

# Q&A with Brad Deery Motors

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## Introduction

Brad Deery Auto Group serves the Maquoketa IA region with new Chrysler, Cadillac, Chevy, Jeep, Buick, Dodge, and Ford vehicles, plus pre-owned inventory. Aimee Rogers, the group's Marketing Manager, sat down with us to answer a few questions about what has made Facebook Ads so successful for their stores.

If you missed the success story where we showed the ads that landed Brad Deery Motors 173 unit sales attributed to Facebook in 61 days, [click here!](#)



***“These ads quickly took over as our #1 traffic source to our website.”***

**Aimee Rogers, Marketing Manager - Brad Deery Motors**

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## 1. What specific business problem did Facebook Ads through Dealers United help you solve?

Being a destination store, we needed to provide relevant ads to people from 30+ miles away. Not only do we put our vehicles in front of those people, but build their confidence in our dealership in order to get them to make the drive. With Dealers United we were able to do that. We can showcase our consumer satisfaction awards, customer reviews, and target based on common interests.

## **2. How would you rate the quality of your traffic from Facebook campaigns? Are you getting in quality conversions with shoppers as a result?**

These ads quickly took over as our #1 traffic source to our website. They convert better than third party leads and helped us reach some record sales, even during the pandemic.

## **3. How confident would you say you are that Facebook ads help you generate more leads, sales conversations, and interactions with ideal consumers online?**

Extremely confident. Dealers United is extremely transparent with their reporting. I can see the traffic to the website, all the messages we receive via Facebook Messenger from the ads, incoming phone calls to the call tracking numbers. I love getting the matchback reports each month as well. It really helps to see how much of an impact this has had on our business.

## **4. What did you do with Facebook prior to using Dealers United?**

Before we signed with Dealers United, we used a different company to run some Facebook ads and to do retargeting. I also ran my own carousel ads using the Facebook catalog and creating custom audiences. From doing my own ads for the dealership and looking at the results in ads manager, I realized I was getting better results than the company we were using, and I knew I still had a lot to learn. With more knowledge and insight, I could have had even better results. I had an idea of what Facebook could do for us, but I knew that I needed a partner to help me get the dealership to where it could be with those ads. So I started asking

questions, watching every webinar I could and looked at several different companies. Using a company rather than just doing it myself was the best decision for us. They had more access to better targeting and audiences than what I would as just a dealer, and had more experts with a lot more knowledge than I had. It also freed up my time to be more efficient and get more things accomplished for the dealership.

## **5. How has the Dealers United experience been overall?**

One of the webinars for facebook I watched was put on by Pete and Dealers United. So I looked more into them and watched several more webinars they put on. Eventually I scheduled a demo and we signed up with them. It has been a great decision and I wish we would have done it sooner. Everything was a very smooth process, on boarding went easily, and the ads started right away. The customer service has been phenomenal. They really care about the dealership and work with you to come up with ideas and ads to put out there. Everyone I have worked with there has been amazing. It's not like other companies where they send you a report once a month and that's all you hear from them. I talk to Rachel, my performance manager, at least once a week. She is available by phone, text, or email, so it's easy to reach her and she is fast to respond. When we need to make a change, start a new ad idea, stop an ad. We stay in contact with each other and work together to get the best results possible. She sends a mid month video, showing how the ads are performing, and this is the only company that I have ever worked with to do that. It shows that they are always looking out for us, and if something needs addressed, it doesn't wait until next month.

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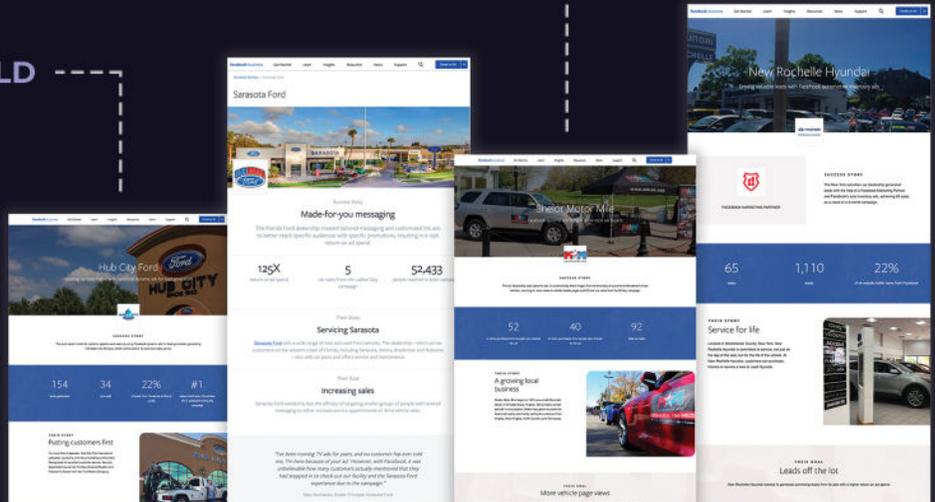
65 CARS SOLD

92 CARS SOLD

34 CARS SOLD

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## We help dealers solve real business challenges with Facebook & Instagram.

- ✓ Strategies that back up your business goals
- ✓ Sales Matchback reports to track and prove performance every month
- ✓ Not your typical "check-in-the-box" solution

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