

Yorkdale Ford's website gets a year-over-year increase of 77% from 9,000 to 16,000 unique monthly visits.

Leadbox

Success Story: Yorkdale Ford

Yorkdale Ford Lincoln is a long-serving Ford and Lincoln dealership located in the center of the Greater Toronto Area (GTA). They are part of the International Auto Group, consisting of 7 great stores. Yorkdale is commonly the leader in the group for Leads, sales, and profitability. They also take the lead in pioneering great marketing and digital marketing strategies.

The dealership has a loyal client base as confirmed by their online ratings. General Manager, Jim Hamilton leads by example and takes responsibility for their online presence and reputation management on mediums such as Google Reviews (4.5 Stars) and DealerRater (4.8 Stars).



YORKDALE'S CHALLENGE

Yorkdale Ford is located in one of the busiest traffic areas of Toronto, and a high percentage of their clientele are repeat customers. Acquiring new clients is an essential goal of any dealership and because of the highly competitive market, the obstacle was daunting. Even with extremely high dealer ratings, they found it difficult to bring in new customers. Yorkdale needed a new partner and a fresh strategy.

LEADBOX'S PLAN

The Leadbox team began to work with Yorkdale Ford on a cohesive branding strategy across all platforms. They focused on working with the dealership to strengthen their unique selling proposition and to bring clarity, consistency, and authenticity to the brand and the voice of the dealership in the heavily saturated market of the GTA.

Taking a phased approach, which focused heavily on a custom dealership-branded creative strategy, Leadbox was able to help set Yorkdale apart from other brands in the area, as well as other local Ford stores. Once the proper branding and creative was established, Yorkdale Ford and Leadbox were able to work together to determine the audience segments that were most important to target. With this information, the team put together a complete digital advertising program including a Leadbox custom designed website and a full digital outreach program. Using Leadbox's outstanding creative production and

"By using Leadbox's technology, we're able to produce model specific videos that are effective, with great production value at a low cost. Most importantly, we're able to measure the results of each campaign."



Jim Hamilton
General Manager
Yorkdale Ford Lincoln

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“One of the most important things for us digitally is to create as many impressions as possible with an inspired, in-market audience. The team at Leadbox provided results on Youtube that got a tremendous amount of views for a low CPV with that audience.”

Jim Hamilton

General Manager, Yorkdale Ford Lincoln

their focus on inventory-level marketing and advanced dynamic creative tactics they built a program which included Search Engine Marketing, Display Advertising including Retargeting, Dynamic Inventory Video Ads, and Social Media Ads. A robust Search Engine Optimization strategy supported all of these tactics.

THE RESULTS

Today, Yorkdale Ford receives more website traffic to the site and significant engagement on all of their selected digital platforms. The store now has a brand with consistent omnichannel messaging in both its online and physical locations. Website visits are way up with a year-over-year increase of 77% from 9,000 unique monthly visits to 16,000 unique monthly visits. This increase occurred while increasing core engagement metrics at the same

time. Jim and the rest of the team at the dealership see a direct correlation from the rise in online activity, relative to walk-ins, phone calls, and other offline activity.

Video marketing has created an enormous lift in online traffic and visibility for the store. By showing their custom branded videos to active in-market audiences, awareness and brand lift has been noticed by customers and store personnel.

Evergreen and overall awareness videos have now become part of the dealer’s online profile, and Youtube playlist see significant use throughout the year. In-market customers regularly comment on having seen Yorkdale Ford branded videos and the high exposure overall. Perhaps even more exciting is that this new exposure has enabled the team at Yorkdale for to have an even more significant impact with the charities and causes in their community - a source of great pride for their whole team.

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