



DIGITAL ADS FOR AUTOMOTIVE

THE CLIENT



A small used car dealership in spearfish add with a small inventory of only 39 vehicles at a time

The client was posting a lot but the posts weren't reaching the right people. Our lazer targeted ads found hot buyers in the area.

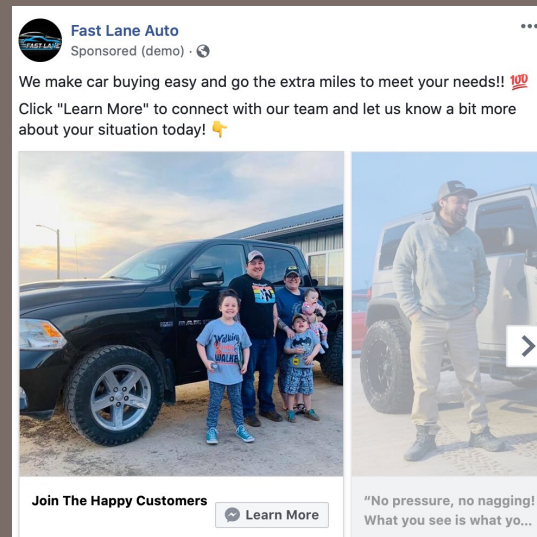
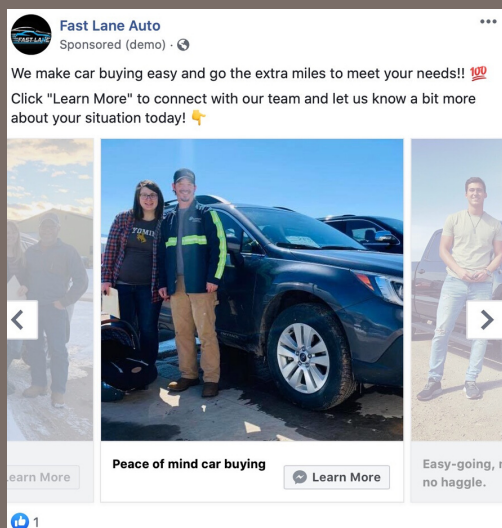
We ran Facebook & Instagram ads to build awareness & get new leads for the dealership.

We started on a fixed retainer of \$4000/month.



