

Willowood Ventures Launches Several Cutting-Edge Automotive Staffed Events and Targeted Email Campaigns

Innovative Automotive Marketing Agency Combines Digital Dealer Expertise and Facebook Promotions to Deliver a Surge in Leads, Sales, and Automotive Branding.



Cary, North Carolina Sep 9, 2024 ([Issuewire.com](https://www.issuewire.com)) - Willowood Ventures, a leading automotive

marketing agency, today announced the launch of two new services aimed at igniting car dealership performance: Pay-Per-Click (PPC) advertising or [Automotive Paid Search](#) and Automotive Staffed Events. These additions expand Willowood Ventures' arsenal of marketing solutions, complementing their highly successful [Facebook Events](#). Automotive staffed events combined automotive direct mail and expert event sales manager to bring never before seen results.

In an increasingly digital marketplace, car dealerships face unique challenges in attracting and converting potential buyers. Willowood Ventures' new offerings are designed to address these challenges head-on, providing dealerships with powerful tools to enhance their online presence and create impactful in-person experiences.

"Our goal has always been to help dealerships thrive in a competitive landscape," said Dominic Scruggs, CEO of Willowood Ventures. "With the addition of PPC advertising and [Automotive Staffed Events](#) to our service lineup, we're better equipped than ever to deliver comprehensive automotive marketing solutions that drive real results."

The new PPC service leverages Willowood Ventures' deep understanding of the automotive industry to create highly targeted digital advertising campaigns. By focusing on relevant keywords and utilizing advanced targeting techniques, these campaigns aim to attract high-intent car buyers, increasing the efficiency of dealerships' marketing spend.

"Effective PPC advertising in the automotive sector requires more than just general marketing knowledge," Scruggs explained. "Our team combines digital marketing expertise with industry-specific insights to create campaigns that resonate with car buyers at every stage of their journey."

Willowood Ventures' PPC service goes beyond simple keyword targeting. The company employs a data-driven approach, analyzing market trends, consumer behavior, and dealership-specific data to create highly optimized campaigns. This approach ensures that dealerships' advertising budgets are used efficiently, targeting the right audience with the right message at the right time.

The PPC service also includes comprehensive reporting and analytics, allowing dealerships to track the performance of their campaigns in real-time. This level of transparency enables quick adjustments and optimizations, ensuring maximum return on investment for every advertising dollar spent.

Complementing the digital focus of Automotive Paid Search, Willowood Ventures' new Automotive Staffed Events service brings a high-impact, in-person element to dealership marketing strategies. These events are meticulously planned and executed by Willowood Ventures' team of experts, creating engaging experiences that drive foot traffic and sales. As the leading automotive marketing agency, with automotive experience that spans over two decades, Willowood Ventures has plenty of experience in a dealership and truly understands [automotive branding](#).

"Our car sales events are designed to create buzz and excitement around a dealership," Scruggs said. "We handle everything from event planning to staffing, recruiting, full-service BDC, and automotive marketing, allowing dealerships to focus on what they do best - selling cars."

The Automotive Staffed Events service covers every aspect of event planning and execution. From conceptualization and marketing to on-site management and follow-up, Willowood Ventures ensures that each event is tailored to the dealership's specific goals and target audience. These events can range from weekend sales to community-focused gatherings, all aimed at increasing visibility and driving sales.

One of the key advantages of the Automotive Staffed Events service is the professional staff provided by Willowood Ventures. These experienced professionals are trained in the latest sales techniques and are well-versed in the specific inventory and offers of each dealership. This ensures that potential customers receive knowledgeable, friendly assistance throughout their visit, increasing the likelihood of conversion.

These new services build upon Willowood Ventures' proven track record of success with their Facebook Events for car dealerships. By integrating PPC, staffed events, and social media strategies, Willowood Ventures offers a holistic approach to automotive marketing that addresses every aspect of the car buying journey.

Willowood Ventures recently had a [case study](#) done on the ROI benefit of a Facebook event and the results were striking. O'Fallon Buick GMC of O'Fallon MO recently had a Facebook Event promoted by Willowood Ventures. The dealership produced over \$297,000 in profit in 5 days. That kind of profit is not the norm for most dealerships and Scruggs attributes it to the lead count.

The company's Facebook Sales Events have been a game-changer for many dealerships, often generating hundreds of leads and dozens of appointments in just a few days. With the addition of PPC and Staffed Events, Willowood Ventures can now offer a truly comprehensive marketing solution that covers both digital and traditional channels. The Automotive Branding for these events is the centerpiece.

Early results from pilot programs have been promising. Dealerships participating in initial trials reported significant increases in lead generation, appointment settings, and overall sales. One dealership saw a 150% increase in qualified leads within the first month of implementing Willowood Ventures' Facebook Events strategies, or Business Development Center, while another reported a 200% boost in sales during a weekend-long staffed event.

"The results we're seeing from these new services are truly exciting," Scruggs commented. "It's not just about generating more leads - it's about generating high-quality leads that convert into sales. That's where our industry expertise really shines, we produce tons of appointments many dealers see 150 plus per week which is more than most see in a month. Appointments sell cars"

Beyond driving immediate sales, Willowood Ventures' expanded services also focus on long-term automotive branding strategies. In an industry where trust and reputation are paramount, the company helps dealerships build strong, distinctive brand identities that resonate with consumers.

"A strong brand is a dealership's most valuable asset," Scruggs noted. "Our comprehensive approach doesn't just drive short-term sales - it helps dealerships build lasting relationships with their customers, fostering loyalty and repeat business."

The company's branding strategies encompass everything from logo design and visual identity to messaging and customer experience. By creating a cohesive brand across all touchpoints - from digital ads, and automotive direct mail, to in-person events - