



12.88%

Open Rate

1.64%

Clickthrough Rate

14

Matches

5

Vehicle Sales

EMAIL MARKETING DRIVES CONFIDENCE IN DEALERSHIP'S DIGITAL ADVERTISING MULTI-CHANNEL EXPERIENCE

ABOUT

A rural auto dealer looking to obtain additional vehicle sales through targeting their ideal customer while tracking the success of the campaign beyond website clicks.

CHALLENGES

This auto dealer had previously been spending their marketing budgeting without any ability to track success. They were looking for a better email marketing product that could deliver results while showcasing actual metrics.

SOLUTIONS

The ReachLocal team altered the dealership's approach to email marketing in order to target the right customer for their dealership and location. Their email marketing campaign was sent to 25,000 in-market shoppers who fit their exact targeting needs. Search engine marketing complemented email marketing to drive awareness for the dealership.

RESULTS

The email campaigns allowed this client to track and uncover true ROI, which was a challenge with their previous email marketing provider. As a direct result of email marketing, the client was able to **sell one new vehicle and four used vehicles**. After seeing such great success from email marketing and search engine marketing, the client expanded their digital marketing solutions with ReachLocal to include live chat, retargeting, and social advertising to reach prospects through a multi-channel approach.

“According to Ford Motor Company, 72% of all auto buyers are doing a web search and inventory search before buying. Due to slow adoption by auto dealers and Ford themselves, only 27% of all advertising budgets are being allocated to digital.”

Ford Motor Company