

# THE COMPLETE CHECKLIST FOR

PUBLISHING  
YOUR MONTHLY  
SPECIALS ON  
YOUR WEBSITE  
AND MORE



# Drive Your Success With Website Specials



At AutoSweet, we've got posting specials down to a science. It's critical to follow a process when posting to your website so you're fast and accurate. This matters even more when you're posting to multiple channel like Google Ads, Facebook and traditional media like radio. Just imagine the mess if what's on your website doesn't match what someone sees in a digital ad—confusion, loss of trust and probably lost sales.

That's where our guide comes in handy: it's your go-to for posting specials fast, making sure everything's accurate, and keeping it consistent across the board. Keep it close whenever you're posting, and you'll never miss a chance to boost sales and keep your business rolling.

*Chris Lentz*





## Gather Your Information:

Publishing your specials must be done quickly and accurately. The faster you are, the more leads you'll see.

### What Do I Need?

- Current OEM incentives
- Creative direction/theme planned
- Assets/photos
- List of creative placements - Where are you showing these ads?
- Distribution list - Who do you need to distribute these graphics to?

**50%** of Dealerships take *LONGER* than 3 business days to get specials published to all channels.

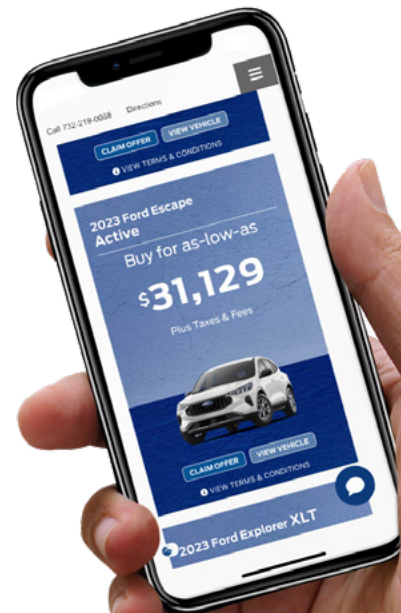


# 5-STEP POSTING PROCESS



**Tip:** Complete these steps as quickly as possible each month so you can distribute ASAP at the beginning of a new month.

- 1** Once you have your current OEM incentives - create the specials you want to run and highlight this month.
- 2** Fill out the [Offer Data Sheet Template](#) with the offers you listed in Step 1. This document will guide you in distributing the information to your creative team efficiently.
- 3** Fill out the [Creative Request Template](#) which includes all of the additional information your creative team will need to fulfill your request efficiently.
- 4** Send both the Offer Data Sheet Template and the Creative Request Template to your creative team to begin creating the specials.
- 5** Once you have your creatives approved, publish them to the distribution list you made. Your web team will also need the raw offer data in the Offer Data Sheet template to update your specials page.



# Offer Data Sheet



Example



{DEALER NAME}

Lease Deals													
	Year	Make	Model	Lease\$	MSRP	DAS	Lease Term	Miles/year	Stock#	VIN#	Exp. Date	Sec. Dep. Waived?	Extras (included rebates that must be disclaimed)
Offer 1	2023	Ford	F150	\$399	\$55,000	\$4,995.00	36	7500	123ABC		12/31/2023	YES	\$1,000 TRADE ASSIST BONUS CASH
Offer 2													
Offer 3													
Offer 4													
Offer 5													
Offer 6													
Offer 7													
Offer 8													

Purchase Option													
	Year	Make	Model	MSRP	Sale Price	off MSRP Amount	Monthly Payment	Term	APR	Stock#	VIN#	Exp. Date	Extras (included rebates that must be disclaimed)
Offer 1	2023	Ford	F150	\$54,360	\$48,695	\$5,665	\$399	84	5.99%	123ABC		12/31/2023	\$1,000 TRADE ASSIST BONUS CASH + 1.9% 36 mos
Offer 2	2023												
Offer 3	2024												
Offer 4	2023												
Offer 5	2023												
Offer 6	2024												
Offer 7	2023												
Offer 8	2023												

APR Offers													
	Year	Make	Model	MSRP	APR	Term	Plus Cash			Stock#	VIN#	Exp. Date	Extras (included rebates that must be disclaimed)
Offer 1	2023	Ford	F150	\$54,360	3.90%	60	\$1,000			123ABC		12/31/2023	\$1,000 TRADE ASSIST BONUS CASH + 1.9% 36 mos
Offer 2	2023												
Offer 3	2024												
Offer 4	2023												
Offer 5	2023												
Offer 6	2024												
Offer 7	2023												
Offer 8	2023												



Add Your Offers Here!





## Graphic Design Request Template

[Offer Details](#)

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**Model:** 2024 F-150

**Offer Types:** Lease, off MSRP, and APR

**Message & Details:** Truck Month!

**Creative Dimensions:** 2000x515, 1200x1200, 1200x628

**Content Restrictions (if applicable):** On 2000x515, text and images must be 100px from any edge

**Links to references (images, logos, etc):** Ford Toolbox

**Do you need a CTA on the image?:** YES

**Extras:** Dealership logo does not need to be included on 2000x515, but should be included on all other sizes

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**Sample Request**





# LET AUTOSWEET POST SPECIALS FOR YOU!

## LET'S PARTNER!

When it comes to managing specials on your website and across all your digital channels, it's a time-consuming task that demands your full attention and precision. Sound overwhelming?

Why stress about it when AutoSweet can take care of the heavy lifting for you?

Let our team handle the details while you focus on what you do best—running your business. With AutoSweet's services, you'll save time, avoid headaches, and ensure that your specials are consistent and quick across all your digital channels.

We want to help you post your specials quickly and easily, so we have a special offer: Because you've demonstrated interest in this topic, we're offering you **33% off our Offer Management services** — ongoing! Click the link at right to claim your offer.

VISIT US ONLINE  
AUTOSWEET.COM  
REACH US DIRECTLY  
[MARKETING@AUTOSWEET.COM](mailto:MARKETING@AUTOSWEET.COM)

LIKE US ON  
FACEBOOK

FOLLOW US ON  
INSTAGRAM

CONNECT WITH US ON  
LinkedIn

LISTEN TO OUR  
PODCAST

CLICK THE LINK  
BELOW TO CLAIM  
YOUR SAVINGS!

