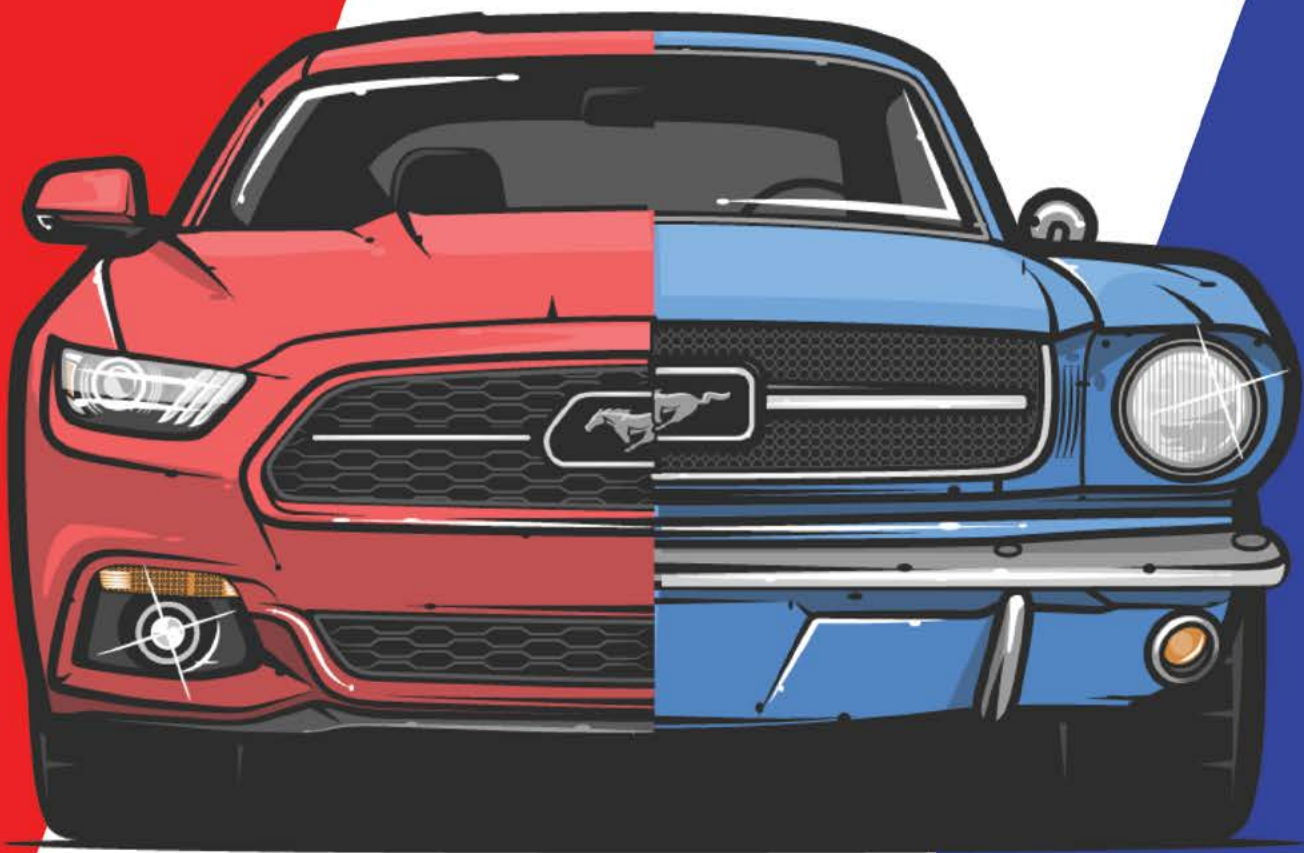


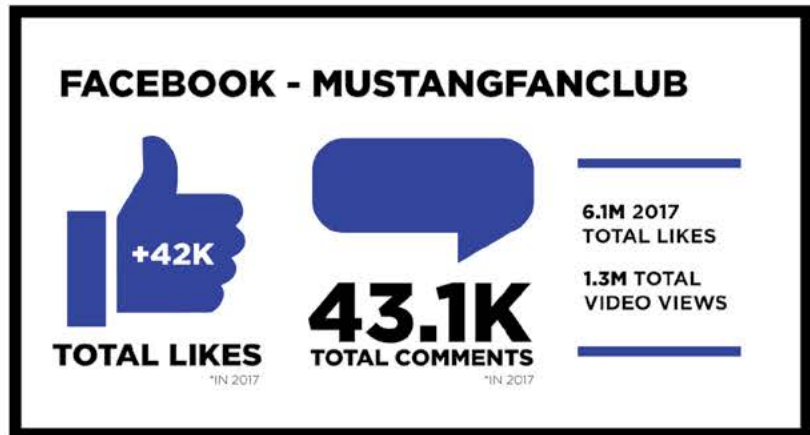
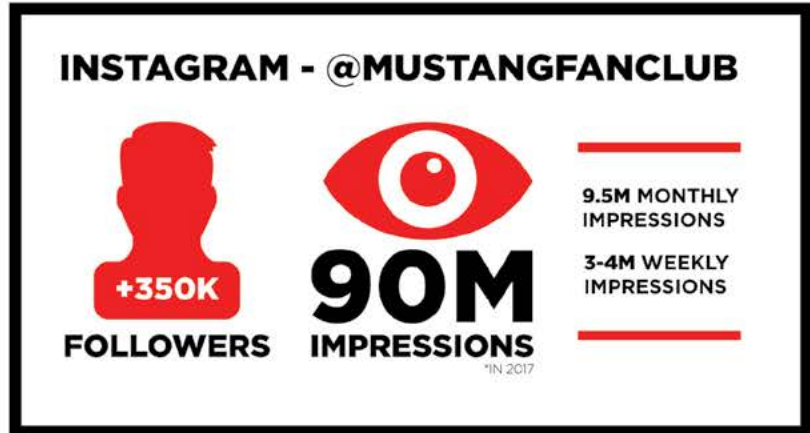
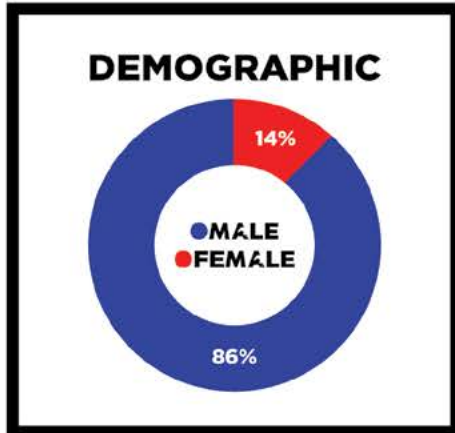
MUSTANG/FANCLUB



MUSTANGFANCLUB.COM

WHAT IS **MUSTANG/FANCLUB?**

Mustang Fan Club was created in 2012 to share the lifestyle that surrounds the Ford Mustang. We found ourselves with a decent sized following we didn't intend on creating. Since then, we've made it our goal to make the Mustang community a tight knit family of owners and enthusiasts. Because we are so in tune with the owners and enthusiasts within the community, we believe that we can help connect the people to the brands on a more personal level through our social media channels.



HOW CAN WE ADD VALUE?

Marketing strategies and techniques are always evolving. Traditional ways of advertising are slowly starting to dwindle away. We have noticed within the automotive and other industries, influencer marketing is becoming a bigger piece of their marketing budget. People no longer digest ads like they used to. Recent studies prove 71% of consumers are more likely to make a purchase based on a social media reference. This is especially true within the Mustang community.

With all of that being said, we are here to help you create buzz, promote your products and services, gain awareness, make sales, create long lasting relationships with your customers and educate them about your products.

WHAT DO WE HAVE TO OFFER?

By utilizing our audience we can help educate, build trust and create relationships with the Mustang community. Brands today are having a hard time developing trust within their consumer markets because your modern day consumers digest and trust content from influencers and friends. Let us help you influence the Mustang community to become THAT brand everyone trusts and talks about! Listed below are just a few assets we can offer you to boost your marketing efforts.

Social media posts • Organic ads • Website banner space • Instagram Story polls • Instagram Story posts (swipe up feature enabled) • Contests (data acquisition, product awareness) • User generated content campaigns • Content creation • Website articles (reviews, installs, awareness, event coverage)