

AUTOMOTIVE SOCIAL MEDIA CASE STUDY

Jack Ingram Motors



Jack Ingram Motors, recipient of TIME Magazine's Dealer of the Year Award for the state of Alabama in 2015, has served the Montgomery, Alabama area since 1959. In an effort to connect with their customers and community, the dealership launched a Facebook advertising campaign through Netsertive in 2015.

Jack Ingram Motors Effectively Targets In-Market Customers on Facebook

The Facebook Opportunity

Facebook is the largest social media network, the second most popular website in the US, and the most popular mobile phone app in the world. With consumers spending an average of 20 minutes a day on Facebook, local businesses can reach an engaged audience. Facebook delivers some of the most advanced targeting options in advertising from a deep knowledge of consumer preferences and behaviors - this helps local businesses target the most relevant audiences possible.

Challenge

Jack Ingram Motors had dabbled in various campaigns to engage customers through their Facebook business page in the past. However, Facebook advertising tools are complex and rapidly changing, and mastering all of the targeting options takes time. The dealership knew that marketing on Facebook presented a huge opportunity to reach prospective and current customers effectively - they just needed the right strategy to implement.

"Facebook is the way people receive most of their information now - news, product purchases, and recommendations by friends and family."

- Whitney Cadwell, Marketing Director at Jack Ingram Motors

Solution

As a client of Netsertive, an elite digital marketing Google SMB Premier partner, Jack Ingram Motors asked Netsertive to launch a highly targeted and brand-approved Facebook marketing campaign as part of Netsertive's StreetWise™ solution.

Netsertive's StreetWise™ for Automotive Dealers empowers local dealerships to outsmart the competition through data-driven insights that deliver better qualified customers and more sales opportunities. StreetWise™ leverages a proprietary digital marketing intelligence platform that learns 24 x 7 from the successes of hundreds of dealerships and translates it back to you, giving you the upper hand to win your local market.

The Netsertive Difference

COMPELLING CAMPAIGNS

Benefit from brand-compliant, turnkey campaigns - easily share approved messages from your customers' favorite brands.

ADVANCED TARGETING

Spend your budget on social users who are most relevant to you. To deliver your ads to the right audience, we target by: Demographic, Geographic, Contextual, 1,500 data points per user!

BRAND-TO-LOCAL

We work with your brands to develop, syndicate, optimize, and measure turnkey scalable social media advertising campaigns. Leverage brand power to drive more local car shoppers.





Netsertive ensures maximum online visibility

Jack Ingram Motors drove 4500 website visits through Facebook advertising from June to November of 2015.

Results

In mid-2015, Netsertive launched a Facebook campaign for Jack Ingram Motors that was developed to strategically target the dealership's most qualified customers with relevant marketing on Facebook. Jack Ingram Motors found that because their Facebook campaign was so highly targeted and relevant to its audience, it resulted in higher conversion rates and lower costs per click.

"I find the targeting capabilities of Facebook advertising very valuable. Advertising on Facebook is very cost-effective and gives you much more reach relative to the cost." - Whitney Cadwell, Marketing Director at Jack Ingram Motors

Jack Ingram Motors and Netsertive monitor the dealership's Facebook campaign with metric-driven data to ensure that the campaign is consistently and effectively engaging in-market customers in Jack Ingram Motors' local market. From June to November of 2015:



12% Increase in new Facebook page "Likes"



4500 Website Visits Driven



2.6% Conversion Rate

Conclusion

Jack Ingram Motors was able to effectively increase the scope of their digital marketing through Netsertive's technology and intelligence driven Facebook advertising campaign. The dealership has seen great success of customer engagement through its Facebook campaign metrics and reporting with Netsertive, and has been able to fine-tune its strategy to engage specific audiences with Facebook's advanced targeting capabilities.

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