

Middletown Ford Employs Long-Term Conquest Email Strategy For 1200% Return On Investment

About the Client:

Middletown Ford, an Ohio-based franchise dealer, offers a complete line-up of Ford vehicles and carries a large selection of pre-owned and Ford certified pre-owned vehicles.

Challenge:

Middletown Ford knew they needed a consistent influx of new customers to achieve long-term growth. But finding new shoppers and marketing to them can get very expensive very quickly.

Old-school strategies like billboards and local TV spots are what most franchises turn to when marketing to new shoppers. But, these marketing tactics can cost as much as \$5,000-\$20,000 a month. Besides the hefty price tag, it's also nearly impossible to measure the success of traditional media campaigns.

Middletown Ford turned to AutoSweet for help. Our team recommended one of our most cost-effective digital solutions for franchise dealers looking to maintain a healthy pipeline: a conquest email marketing strategy.



"AutoSweet's Conquest Email fills an important part of the marketing funnel by driving new prospects to the website. It functions much like any CPC campaign, and the traffic generated by this campaign is about as engaged as Google and Bing CPC."

George Nenni - Founder, Generations Digital

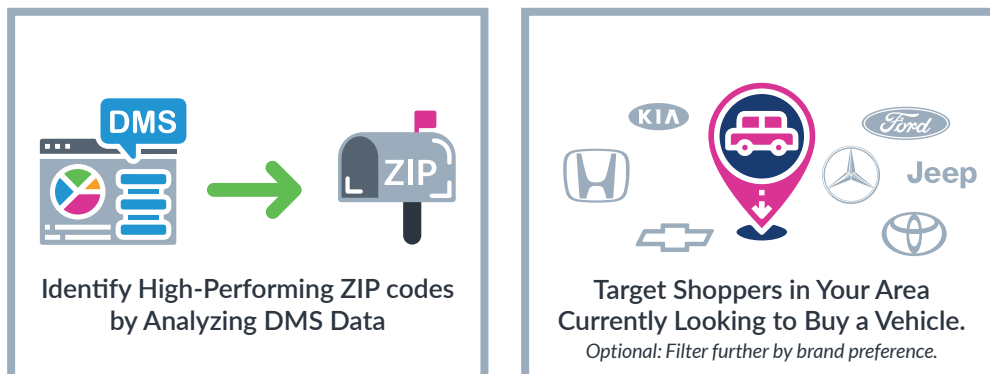


Solution:

AutoSweet worked with Middletown Ford to apply our proven process for conquest email marketing. **The first step in this process was to compile a highly targeted list:**

- 1 We started by analyzing Middleton Ford's dealer management system (DMS) sales data to identify current top-performing zip codes
- 2 Next, we used market research to target prospects who are currently in-market to purchase a new or used vehicle shortly
- 3 We further refined the list to target shoppers who were shopping for specific brands of vehicles including Ford and brands similar to Ford (i.e. Chevrolet, Dodge, Toyota, GMC)
- 4 Finally, we used our DMS connection with Middletown Ford to remove current and past customers, ensuring the prospect list was a true conquest audience

How AutoSweet Targets New Prospects for Conquest Email



The result was a massive list of brand-new prospects in Middletown's most profitable target markets. These potential customers were currently in-market, looking to buy a vehicle that matched the dealer's inventory.

Middletown Ford and AutoSweet began working together to plan two emails a month to be sent over the course of nearly two years. Patience in a campaign is key, since many customers purchase after receiving between 8-12 emails (brand building takes time!). The emails were designed to highlight franchise specials, pre-owned vehicles, and Middletown Ford's current service deals. The dealership also worked with AutoSweet's design team to create custom designs that highlighted the dealer's brand and messaging.

Finally, AutoSweet scrubbed any unsubscribes or bounced emails after each sent email and replaced them with qualified, fresh prospects.

Results:

Middletown Ford began working with AutoSweet to send conquest email marketing in January 2020. Every month, Middletown sent two emails to their list of 50,000 potential shoppers.

