



Campbell Ford Shifts Marketing Dollars from Traditional to Digital to Increase Results



4.6x ↑
WEBSITE VISITS



286%
INCREASE IN
WEBSITE ACTIVITIES



4.7x
MORE LEADS

Overview

Understanding the customer journey, Campbell Ford was looking to shift advertising dollars from traditional to digital marketing. The dealer partnered with D3 DAS to launch a digital marketing campaign with a goal of driving website traffic and increasing online leads.

Objectives

- + Drive traffic to website
- + Promote the Clearance Corner section of dealer website
- + Create new sales opportunities and drive leads

Solution

- + D3 Partnered with Campbell Ford to launch digital advertising campaigns, leveraging Ford Co-Op eligible Paid Search and Display Advertising
- + To further expand the dealership's reach and boost results, Social Media Advertising and Dynamic Display were added to Campbell Ford's D3 DAS strategy



Digital Advertising Tactics

- + Created bid strategies to increase Paid Search efficiencies
- + Focused on make-geo keywords (e.g. Ford dealer in city name), to drive traffic to the Clearance Corner page on website
- + Personalized ad copy with strong call-to-actions
- + Built targeted audiences for Display and Facebook ads reaching high-quality leads
- + Promoted awareness of dealers' inventory and incentives through Display Advertising across thousands of websites potential customers visit each day
- + Monitored and optimized advertising results monthly through D3 DAS performance reviews

Campaign Performance (Q3 2016 vs. Q4 2016)

- + 4.6x more website visits
- + 286% increase in total website activities
- + 4.7x increase in total leads