



Facebook tools to help your business reemerge

Facebook remains committed to supporting the global response to the COVID-19 pandemic. As you think about your dealership's online sales strategies during this time, consider some of the following to get the most out of Facebook's features.

Create a polished online storefront with Marketplace listings

Facebook Marketplace is a great way to list your inventory where people are already shopping for vehicles. Keep in mind the following best practices to ensure your listings stand out:

- Provide as many high quality photos as possible
 - Listings with 15-20 photos tend to perform better (you can include up to 50)
 - Photo resolution should be 960x720 or greater
 - Only include images of the car itself
 - Don't hide any imperfections—clearly show any damage or excessive wear
 - Don't add any brand/dealership overlays or graphics
 - Be sure to capture all angles of the vehicle, with the following angles. For guidance, follow these steps:
(1) Front 3/4 angle, (2) Cockpit, (3) Side, (4) back, (5) interior, (6) dents, dings & excessive wear, (7) Engine, (8) Wheels
- Consider uploading videos on your listings, which enable you to create more immersive customer shopping experiences