Analyzing the data over 22 months* reveals the power long-term conquest email campaigns:

- Middletown Ford achieved more than a 1200% gain from their email marketing investment
- Conquest email was associated with 262 vehicle sales from new customers and two from returning customers
- Conquest email sends were associated with \$5,946,278 of revenue for vehicle sales (66 new vehicles, 198 pre-owned)
- Email marketing influenced \$903,991 in RO sales revenue and was associated with 1,856 closed ROs (749 new customers, 1,107 previous customers)

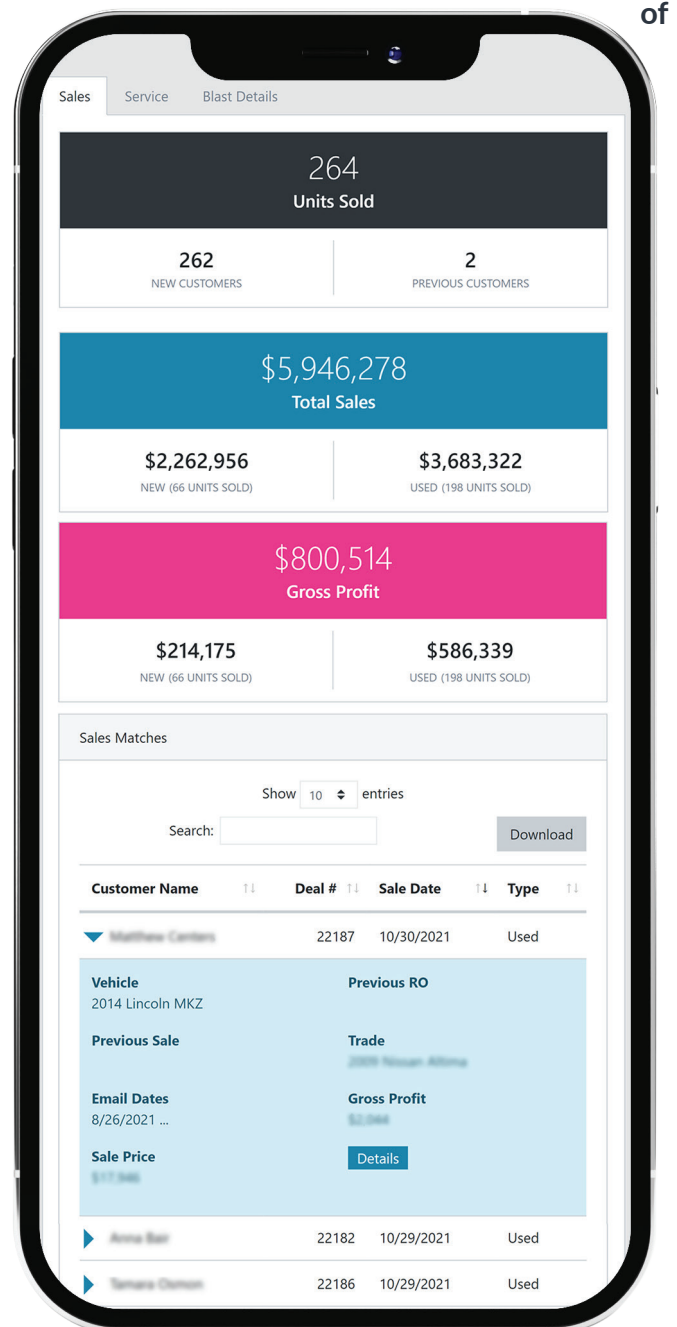
AutoSweet is a certified partner of more than 30 leading dealer management systems.

This allows dealerships to synchronize sales transaction data with AutoSweet's conquest email campaigns so that true ROI can be measured.

AutoSweet's Conquest Email Campaigns include access to a 24/7 marketing dashboard.

Dealers can quickly get an overview of campaign performance, and, even more impressively, see which offline sales match back to email sends.

* Middletown Ford did not send conquest emails in April 2020.



“ Over the last year, 38% of Middletown Ford's new user sessions were generated by AutoSweet's conquest email and all of that traffic can be used for other marketing and retargeting efforts. ”

George Nenni - Founder, Generations Digital



In addition to conquest email, AutoSweet worked with Middletown Ford to multiply their success using retargeting ads on Facebook and Instagram.

Not only was Middletown Ford able to retarget using Google Analytics traffic, but AutoSweet also worked with Middletown Ford to retarget email openers.

In 2021, Middletown Ford achieved the following results from ads on Facebook and Instagram:

- 7.5% of traffic originated from Facebook Ads
- 18 Units Sold / ROs Closed matched back to Facebook Ads
- \$415,669 in generated revenue
- \$184 cost per sale

Conquest email paired with social media ads helped Middletown Ford's conquest audience get to know their brand faster and ultimately close more sales than they would have alone.

