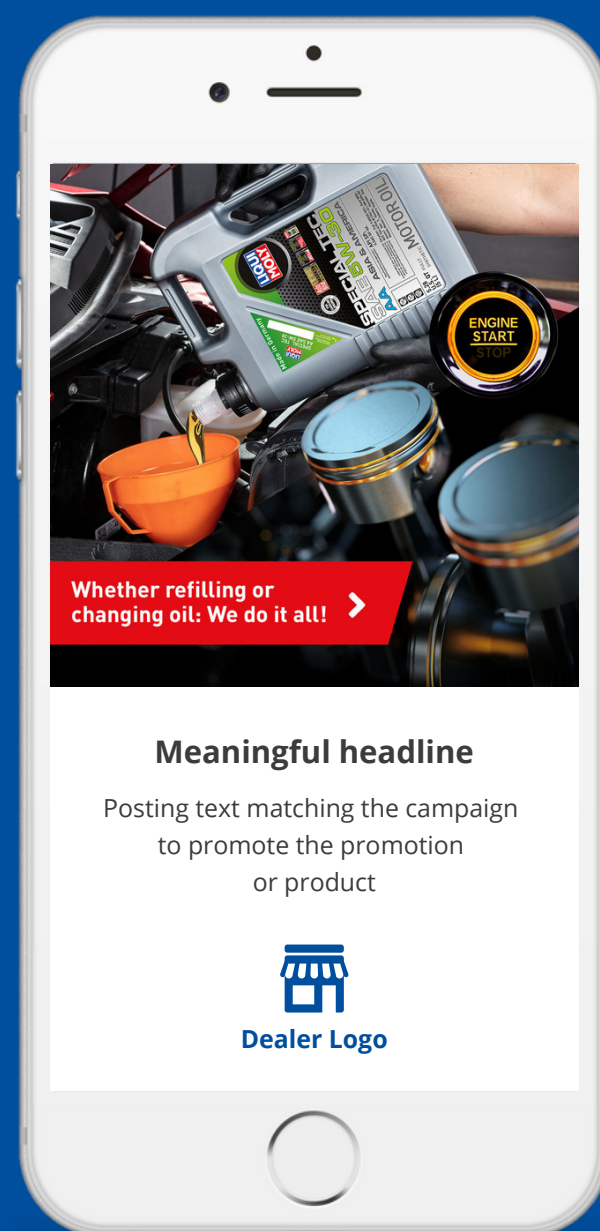
Google Display



Instagram
(Content calendar)



Landingpage



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 the **brand**



Campaign participation in just one click



Free online advertising budget from **LIQUI MOLY**



Local targeting reaches target groups around the location



Customised landing page leads customers to specialist shops



Personal socialPALS support

Your communication package at a glance

With a socialPALS campaign, you can reach many interested end customers directly in your local area!

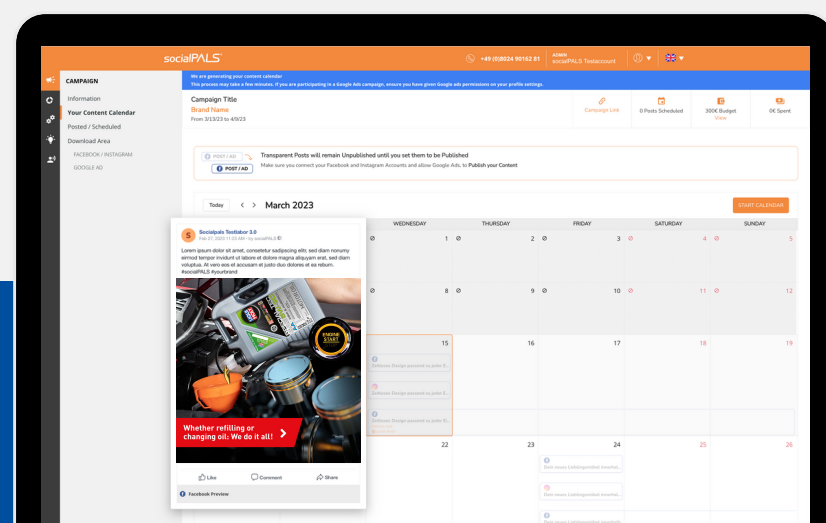
socialPALS Platform
– Content Calendar –



