

LEADERS IN CAR INNOVATION.

A complete digital growth proposal — a high-impact website paired with a Meta ads engine that funnels Port Elizabeth buyers straight to WhatsApp.

PREPARED FOR

AUTO STYLING PE

Tyres · Mags · Car Audio · Spoilers · Alarms · Fitment Centre

INSIDE THIS PROPOSAL

- 01 The Proposal — Two propositions, one growth engine
- 02 The Website — Premium build, live demo ready
- 03 Meta Ads — Facebook & Instagram → WhatsApp
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TWO PROPOSITIONS. ONE GROWTH ENGINE.

PROPOSITION 01

THE WEBSITE

Premium build · Live demo ready

A modern, fast, mobile-first website built to showcase your full product range — tyres, mags, car audio, spoilers, alarms and fitment services. Engineered for SEO, speed, and trust.

- Conversion-led design
- Mobile-first & lightning fast
- Local SEO for Port Elizabeth
- WhatsApp click-to-chat on every page

PROPOSITION 02

META ADS ENGINE

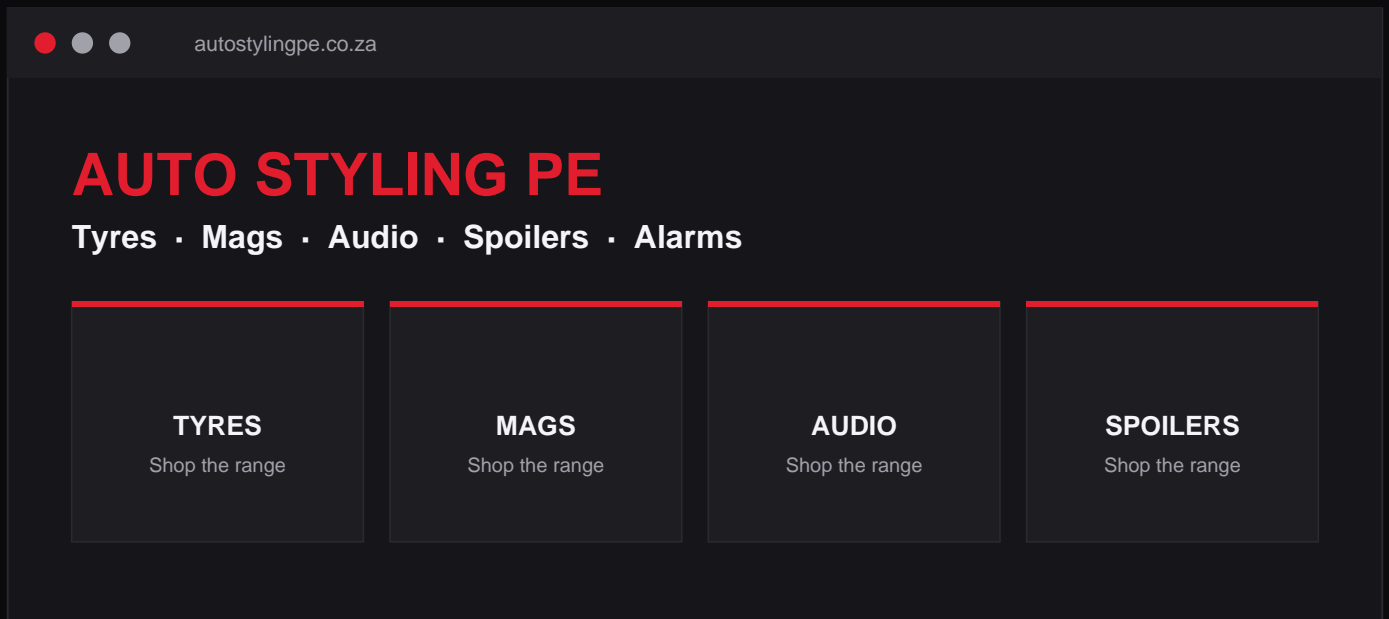
Facebook & Instagram → WhatsApp

Targeted Meta ads built around the Auto Styling PE aesthetic, focused on the local Port Elizabeth market. Every ad funnels straight to WhatsApp where conversations convert into orders and bookings.

- Local PE audience targeting
- Creative built for the brand
- Direct-to-WhatsApp funnel
- Monthly performance reporting

A DELIVERABLE WEBSITE THAT ACTUALLY LOOKS THE PART.

A live demo has been built specifically for Auto Styling PE — every category from your shop laid out cleanly and built to convert. Once you give the green light, it launches on a custom domain (autostylingpe.co.za).



An interactive live demo is embedded on the online version of this proposal.

WHY THE WEBSITE MATTERS

CREDIBILITY

A premium site makes the brand look as serious as the products.

24/7 SHOWROOM

Customers can browse, learn and reach out at any hour.

FOUND ON GOOGLE

Local SEO foundations so PE customers can find you.

MOBILE FIRST

Most of your audience is on a phone — engineered for them.

WHATSAPP READY

Every page has a clear path to start a chat.

