

Avalon Ford saw more than 80% savings when compared to the in-market average of \$100 per subprime lead.

Leadbox

Success Story: Avalon Ford

Avalon Ford in St. John's Newfoundland is the highest volume Ford dealer in Atlantic Canada and among the largest Ford dealers in the nation. Avalon has been in operation for over 25 years and boasts an astonishing 15-acre lot. Between an ever-busy sales floor, service, parts and body shop this impressive dealership is process driven, organized and very well managed. Avalon works hard every day to ensure their website management and digital presence is a priority. Their goal is to always have the right people in place to make sure the experience online matches the experience in store.



AVALON'S CHALLENGE

In the last year, subprime customers have become more difficult to find due to the increased competition for leads in the St. John's automotive market. Additionally, 3rd Party lead quality has continued to decrease. There was a clear need for a better strategy to address the subprime market and to grow the volume of clients in off-brand pre-owned sales.

LEADBOX'S PLAN

The team at Leadbox sat down with their friends at Avalon to discuss the challenge and make decisions on the options that would be the most effective. Being that the market was becoming more competitive, spending more was not the answer, the team recommended spending differently. The message, the creative, and the choice of medium had to be unique.

A typical starting point is to consider the audience that the dealership is focused on reaching. In this case, it was in-market used car shoppers, who have shown an interest in subprime lending or

loans (available in advanced Facebook targeting). Next was to devise a creative plan with Drive Media's creative team. With over 30 years of creative messaging for automotive retail, Leadbox is no stranger to the challenges top dealerships face. First, it's important to understand that the typical *keys-in-hand* creative isn't going to get the desired attention in a buyer's Facebook feed. The use of higher quality, relatable, lifestyle images was going to be far more effective. This paired with the right messaging to give subprime customers an empathetic reminder that they are not alone and that great solutions do exist for their personal transportation needs. Once testing was completed to get the ads just right, the budget was turned up and the fun began.

"Our subprime Facebook campaigns have been working great. The team at Leadbox were able to help us generate quality leads which helped us collect the information needed to close those sales."



Brad Tetlow
Marketing Manager
Avalon Ford

Leadbox



Avalon Ford saw more than an 80% savings when compared to an in-market average of between \$100 and \$130 per lead.

THE RESULTS

Traditionally, the cost per acquisition (CPA) is quite high in the hyper-competitive landscape of subprime/credit, often as high as a few hundred dollars a lead! However, by combining the right audience targeting, messaging and lifestyle creative, the subprime campaign for Avalon Ford crushed the normal lead price with an average lead cost of below \$20/lead. This was more than an 80% savings when compared to an in-market average of between \$100 and \$130 per lead.

Winning a subprime customer can be a win-win for dealerships and car buyers. For customers looking for a solution to their credit problems, the

consultation and attention they receive might not be available elsewhere. For dealers, it can prove to be a profitable relationship and a rewarding service.

The increased awareness of Avalon Ford's brand as a provider of credit and subprime solutions is an important initiative for the dealership. In a market like St. John's, word of positive service experiences travels fast. The Social Media Lead Generation campaign provided the right momentum to launch their subprime services and to have both Ford and off-brand customers alike, aware of this dealer's value-added services.

"The great team at Leadbox were able to generate a successful Facebook subprime campaign for our business which generated high-quality leads which helped increase a share of the local subprime market."

Brad Tetlow
Marketing Manager, Avalon Ford

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