



Top 9 Craigslist® Marketing Mistakes for Paid Posting

1**Posting similar or duplicate vehicles on the same day.**

If your dealership has a large inventory, posting the same make and model on the same day is not an effective use of inventory or budget. The right mix of vehicle-variety makes for a better use of ad spending.

2**Craigslist data is tied to other marketing channels.**

If your listings have the same phone number as other lead sources, it's difficult to measure lead responses and closing ratios of your Craigslist results. Craigslist leads must be separate and not bundled in "classified markets".

3**Not testing campaigns to see which performs best.**

One size does not fit all—your Craigslist ad of yesterday may not be the best Craigslist ad for today. Focus on continual improvement: a 2% improvement per month is a 24% increase in year-over-year.

4**Posting at random times or when convenient.**

Craigslist allows dealers to post any day, 24/7. Some days and times are better than others, but there are only a handful of times that are the best. Think of Craigslist as fishing; knowing the best time the fish are feeding and the right bait that they like makes all the difference.

5**Not using enough keywords to optimize search results.**

Craigslist now offers a search feature that places optimized listing at the top. Dealers can improve results by using keywords and listings that are better optimized than their competitors.

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Not linking to their vehicle page.

The only thing worse than not offering a link to your vehicle page, is offering a link to your home page. The landing page should match what you offer in your listing. Don't disappoint your potential customers and make them work harder than necessary.

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Templates are the same all the time.

Dealers should have different Craigslist templates for different campaigns. Avoiding the one-size-fits-all mentality by using creative templates that will improve lead generation, conversions, and efficiency in your spending budget.

8

Not tracking the right thing.

Too often dealers don't track or measure data at all. If they do, they just count leads and not the thing that really matters: sold units. Craigslist can make your phone ring and create leads, but monthly Return on Ad Spend (ROAS) is critical.

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Manually posting ads to Craigslist.

Yes, no one knows the value of a Craigslist lead better than your store. But manually posting has proven to deliver less value over time due to inconsistent posts, typos, duplications of similar ads, and other inefficiencies that can be easily avoided with an automated solution.

The purpose of this report was to create an awareness among dealers' advertisers on Craigslist about common errors they can make and how to avoid the frustrations that may emerge as you manage paid Craigslist listings.

The points outlined in the previous pages were compiled from mistakes Dice/Posting Services have uncovered again and again working with dealers. We hope that this report will help you avoid aggravation and generate a better profit for your dealership.

Dice/Posting Services is the *only* Craigslist solution developed specifically for the paid dealer section of Craigslist categories. To learn about our solution or reseller opportunities, please contact:

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