

SOCIAL ADVERTISING IMPROVES RETENTION

Boost awareness and encourage sales and service visits

Learn how Alamo Toyota added Facebook to their marketing mix to increase service retention, generating a **\$30:\$1 return!**

CHALLENGE

For many dealerships, service customer retention is a top priority. A dealership's ability to grow and retain service customers can make or break their business. After a prolonged decline in customer retention, Alamo Toyota (San Antonio, Texas), needed to boost service retention and encourage their Toyota customers to return for service.

HOW WE HELPED

Alamo Toyota partnered with GSM to offer inactive and defecting customers a special service discount to return for service. The team used Facebook ads and a Custom Audience to precisely target the right people in the dealership's database of current Toyota owners. The offers and creative were aligned across **Direct Mail**, **Email**, and **Facebook** to ensure a true omnichannel marketing customer experience at every touch point.

Each channel targeted inactive customers (6-12 months since last service visit), and the dealership's defecting customers (8-12 months since last service). Integrating Facebook advertising into their marketing mix created an opportunity for the dealership to close another communication gap in the automotive customer journey—creating a more broad and unified presence across all touch points.

“

Since I started using Facebook ads, my customer retention has increased every month and traffic to the service drive has increased!

- Scott Knight
Service Director, Alamo Toyota

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The automotive marketing people.

VIEW CASE STUDY ONLINE
<https://bit.ly/2LP5qOh>

SOLUTIONS USED

The dealership added Facebook advertisements and direct mail with email-to-mail match to round out their retention strategy. This omnichannel approach worked to bring more visibility to Alamo Toyota's relevant service offerings.

- **Facebook advertisements** promoted savings on services such as oil changes and tire rotations across the Facebook platform.

- **atomDirect service customer retention direct mail with email-to-mail match** reinforced direct mail messaging by using the same offers and creative. This helped incentivize and remind customers to bring their vehicle in for service.

RESULTS

Alamo Toyota incorporated Facebook advertisements into their ongoing marketing efforts for a two-month period, bringing about impressive results. During the campaign's life, Alamo Toyota experienced an impressive **\$30:\$1 ROI**.



The automotive marketing people.

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Lifetime Campaign Engagement



90.5%
OF ALL TARGET
CUSTOMERS REACHED



73,099
AD IMPRESSIONS



\$30:\$1
RETURN ON
INVESTMENT



293
TOTAL AD CLICKS