

Dealer Credits Digital Marketing Reset For All-Time Sales Record

Longmont Ford Hires Digital Marketing Partner for Revamp Resulting in Record Sales

LONGMONT, Colorado ([PRWEB](#)) February 20, 2018 -- Dealers looking for a link between digital marketing and actual vehicle sales might want to take a look at Longmont Ford in Longmont, Colorado.

“We had our single best selling month in the history of our dealership in December,” said Mike Peebles, Longmont Ford Dealer Principal. “And literally the only thing we changed was our digital marketing. We didn’t just focus on one aspect of it. We re-evaluated everything.”

Longmont Ford didn’t simply want a presence on Facebook; they didn’t just want to create impressions. They wanted to increase sales during their year-end event and make sure it could be tied directly to social media.

“We didn’t even spend that much, maybe the cost of a few newspaper ads,” said Grooms, “but we sold an all-time record number of new vehicles. We got some good advice and we made it work.”

Longmont Ford began by finding a digital marketing partner that could reassess what they were doing from top to bottom. “We felt like we didn’t know what we didn’t know,” said Grooms. “We wanted our marketing partner to connect all the dots and create a really effective, cohesive year-end campaign.

The process started with a full analysis of what the dealership already had in place, looking for bottlenecks and deficiencies in their dealer website, CRM system, email platform and social media platforms. “We needed to get rid of the inefficiencies that we had between our vendors,” said Grooms.

The dealership also conducted a brief market analysis to look for sales opportunities and a competitive analysis to see what other dealers in the area were doing. Finally, an analysis of the local economy helped them determine vehicle focus and marketing strategies.

“We worked on refining our website and coordinating our social media platforms so we could give people a seamless customer experience,” said Grooms. “We took a hard look at our CRM data and tools. We used Facebook and Instagram in totally new ways. We even made our own 360-degree video.”

Ultimately, Longmont Ford created a year-end social media campaign that engaged both new and existing customers and began a continuing dialogue..

“We only had four weeks to go from our first meeting to going live,” said Scott Empringham, CEO of Flash Point Communications, Longmont Ford’s digital media partner. “But this is pretty much what we do. And as you can see, the sales were terrific.”

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 look for more results from digital.”

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