

integrated



Franklin Ford Takes the Lead Utilizing Integrated Campaign to Improve Position

“The team we work with at GateHouse Auto is truly terrific. They understand auto, they understand the local audience and they get us the results we need to sell more cars.”

~Bob Breen, General Sales Manager - Franklin Ford

BACKGROUND:

Franklin Ford is a new and used car dealer in Franklin, Ma. In the competitive and crowded Massachusetts marketplace they knew how important it was to have a prominent digital presence. They needed a pulse check on how their digital metrics stacked up against their competitors.

OBJECTIVES & GOALS:

After Franklin Ford reviewed their current share of impressions and click thru rate, they realized their current program was performing below expectations. They needed an expert to review their plan and advise them on how to improve. Their goal was to increase both their share of impressions and click thru rate.

SOLUTIONS:

Their GateHouse Media team audited Franklin Ford's digital program and suggested changes to creative and marketing mix. They proposed print advertising, many different digital advertising tactics, monitoring & measuring the effectiveness of each, as well as inventory marketing and email blasts.

PRODUCTS:

- Print
- On Target Digital Display
- Search Engine Marketing (SEM)
- Digital Re-Targeting
- Email Marketing
- BestRide.com

RESULTS:

Franklin Ford's impression share increased from 20% to 70% and click through rate on digital advertising increased resulting in more cars sold.