



Avantage Ford Drives Brand Awareness by Utilizing The D3 Program



65%

GROWTH IN PAID SEARCH LEADS



19%

INCREASE IN PHONE LEADS



2.4x ↑

WEBSITE SESSIONS



16% ↑

YoY SALES GROWTH

Overview

Avantage Ford was looking to build brand awareness to amplify the brand as a leader in truck sales. The dealership partnered with D3 to develop an integrated digital marketing plan, utilizing the D3 Website and the D3 Digital Advertising Solution.

Objectives

- + Build brand awareness and be recognized as a leading truck provider
- + Optimize search performance and online visibility
- + Drive high-quality leads and increase truck sales

Solution

- + D3 Partnered with Avantage Ford to help develop and implement an actionable marketing plan to achieve the dealers objectives. Our team of digital specialists optimized site performance to improve search visibility and engage online visitors.
- + We employed a digital advertising strategy, which consisted of display ads and managed paid search. This targeted qualified audiences to increase awareness and drive high-quality leads.

Integrated Solution Tactics

- + Personalized dealer website to promote goals and optimize the end-user experience
- + Developed a strong content and bid strategy to drive paid search efficiencies
- + Implemented custom website landing pages for F-150, Focus and Escape vehicles
- + Personalized ad copy to promote dealer truck inventory
- + Utilized click-to-call buttons on paid search ads to increase phone leads

Campaign Results (April - November 2016)¹

- + Paid search leads grew by 65 %
- + Phone leads increased by 19 %
- + Page visits were up by 56 %
- + 2.4x growth in unique website sessions

YTD Results (Jan-Oct. 2015 vs. Jan-Oct. 2016)²

- + Overall sales increased by 16 %

¹Blueprint analytics for Avantage Ford, April- November 2016

²Retail Commercial Sales Ford Canada, October 2015-2016