# LinkedIn Ads Campaign Plan – Cardekho

*Budget: ₹30,000 | Duration: 15 Days*

1. **Competitor research:**

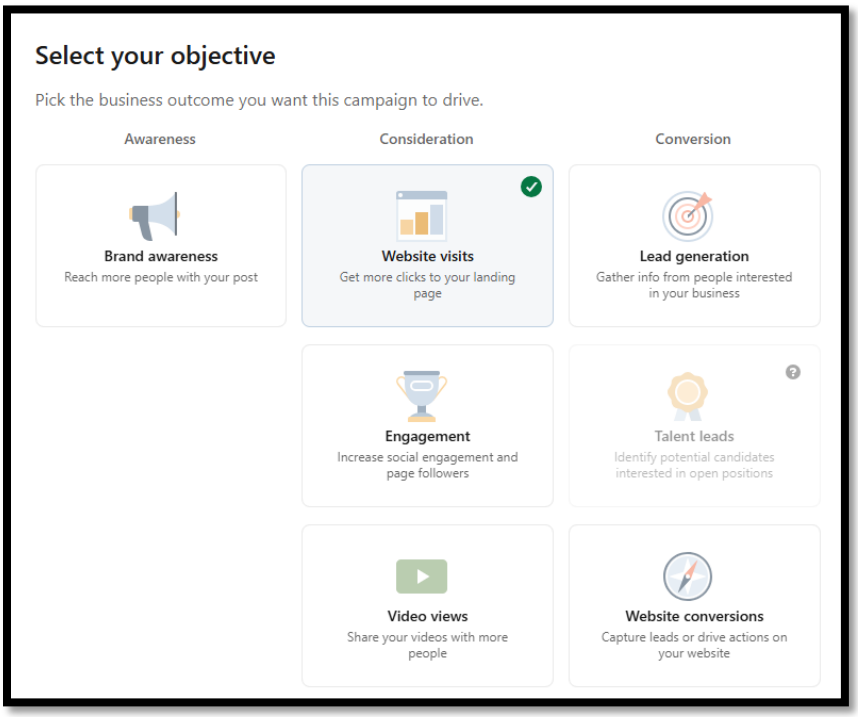
i) Cars24
ii) OLX Autos
iii) Droom

2. **Unique Selling Points (USPs):**

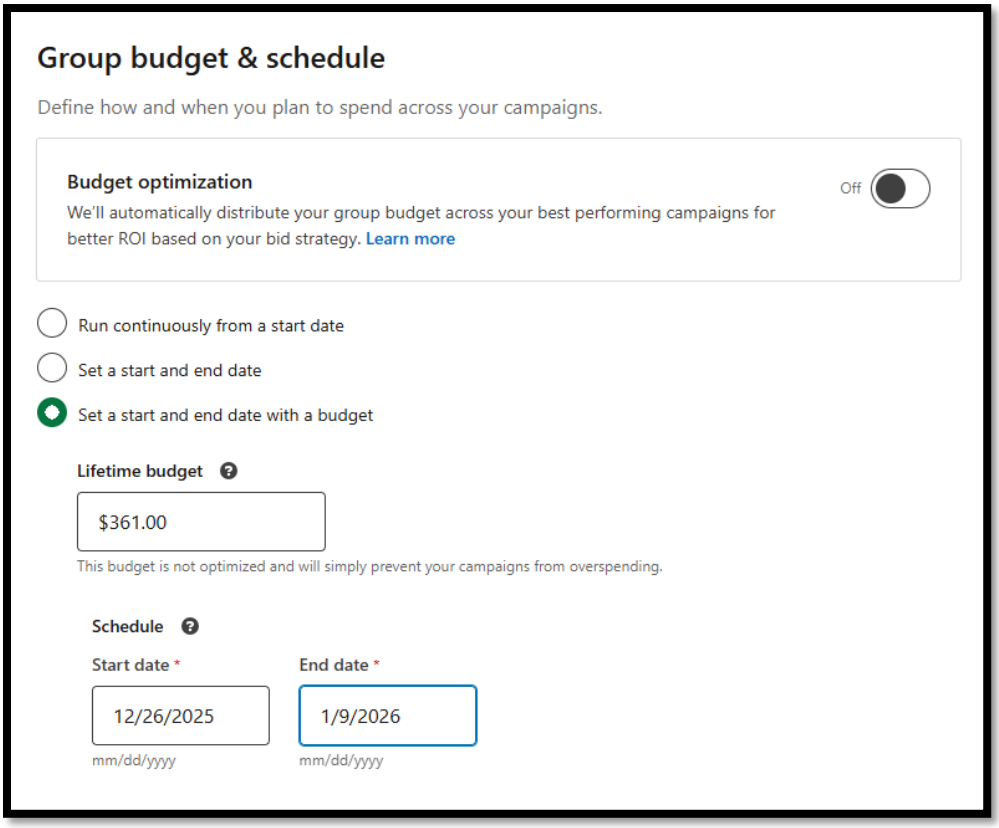
i) Verified listings with detailed inspection reports, reduces buyer friction.
ii) Large local inventory (Mumbai & Pune) with refined filters (price, brand, kms, year).
iii) Easy financing & EMI calculator on listing pages.
iv) Test-drive booking & dealer ratings inside the listing.
v) Price alerts and comparison tools to build buyer confidence.

