

Local Ford Dealer Credits Customer Focus For Latest Social Media Success

Longmont Ford Continues to Put Customers First in New Digital Ad Campaign

LONGMONT, Colorado ([PRWEB](#)) February 20, 2018 -- There's a car dealer in Longmont that would like to have a word with you. In fact, if you prefer, they'd like to start an on-going conversation.

"We just like to focus on our customers," said Mike Peebles, who runs Longmont Ford. "Newspapers are great to advertise. But adding in social media is such a great way to find out what people want and then make sure they get it."

"Our year-end sales event last December was the perfect example," said P. J. Grooms, General Manager of Longmont Ford. "Our customers told us they wanted to make car buying simple, and they didn't necessarily want to spend a lot of time at the dealership.

"So we created our Holiday Concierge Program and announced it on Facebook and Instagram," said Grooms. "We would bring the car to them for a test drive and, to say thanks, we threw in \$50 per test drive. Then we made a video and put it up on social media to help get the word out.

"We started seeing results right away," said Grooms. "By the end of December, we'd had the most successful month in our dealership's history...all because we added that extra connection on social media."

Longmont Ford began by hiring an outside expert to guide them through the process. "They helped us figure out what we were doing right and what we needed to improve," said Grooms. "When we started, we felt like we didn't know what we didn't know."

Next, the team analyzed what the dealership already had in place. They reviewed the dealership's home page, vehicle display pages and inventory pages to make sure it was easy to navigate. Then they looked at the mobile experience, BDC experience, conversion ratios looking for challenges and areas to improve.

"We think a lot like P. J. does," said Scott Empringham, CEO of Flash Point Communications, Longmont Ford's digital media partner. "If you put your customers first, everything else just seems to fall into place."

What's next? "We're going to say thanks to our customers for giving us our best month ever," said Grooms. "And then we're going to head back to social media and find more ways to help people."

###

**Contact Information****PJ Grooms**

Longmont Ford

<http://https://www.longmontford.com/>

+1 3032579349

Alexandra Martin

Flash Point Communications

<http://www.flashpointcommunications.com/>

8315240702

Online Web 2.0 VersionYou can read the online version of this press release [here](#).