

MARKVILLE



CHINESE DIGITAL
MARKETING REPORT

FEBRUARY 2025 PERFORMANCE OVERVIEW



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Introduction

February marked a strong push in Markville Ford's digital marketing efforts across Redbook, WeChat groups, Facebook Ads, and GDN campaigns. Each channel played a key role in driving brand awareness, customer engagement, and lead generation.

Redbook marketing focused on enhancing brand credibility among automotive enthusiasts, while WeChat group promotions strengthened connections with the Chinese-speaking community.

Meanwhile, Facebook Ads and GDN campaigns aimed to maximize visibility, clicks, and conversions, ensuring an effective return on investment.

This report provides a concise performance analysis of each channel, highlighting key insights, campaign effectiveness, and areas for improvement. Based on data-driven results, we also outline actionable recommendations to optimize future marketing strategies and enhance lead acquisition.

Facebook & Instagram Marketing - Campaign 1

Awareness Campaign

CHINESE TARGETING

Campaign	Delivery	Bid strategy	Results	Reach	Impressions
Feb.2025_Markille Ford_awareness 2025 [Special Ad Categories]-15mil	Completed	Highest volume	27,111 Reach	27,111	41,757
Results from 1 campaign			27,111 Reach	27,111 Accounts Cent...	41,757 Total

High Reach & Awareness

- The campaign successfully reached 27,111 unique users, which is strong for an awareness-focused campaign.
- This indicates the ad was effectively distributed to a large audience within the specified targeting parameters.

Impressions vs. Reach (Ad Frequency)

- Impressions (41,757) vs. Reach (27,111) means the average frequency per user is ~1.54 (each user saw the ad about 1.5 times).
- A frequency of 1.5 is relatively low for brand recall. By continuously running awareness campaigns every month, brand retention will improve.

Awareness vs. Engagement

- Since this was an awareness campaign, the goal was to maximize reach rather than generate immediate conversions. Its primary purpose was to engage the target audience largely and enhance brand recognition.

Facebook & Instagram Marketing - Campaign 2

Lead Campaign

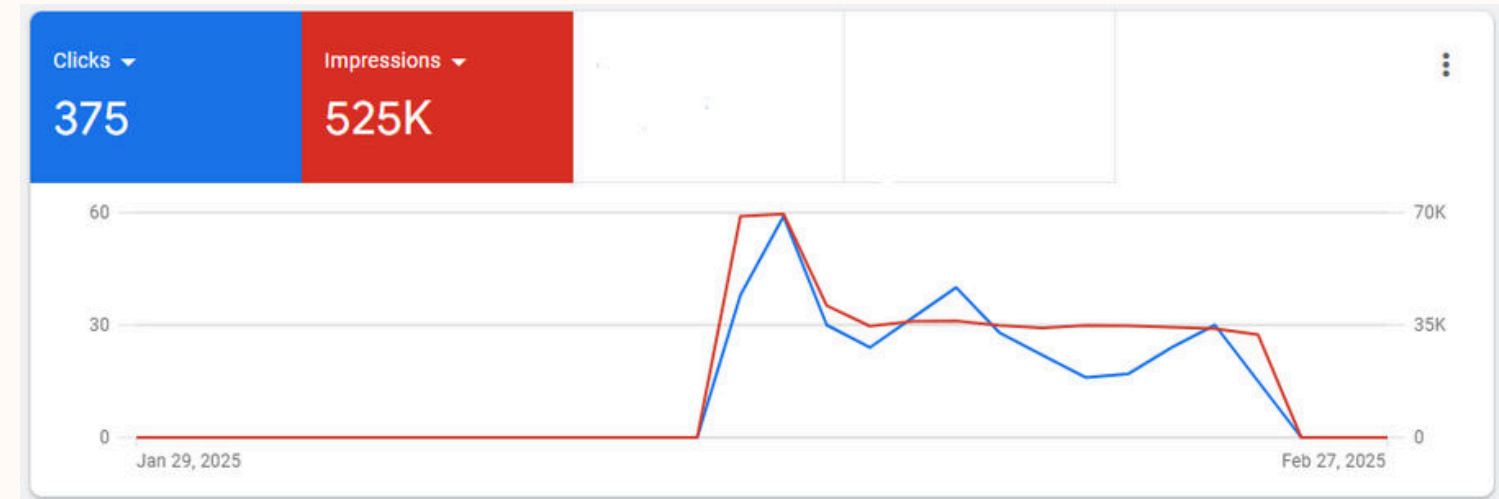
CHINESE TARGETING

Campaign	Delivery	Results	Reach	Impressions
Feb. 2025 Markille Ford Leads 2025 [Special Ad Categories]-15mil View charts Edit Duplicate Compare	Completed	9 Facebook leads	6,135	19,937
Results from 1 campaign		9 On-Facebook Leads	6,135 Accounts Cent...	19,937 Total

The campaign successfully reached over 6,000 potential customers with a decent impression frequency of 3.25 times per user. Lead generation (9 leads) was within the expected range for the limited budget. However, with continuous optimizations and strong ad offers each month, lead acquisition can improve, and ROI can be maximized over time."