3. **Campaign Setup:**

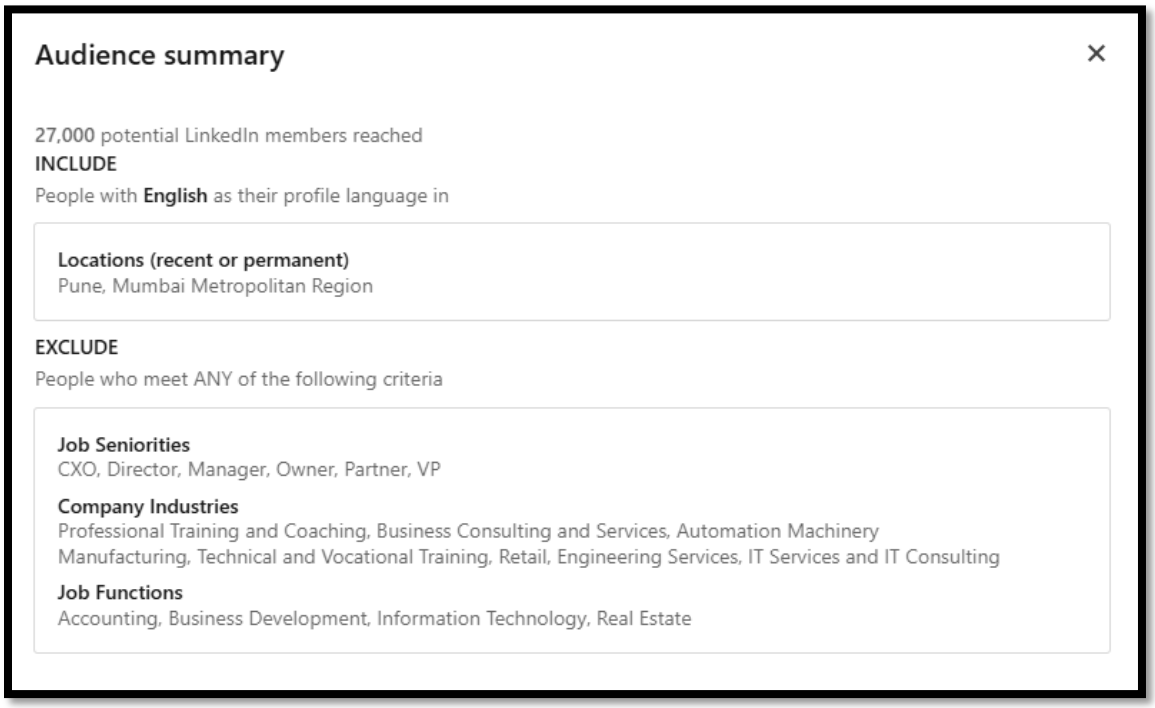
**A. Selected