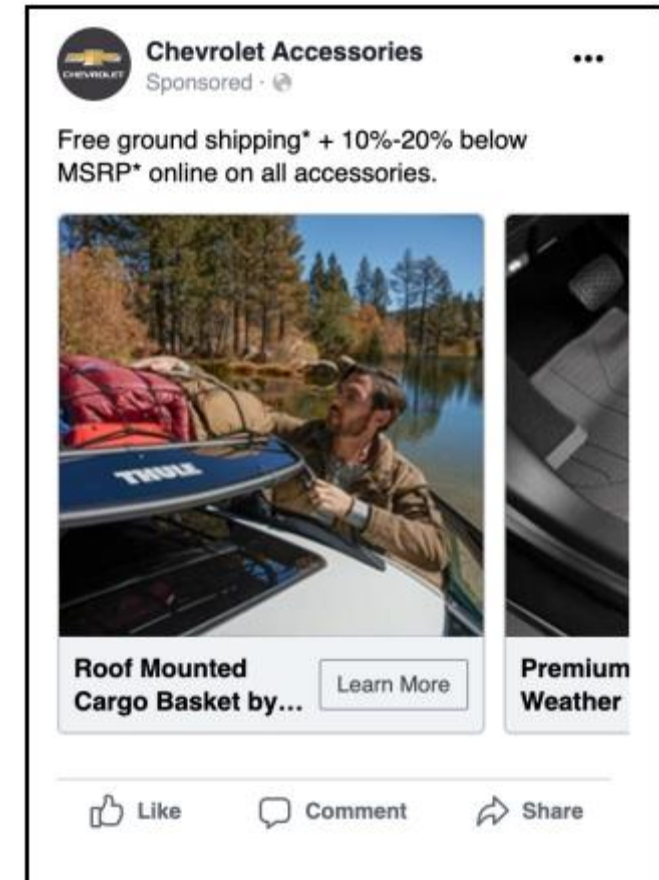


# NEW – Dealer Social Assets for June



- New section within “Marketing” section on AIC → “**Social Image Assets**”
- Image assets that can be utilized by dealers to promote accessories in their social channels (Facebook, Instagram, etc.)
  - Organic Post (free)
  - Paid / Sponsored Ads
- We will update these assets and PDF guide monthly to reflect monthly offers & events
- PDF guide,
  - Reference sheet to select desired image assets
  - Suggested copy and disclaimers
  - Post / Ad examples
  - URL structure to utilize
- URL
  - Intent is to drive this traffic into Brand Ecommerce websites to allow consumers to utilize MFG offers, while still giving dealership the sales credit
  - URL contains dealership BAC, which pairs consumer to that dealer during checkout
    - <https://accessories.chevrolet.com/?bac=123456>



Please contact [Jeff.Wajer@gm.com](mailto:Jeff.Wajer@gm.com) with any questions or suggestions.