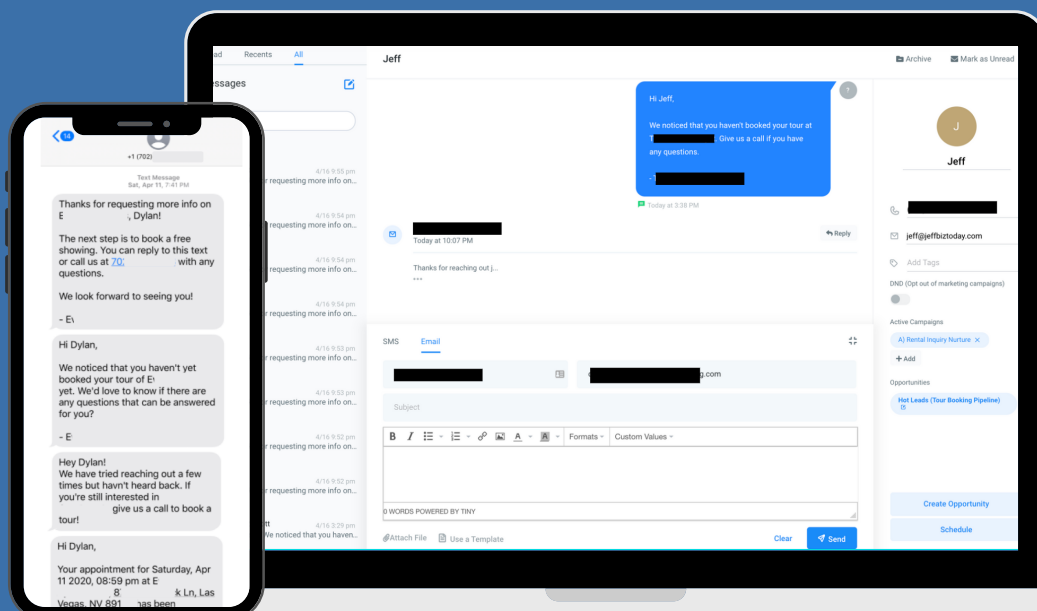
OUR ADS

We setup ads like these with Facebook and Google PPC campaigns to find new clients.



LEAD NOURISHING

We also setup automated lead campaigns that send automated text reminders, follow ups, and more to the leads.



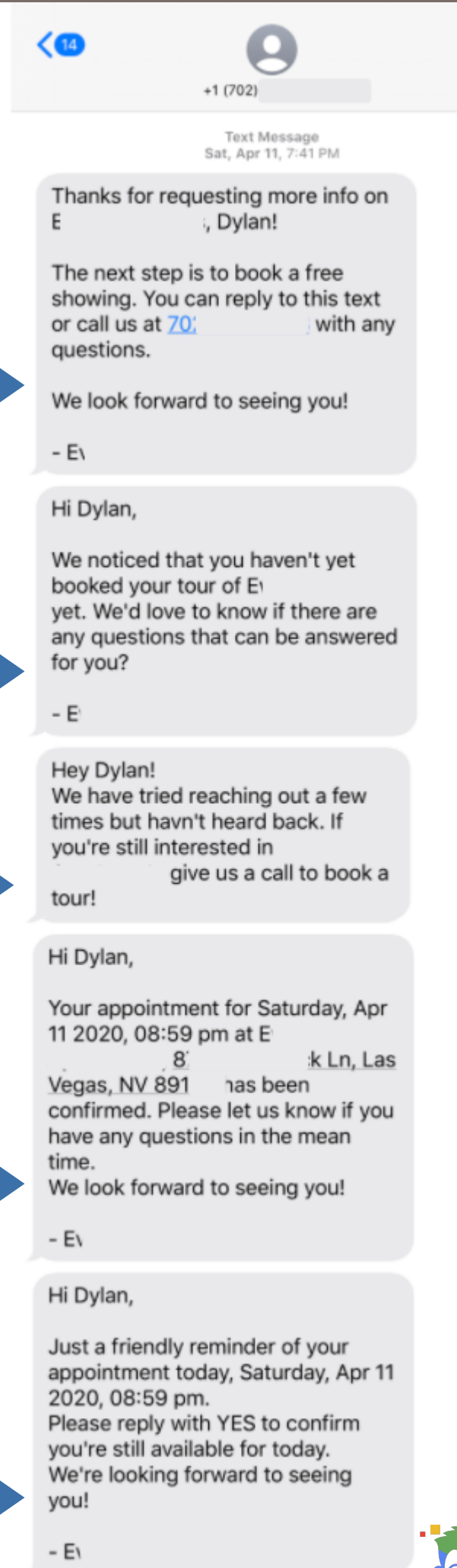
Leads are contacted as soon as they respond to an ad.

They are encouraged to book a free consult.

They receive automated follow ups over several days/weeks.

When they book their consult they are sent a confirmation.