Objective:**



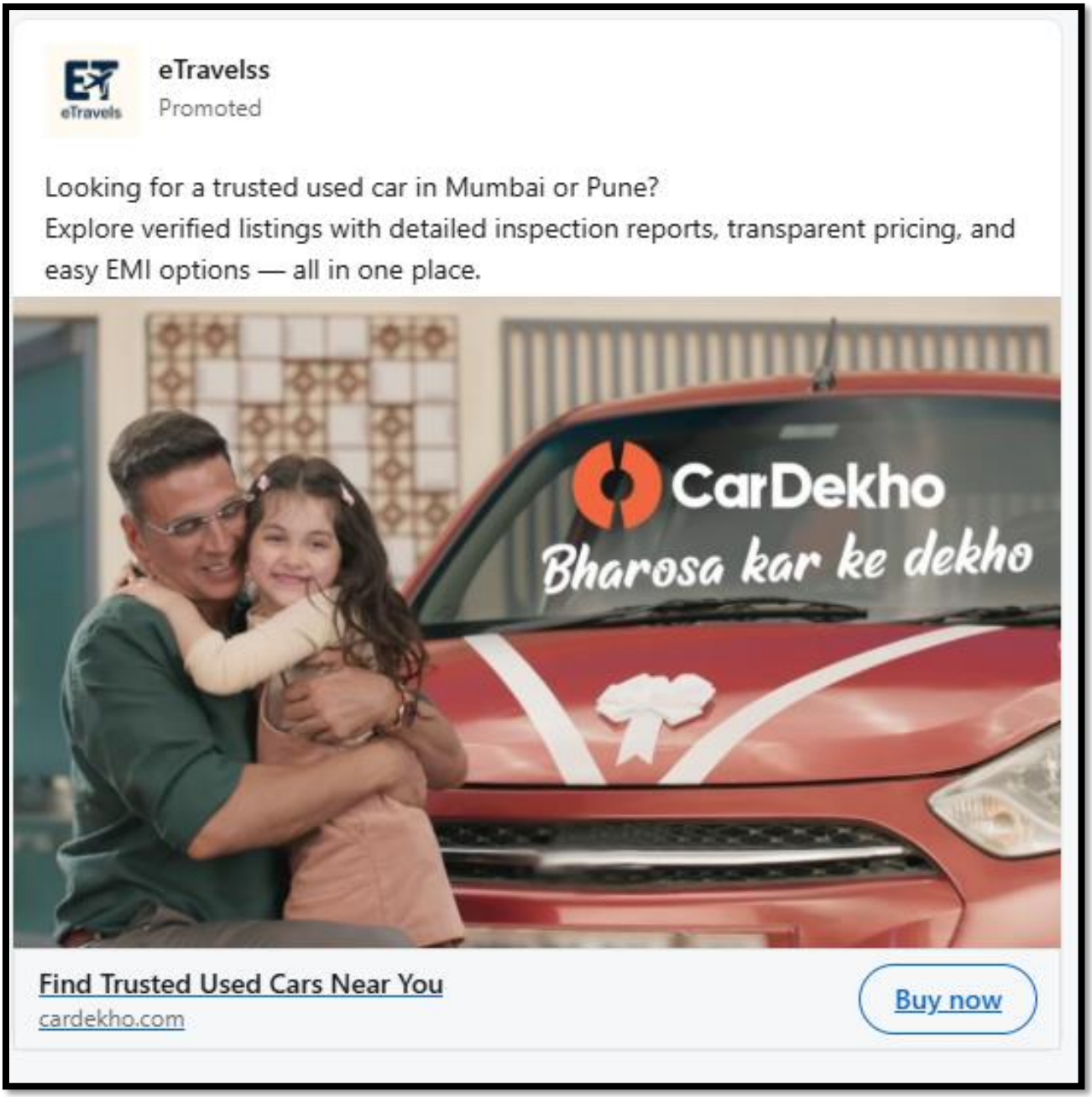
## B. Budget Setup:




