

integrated

Integrated Campaign Drives 100% Increase in Car Sales for Colonial Ford

2016 FORD F-150 SUPERCAB XL 4X4
SAVE UP TO \$6,576
 MSRP: \$38,640.00
 PKG DISCOUNT: -\$1,250.00
 FORD REBATE: -\$3,000.00
 FORD CREDIT: -\$500.00
 COLONIAL DIS: -\$1,826.00
 LEASE FOR \$299/MO X 36 MOS* COLONIAL PRICE \$32,064
 *LEASE 10,000 MILES, 36 MONTHS \$2,995 DUE AT SIGNING. FIRST PAYMENT, TAX AND FEES EXTRA.
COLONIAL Ford
PLYMOUTH
 "America's HomeTown Dealership!"
 buycolonialford.com • 1-888-746-2785

“ We work with GateHouse Auto because they understand the professionalism and trustworthiness we expect and they really back up the quality & effectiveness of their products. We look forward to continuing our relationship with them and the loyal, local audience they bring into our dealerships.. ”

~Sean McCarthy, General Manager - Colonial Ford

BACKGROUND:

Colonial Ford is a new and used car dealer in Plymouth, Ma. Colonial Ford was advertising exclusively in print (with GateHouse Media) for 15 years. Recently they noticed their program became stale. Sales were lagging, their brand was not top of mind with customers and they were behind their competition in the digital landscape.

OBJECTIVES & GOALS:

In the competitive and crowded Massachusetts marketplace Colonial Ford needed to re-engage the market with their brand. They needed solutions to help their inventory stand out and attract potential customers. They had to increase new and used car sales by driving customers to their dealership, both online and in person. It was time to refresh their advertising strategy.

SOLUTIONS:

Their GateHouse Media team put together a marketing solution to invigorate the business. It addressed their branding concerns and was designed to increase sales leads for them. The integrated solution included print, online inventory marketing, On Target display advertising, Facebook ads, and email campaigns.

PRODUCTS:

- Print
- On Target Digital Display
- Social Media Advertising
- Email Marketing
- BestRide.com

RESULTS:

Colonial Ford's car sales increased by 100%.