Google Display Marketing

CHINESE TARGETING



High Reach & Awareness

- The campaign successfully delivered 525,000 impressions in February, which is strong for an awareness-focused campaign.
- This indicates that the ad was effectively distributed to a large audience within the specified targeting parameters. With 375 clicks, there was a level of interest in the deals offered in February. By continuously optimizing the campaign each month, brand recognition can improve over time, leading to higher engagement and more clicks. Additionally, offering better deals each month can further drive engagement and increase click-through rates.
- Since this was a brand awareness campaign, the primary goal was to maximize reach rather than generate immediate conversions. Delivering over half a million impressions to the Chinese audience was a great achievement, as it helps establish familiarity with the dealership. Over time, this brand recognition can translate into organic searches and sign-ups as Chinese customers become more aware of and trust the dealership.

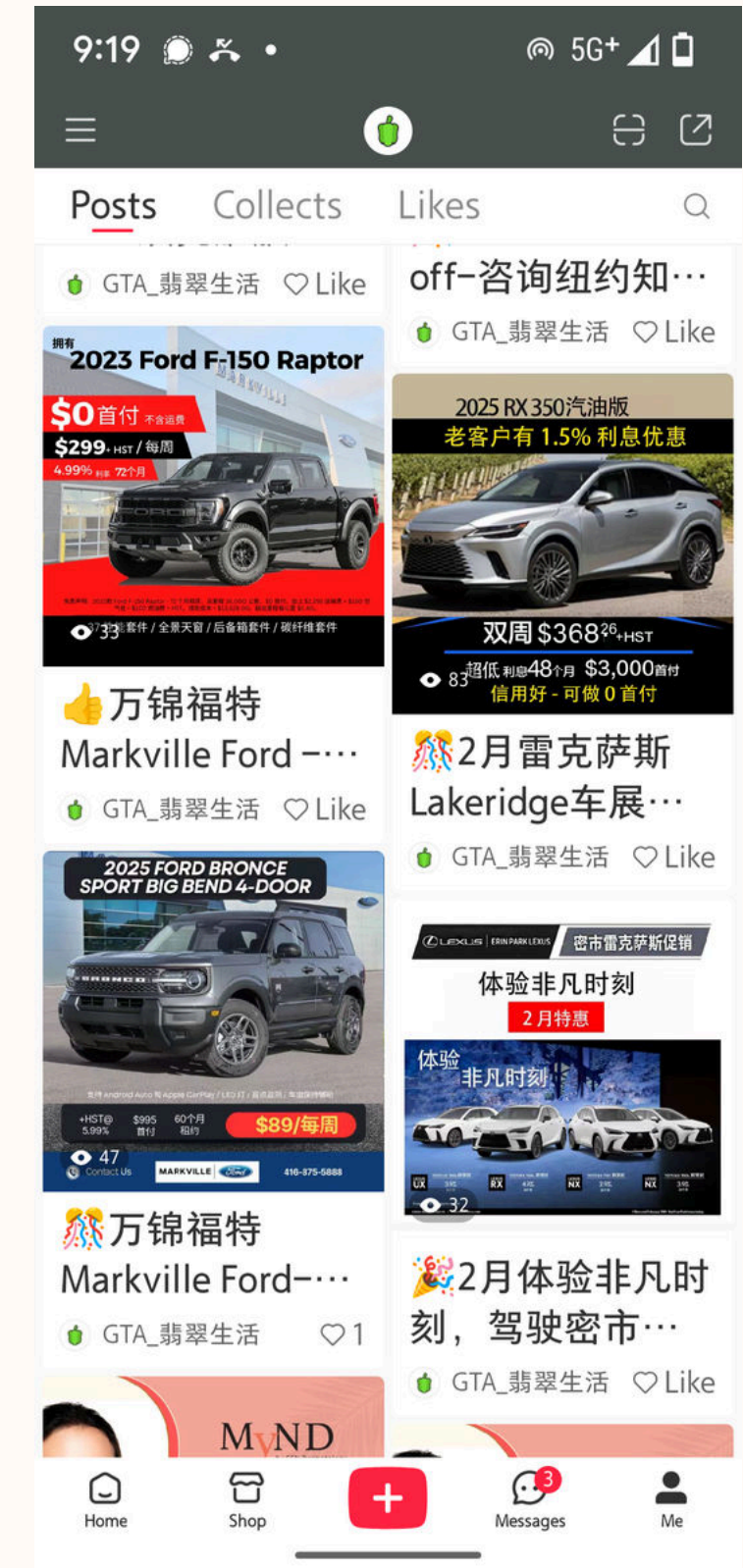
WeChat Moments & Group Marketing

WeChat marketing was conducted through 500 group ad posts and 20,000 friend moments featuring picture ads and ad posts.



RedBook Marketing

REDBOOK marketing was conducted through multiple accounts, promoting different deals several times throughout February



T H A N K Y O U



FOR REVIEWING FEBURARY MONTH'S DIGITAL MARKETING REPORT.

