



**GRAND BLANC**  
***MITSUBISHI***

# ***PROVEN SOCIAL ADS***

Our Latest Dealer Case Study For  
Social Media Advertising.

dealers  united

powered by **buyerbridge**





**GRAND BLANC**  
**MITSUBISHI**

# Full Funnel Social Strategy Drives **18% Lead-to-Sale** Conversion Rate For Grand Blanc Mitsubishi

- OCTOBER 2022 - JANUARY 2023 -



**516**

Leads From  
Facebook



**\$125.92**

Cost Per Unit Sold



**\$23.18**

Cost Per Lead



**95**

Unit Sales Matched



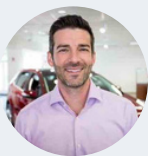
**18%**

Lead to Sale  
Conversion Rate

## “ A GREAT EXPERIENCE

Working with Dealers United for our social advertising has been a great experience. They listen to our needs and align each strategy with our goals.

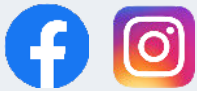
My Performance Manager is easy to reach by phone and email. We have a whole team behind our ads - the custom designed content matches our style and drives results!"



**MATT LASCO**  
Vice President Lasco Auto Group





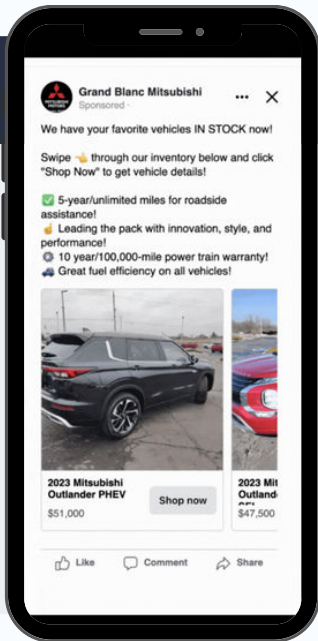


# A Closer Look: Full Funnel Meta Ads Strategy

With every swipe of the thumb, dealers have the opportunity to get their brand on valuable visual real estate. But, what separates an average campaign from the best converting setup is a full funnel strategy.

Specifically, leveraging different ad types intentionally with thoughtful messaging that coincide with the mindset and stage of the auto buyer journey.

Ads that include "Why Buy Here" messaging educates and influences shoppers to want to purchase from you, instead of your competition.



## 2. CONSIDERATION

During this time, car shoppers are formulating a shortlist of vehicle makes, models, and dealerships. Use "Ready to Buy" messaging with available inventory, and inform about current incentives or special programs.

Once a car shopper becomes a lead, it's time to focus on engagement to make the sale. Continue to push your "Why Buy Here" messages, and leverage customer testimonials to showcase the buying experience from another's perspective.

## 1. AWARENESS

### ATTENTION METRICS:

- Reach
- Impressions
- Frequency
- Views
- Video Plays %

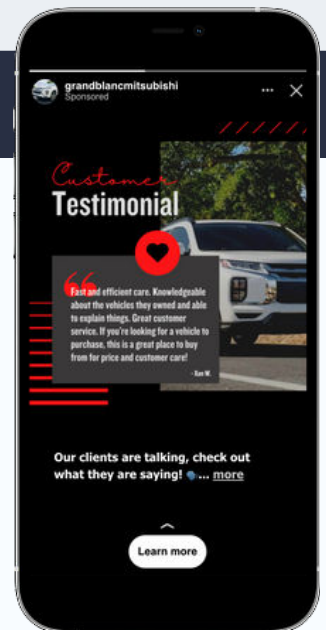
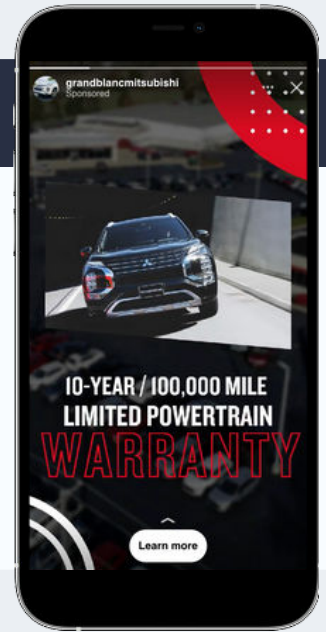
### ACTION METRICS:

- Clicks
- Cost Per Click
- Click Through Rate
- Messenger Conversations
- Landing Page Views

## 3. CONVERSION

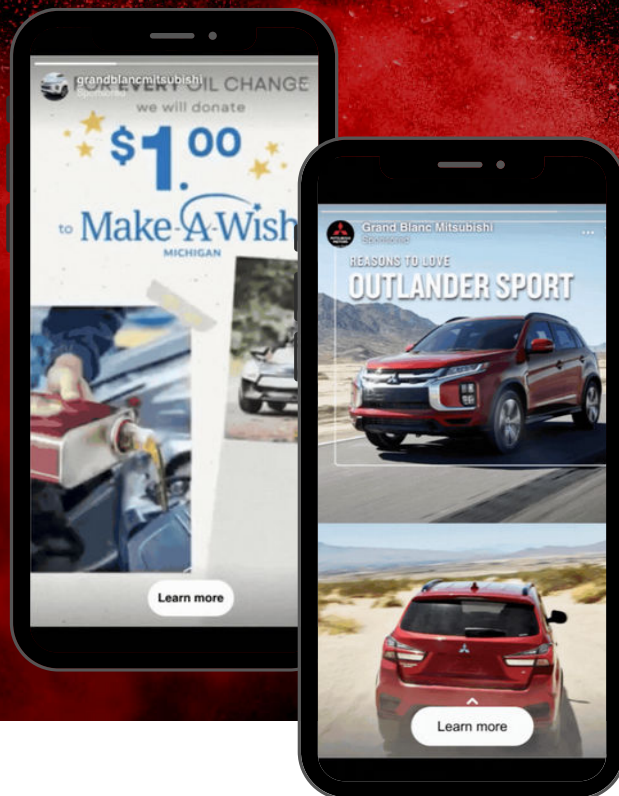
### ATTRIBUTION METRICS:

- Leads
- Cost Per Lead
- Lead Conversion Rate
- Close Rate
- Cost Per Sale
- Sales Matchbacks %



# DOMINATE SOCIAL ADS

Leading social ads agency and platform in automotive.



## BEST-IN-CLASS OMNISOCIAL ADS



### Move Shoppers Through The Entire Buyer Journey

Between branding campaigns, inventory ads, and service ads, our full funnel social strategies bring shoppers in—and keep them coming back.



### Track Every Dollar Spent To The Unit Sale

Make data-driven business decisions based on more than just reach or leads: use our real-time platform to track your ROI down to the unit sale!



### Solutions Guided By A Team Of Certified Experts

Gain direct access to a Customer Experience team that is committed to your success. You'll communicate regularly on strategy recommendations and results.

## ABOUT #TEAMDU

Dealers United's social ad solutions are designed to improve and optimize your social media presence with ad strategies that drive greater local awareness, consumer engagement, lead volume, and more.

## TRY THE MARKET ANALYZER

Build your omnichannel report to find out how many auto shoppers you can reach in your market including potential results, budget suggestions, and more!



[bit.ly/analyzemymarket](https://bit.ly/analyzemymarket)

Contact us



941-366-6760



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