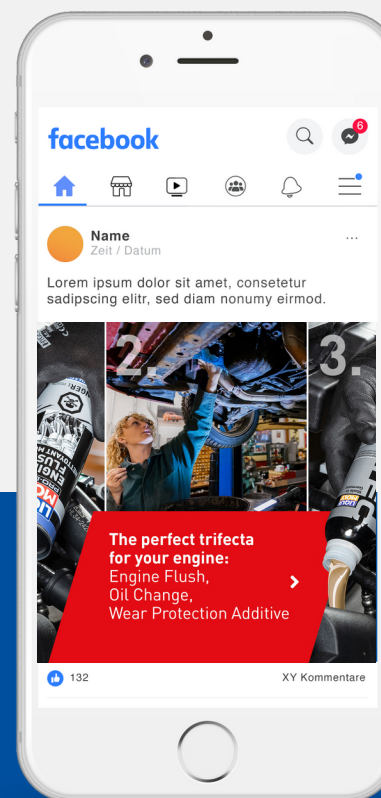
Social Media
Posts & Ads



Customised
landing page



Confirm your content calendar with just one click and start the campaign.



Posts and ads automatically appear on your social media profiles at the scheduled time.



A customised campaign landing page displays your logo, a contact form and provides directions to your location via Google Maps.

Use additional advertising budget

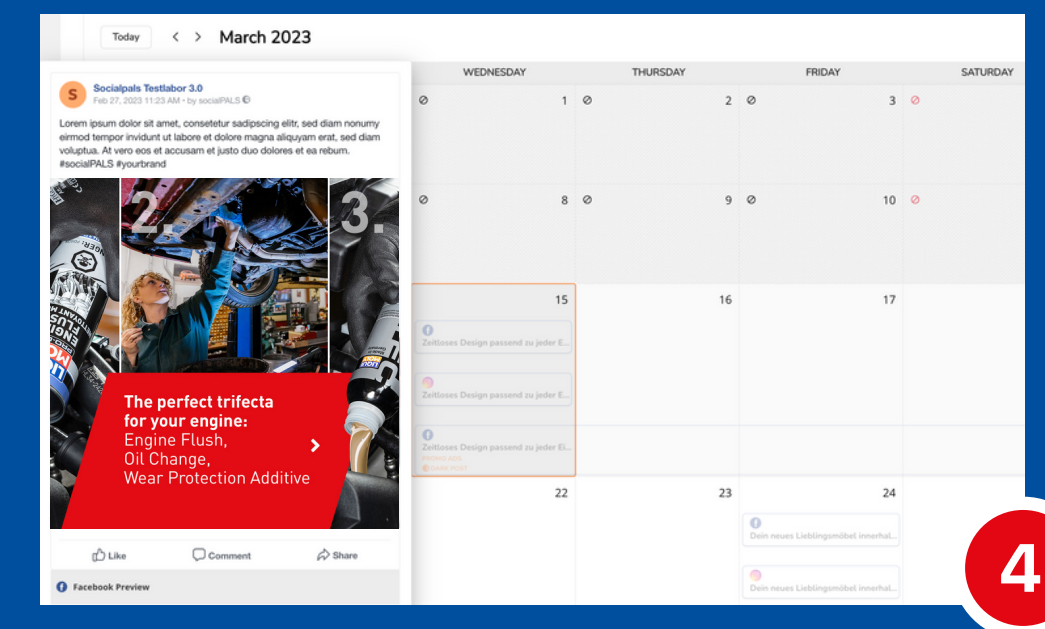
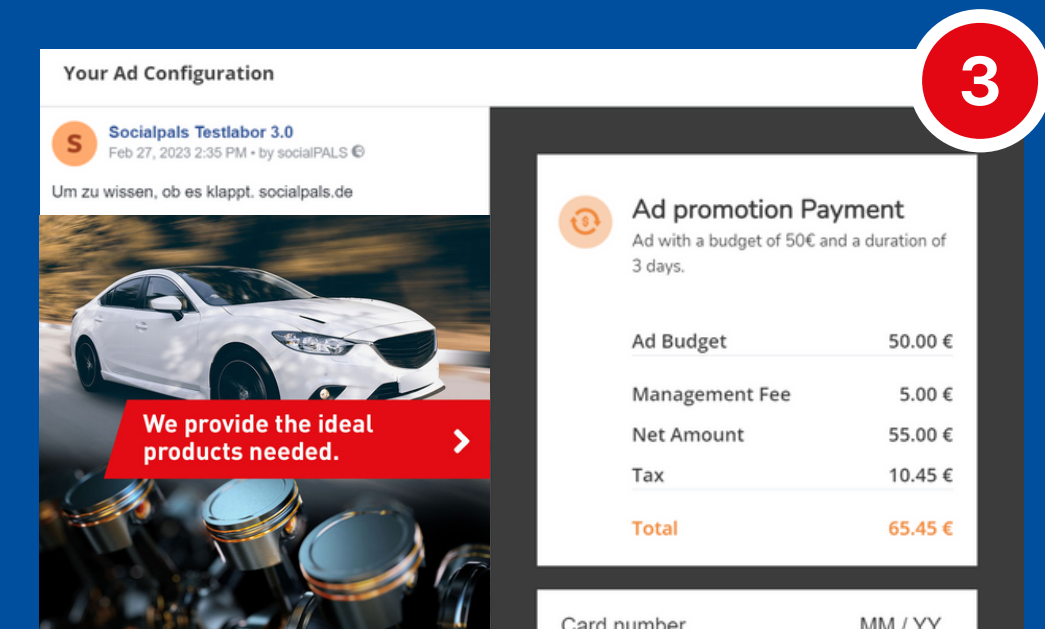
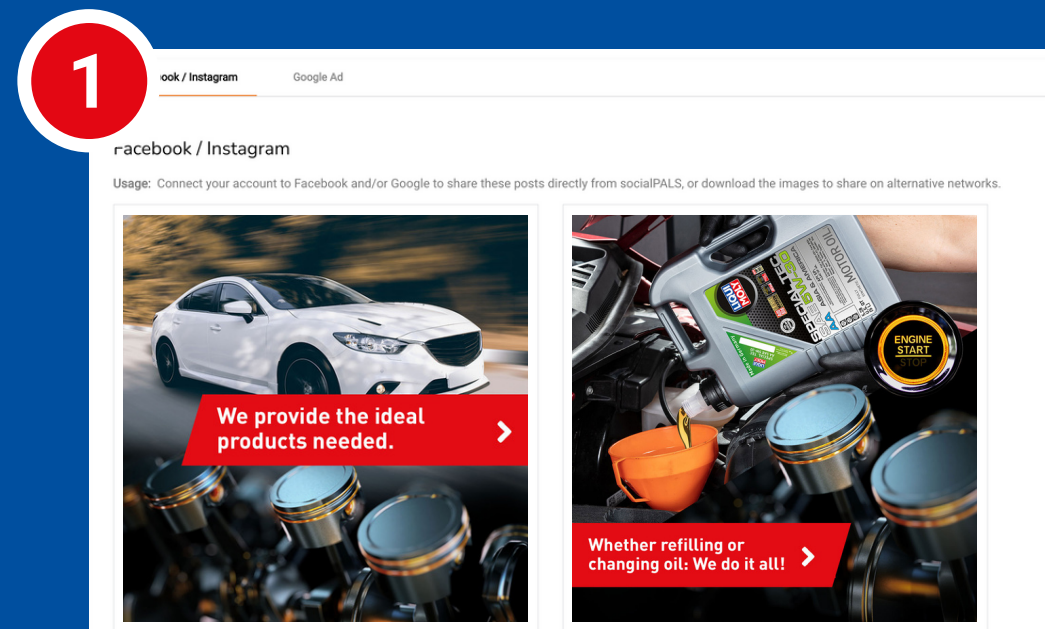
1 Select the desired combination of motif / advertising channel in the download area and "Add budget".

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.



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 in past campaigns 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 * VAT Number * Currency *
Legal company name

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

Google Ads

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

☒ Start promoting with Google Ads

Facebook & Instagram Integration

☒ Connect Your Accounts

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

☐ I do not have a Facebook Page

LinkedIn Integration

☒ Connect your LinkedIn account

Manage and publish LinkedIn posts directly on the socialPALS platform

Social Links

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

Website https:// Website

Twitter username

Instagram username

Blog URL https:// Blog URL

Other

Mailing

Privacy Policy Link

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

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 Aspect Ratio 4:1 Aspect Ratio

Drag & drop or click here to upload your logo image.

The following file types are supported, up to a maximum of 10485760. PNG, JPG

Unsupported Logo Files



socialPALS customer support

- Live Chat
- Email
- Phone

Create an account and participate!



Participation for newcustomers

Register now and create a dealer account. Quick and easy at:

<https://app.socialpals.de/invite/oc2023>



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.

Invitation code:

[oc2023](#)

**Any questions?
Contact us!**

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Customer Service Team
- until 12PM ET
(838) 384-8852
(813) 344-4019

You can find **more contacts**
in our **dealer help area**.