

How Tom's Ford Switched Facebook Agencies & Drove More Qualified Leads

THEIR STORY

Tom's Ford, located in metropolitan New Jersey, was working with another Facebook provider, but realized the leads they were getting weren't closing and were wasting their sales team's time. They sought a different Facebook ad partner who could help them target specific audiences, align with their brand and business goals, and truly help them sell more cars.

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We made the transition from another Facebook agency a few months back. The other agency drove a lot of leads, but very few led to sales. Dealers United to us felt extremely different. Working with them feels like a PARTNERSHIP. They are invested in not just helping us grow, but educating myself and my team on trends and how to create unique strategies. Our spend keeps going up and we are increasing our new vehicle market share in tandem.”

— LARRY DOREMUS JR.
GENERAL MANAGER, TOM'S FORD



62 Days

Results Measured
From 07/01/20 to 08/31/20



337,349

Local In-Market
Shoppers Reached



18,843 LPV

(Landing Page Views) at
\$0.66 Cost Per View



471 Leads

Tracked to Facebook at
\$26.60 Cost Per Lead



91 Sales

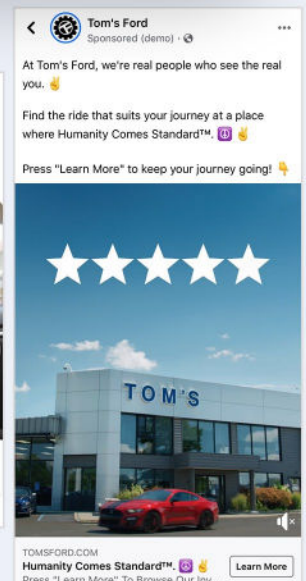
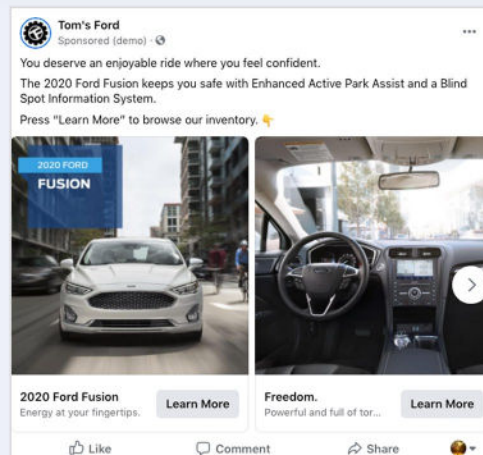
Matched to Viewing or
Clicking a Facebook Ad

THEIR SUCCESS

A Hands-On Strategy

After strategizing with Dealers United, Tom's Ford created a full-funnel Facebook approach that encompasses branding, service, customer care, and live automotive inventory ads. The dealership works closely with Dealers United every month to test new and unique strategies that solves their current business challenges.

Facebook has since become Tom's Ford #1 traffic source and steadily contributes to the dealership's bottom line.



FACEBOOK

MARKETING PARTNER

dealers  united

FIND YOUR SOLUTION