

102
leads

\$22
per leads

25
cars sold

622
link clicks

0.29c
per click

4.25%
click through rate

50
bookings (booked out)

0.02c
per video view

\$197
total ad spend



CASE STUDY | BARTONS MOTOR GROUP

Bartons Motor Group is a multi-site car dealership, family owned, who has been in business for over 70 years.

“ WhiteSpace have delivered again on our latest Facebook campaign again, supporting our radio and press marketing for our recent sale and helping us achieve record sales for our dealerships. ”

WhiteSpace continues to make our lives easier, with proactivity, reliability, and consistently high service levels.

WHITESPACE
MARKETING



PROBLEM

Taking car sales online and leveraging social media platforms is an overwhelming task for industries that have been working with traditional advertising for many years. This car dealership struggled to understand how to position themselves - how to grow audiences, engage users, and interact to build trust - so that when an ad presents itself, they are compelled to interact.

Additionally, the cost of press advertising in particular was, and continues to be, prohibitive.

Over the last 3 years, we have:

- **Developed advertising campaigns, delivering leads for specific vehicles**
Eg 102 leads at \$22 per lead, leading to 25 cars being sold
- **Implemented ongoing social community content and management**
- **Trained sales and marketing staff**

CHALLENGES

The car industry is reactive, and individual car brands don't release marketing campaign information until just before the promotion commences. Additionally, they will often promote on other avenues, so brand consistency is vital.

Because of the online availability of car directory sites as well, it is very easy for consumers to do their own research – they have to see a direct benefit of dealing with a particular car dealership, and creating that kind of loyalty can be challenging.

Additionally, staff of the client just want to sell cars. However, having authentic people in the organic activity creates a human element which is imperative for brand positioning, so another challenge was getting the staff on board.

HOW WHITESPACE HELPED

WhiteSpace worked closely with the marketing team to curate content that was relevant and useful to assist with growing the organic pages. This has delivered a consistent increase in likes. We also managed their pages to address concerns or issues, and converted the majority of these into positive experiences.

We are now running multiple ad campaigns for the client as well, growing audiences of people who while they may not be ready to buy a car now, they will be soon, and we will be able to present our ads at that time.

Our ads generate actual leads for the client, giving them opportunity to convert into sales. As the business grows, and the client sees Facebook becoming more and more relevant for their expansion, we are able to advise and consult to deliver the best results.

RETURN ON INVESTMENT AND FUTURE PLANS

IN a recent campaign, we generated 102 lead ads for the client, at \$22 per lead, resulting in 25 cars being sold. Additionally, we are working with them to consistently position them as the car dealership of choice to keep people aware during the potentially longer sales cycle.

We are now creating funnels for this business to get more people aware of the business, and take them through the sales process with this particular client to get a positive buying experience, rather than being a number