## C. Audience Targeting



## D. Ad preview:


eTravelss
Promoted
Looking for a trusted used car in Mumbai or Pune?
Explore verified listings with detailed inspection reports, transparent pricing, and easy EMI options — all in one place.
CarDekho
Bharosa kar ke dekho
Find Trusted Used Cars Near You
cardekho.com
Buy now

Find Trusted Used Cars Near You

eTravelss

Buy now

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Looking for a trusted used car in Mumbai or Pune?

Explore verified listings with de ...see more

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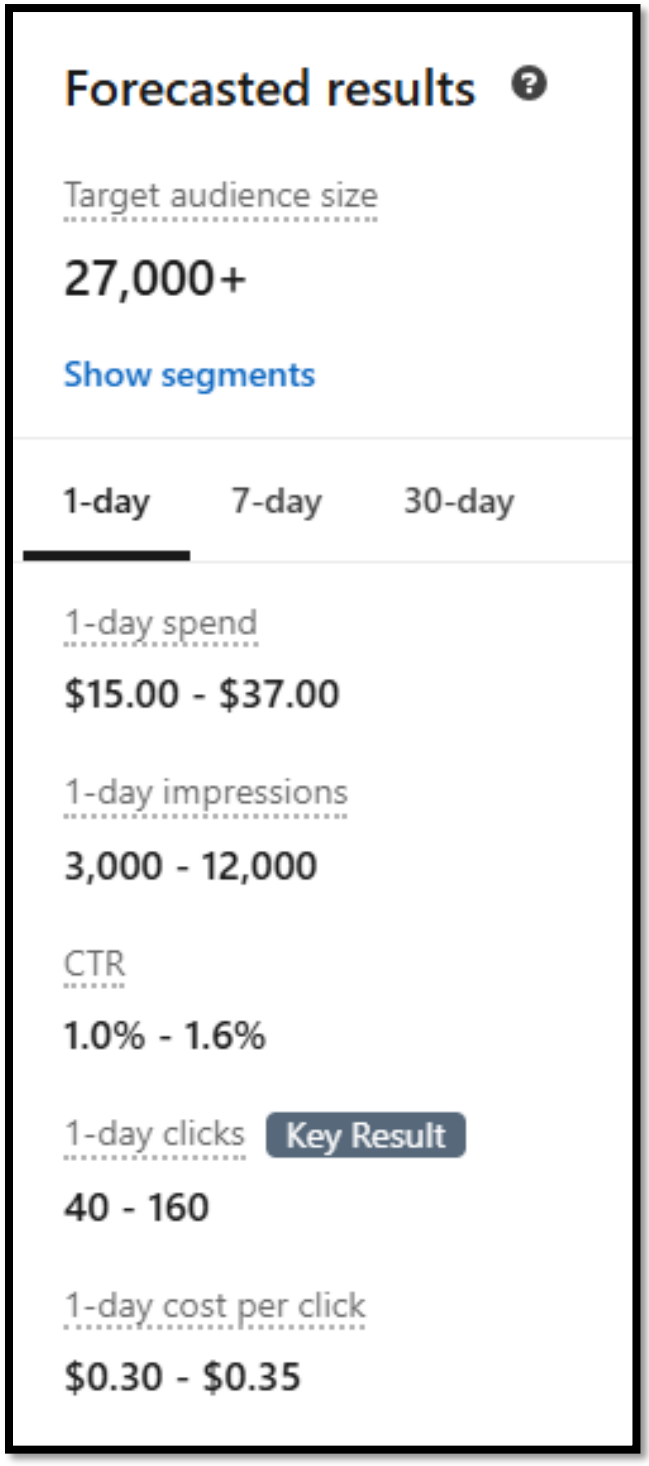
Buy now

## E. Estimated campaign results: