LOCK 20 AUTO wins business
from surrounding communities

LOCK 20 AUTO
Established 2005
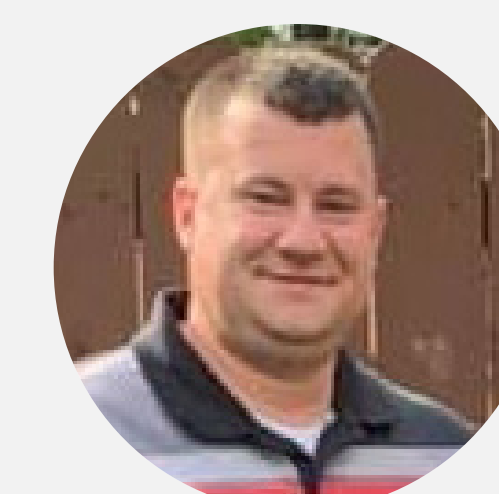
Lock 20 Auto's Story

Established in 2005, Lock 20 Auto is an independent dealership located in rural Ohio approximately 1.5 hours from Columbus, Cleveland and Pittsburgh. Danny McCauley, Owner, takes pride in offering the community reliable good condition vehicles under $15,000. All the vehicles have a warranty at no extra charge and special financing is available.
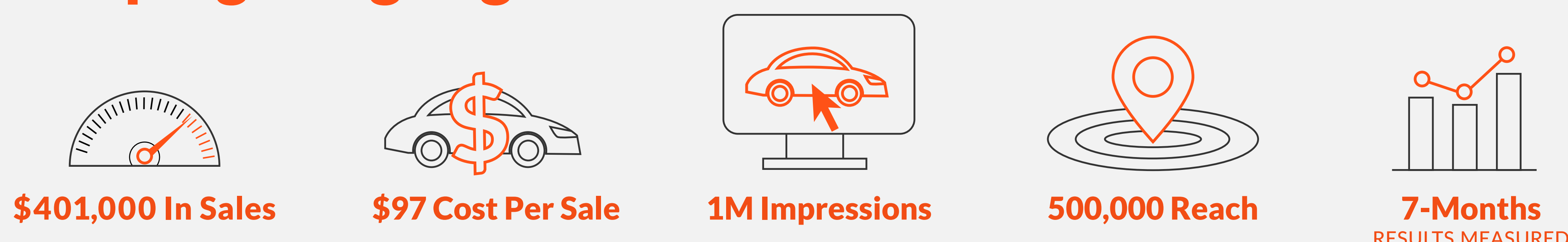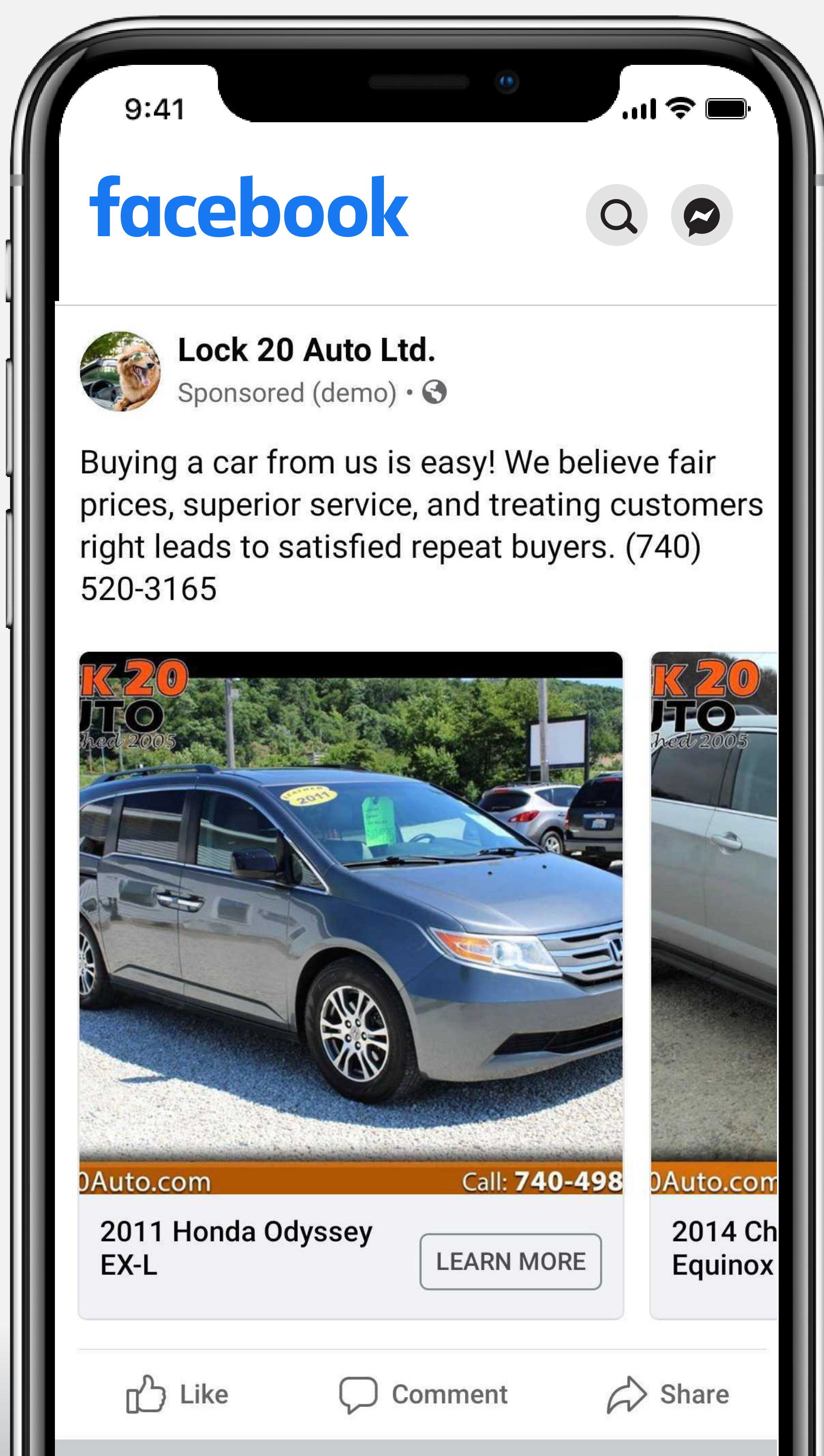
"AutoSweet has produced great results over the past two years. Ryan, my salesperson, reviews with me monthly stats including sales results.

It's refreshing to work with a salesperson who truly cares about my dealership and just doesn't move on to the next sale."

Danny McCauley
Lock20 Auto Owner

Campaign Highlights

$401,000 In Sales	$97 Cost Per Sale	1M Impressions	500,000 Reach	7-Months RESULTS MEASURED

AutoSweet + Lock 20

Lock 20 Auto partnered with AutoSweet to help improve their dealership's digital marketing. Lock 20 Auto specifically wanted help improving brand awareness and showcasing their vehicles outside their local area. They knew their client experience and inventory was superior to those outlying competitors. AutoSweet quickly put together an online marketing strategy to conquest customers that involved driving quality traffic to Lock 20 Auto's website and turning that website traffic into tangible, low funnel leads.

First steps included listing their inventory on Facebook Marketplace and connecting their salespeople to the AutoSweet Messaging Platform. This allowed them to start generating engaged leads instantaneously. Thereafter, two Facebook and Instagram campaigns were configured. The first was structured to target new customers, based off of attributes past buyers had, a sales look-a-like audience.

The other was retargeting those who have viewed VDPs, keeping Lock 20 Auto's vehicles top of mind to those interacting with their vehicles, while they're in the purchase cycle. To measure the success of the campaigns, Frazer DMS data was integrated into AutoSweet's dashboard. This allowed transparent sales attribution reporting on the viewing and clicking of ads as well sales revenue generated.

Facebook

9:41

Lock 20 Auto Ltd.
Sponsored (demo) ·

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