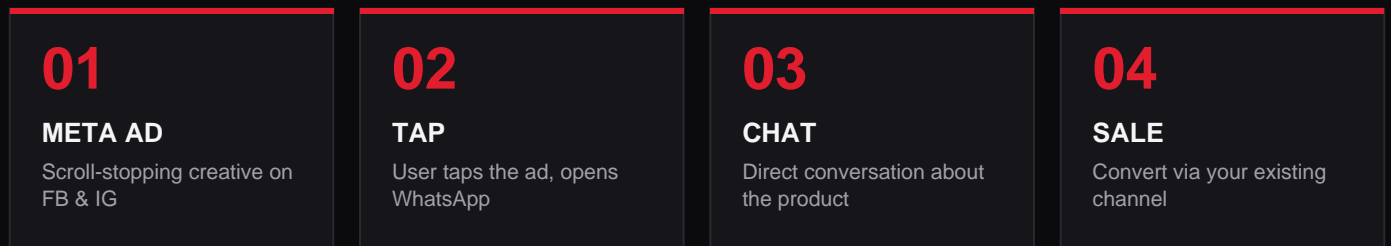
SCALABLE

Designed to grow as you do — products, promos, pages.

03 / META ADS

PUT THE BRAND IN FRONT OF BUYERS.

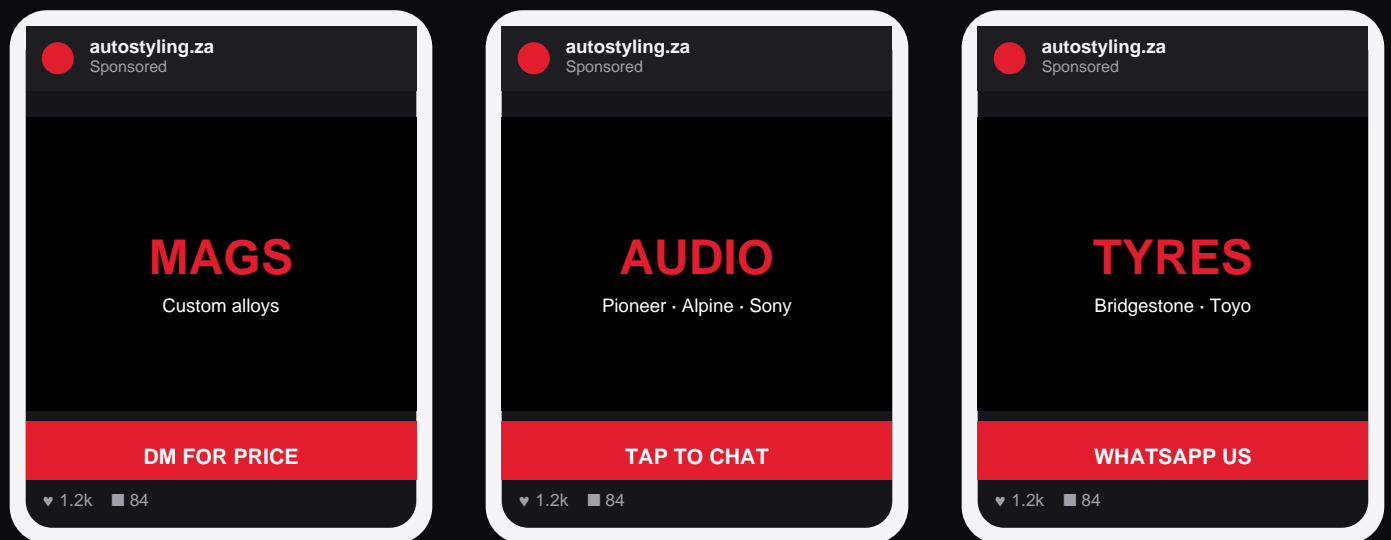
Targeted ads on Facebook & Instagram drive interested buyers into a one-tap WhatsApp conversation — that's where deals close.



04 / CREATIVE EXAMPLES

STOP THE SCROLL. START THE CHAT.

This is what your audience sees on Instagram & Facebook — bold, premium, and one tap from a WhatsApp conversation.



NOTE Example creatives showing visual direction. Real-product creative will be developed in collaboration with you using your stock and supplier imagery as the campaign rolls out.

TRANSPARENT PRICING.

All amounts in South African Rand (ZAR). Pick and choose what you need — every monthly line is independent and optional. Ad spend is separate and entirely up to you.

WEBSITE BUILD

Once-off setup, design & launch

R2,500

/ once-off

META AD MANAGEMENT

Campaign build, optimisation & monthly reporting

R300

/ month

WEBSITE MANAGEMENT

Optional. SEO, security, content updates & promos

R300

/ month (optional)

META AD SPEND

Paid directly to Meta. Fully variable — you control it. Recommended R1,500–R2,500.

Variable

/ month

RECOMMENDED LAUNCH BUNDLE

WEBSITE + ADS

Get the site built and the first Meta campaign live together. Layer on whichever monthly options suit you — keep it lean or go fully hands-off.

[LET'S CHAT →](#)

— 06 / NEXT STEPS

READY WHEN YOU ARE.

Give the green light and we'll get the site live and the first campaign drafted within days. Most communication happens over WhatsApp — let's keep it open-ended.

HOW WE GET STARTED

01 **SAY YES**
WhatsApp confirmation is enough to get started.

02 **BRAND DROP**
Share logo, photos, products & WhatsApp number.

03 **WEBSITE LIVE**
Demo finalised and launched on autostylingpe.co.za.

04 **ADS LAUNCH**
First Meta campaign goes live, leads roll into WhatsApp.

LET'S CHAT ON WHATSAPP

One message and we'll get this moving.