



**17%**

market share  
point increase

**+1K%**

Facebook CTR (205%  
above benchmark)

**21%**

email CTR (31%  
above benchmark)

## FORD AUTOMOTIVE DEALERSHIP

### ABOUT

A Ford dealership was looking for new ways to target in-market auto shoppers in order to drive a big pick up in sales.

### CHALLENGES

Ford as a brand had been experiencing a relatively flat year for sales, so the dealer needed ways to target competitor auto brands to increase its share in a small growth market.

### SOLUTIONS

LOCALiQ AUTOMOTIVE conducted research to identify the necessary digital marketing tactics for the dealership's unique business goals. Our solutions for the Ford dealer featured several different digital marketing tactics to effectively cover the auto consumer journey from beginning to end. These solutions included:

- YouTube Ads
- Targeted Email Marketing
- Targeted Display
- Search Marketing

### RESULTS

The campaign was very successful in driving new sales to the dealership. Ultimately, the Ford vehicle sales at the dealership increased +17% year-over-year while overall Ford vehicle sales in the market increased only +2% year-over-year.