My Website is about a fictional company that I created called Fast Car. Fast Car is a website where you can purchase Luxury Sports Cars in the comfort of your own home. There is no negotiating on price, as we have the lowest prices possible, and we have a 30-day return policy. The cars at Fast Car are cars that were previously loaned to people when their cars were being serviced. We have three main goals at Fast Car we want to connect you with great deals on cars without having to go to dealerships, we want you to feel safe during this time of global pandemic and be able to shop while on lockdown, and we want to provide you with returns no questions asked for 30-days or 2,000 miles. We are speaking to the car buyers of the United States and they will like our product because we offer a significant discount because the cars are loaner cars and there is no hassle delivery to your home. One of our main competitors is Carvana, however, we are different from them because they do not sell loaner cars, they sell brand new cars. The pictures we will use are pictures from our warehouse, we will go there and take individual pictures of every car for our website.

For my marketing strategy, I will be using Facebook and Instagram to create my campaign. I will also use google ads so I can show up on google searches as a higher priority. As I have $1000 to use, I will see which marketing campaigns get the most views, and I will put more money into the ads that are successful, (high conversation rate) and take away from the ones that are failing. One Idea for a campaign I have is a coronavirus advertisement. With the entire country on lockdown and no one being able to go to car dealerships, it is a perfect time. A Keyword we would use is Carvana, so it comes up when someone searches up our competitor. Some other keywords we would use are luxury car shopping, cars, sports cars, used cars, and we would also target the ads to be delivered to people who search for luxury items and seem to have a higher annual salary.