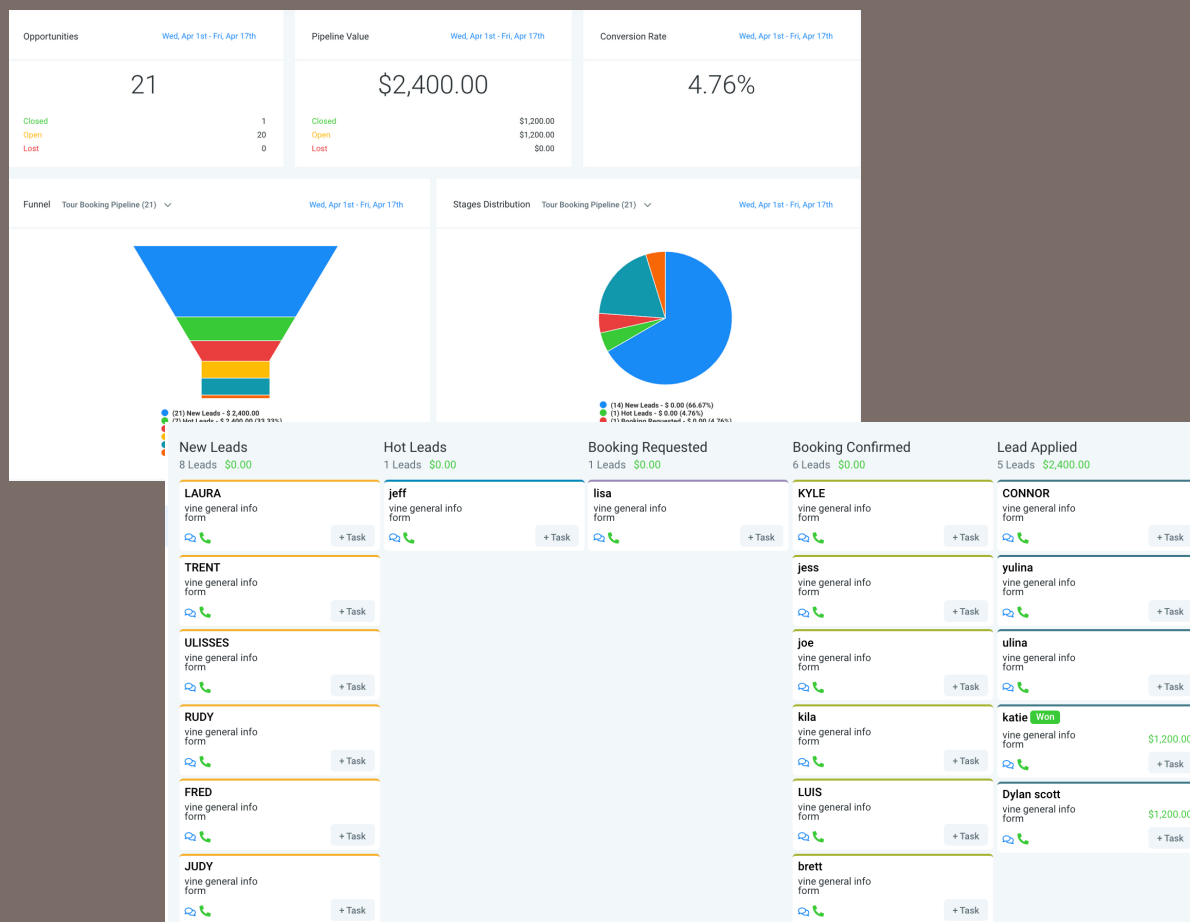
And they receive appointment reminders so they don't forget.



tracking the data

CRM DASHBOARD

Included with this service is free access to our CRM dashboard that allows you see all the leads, communicate with them in real time, and track the results.



NUMBERS & ANALYTICS

348

THOUSAND

IMPRESSIONS
(PEOPLE WHO
SAW THE ADS)

49,767

PEOPLE CLICKED
THROUGH OR
ENGAGED WITH
THE AD

410

TOTAL LEADS
GENERATED

3402

viewed the website

132

hot leads

9%

hot leads bought



12 CARS SOLD

\$113,550 REVENUE

720% ROI



*from the ads and lead
campaigns*



SUMMARY

from the work we did

For this client we helped them generate 12 sales from \$16,000 contract over 4 months. This resulted in over \$113,500 in sales.

These campaigns can be replicated for other dealerships or automotive companies

CONTACT US TODAY!

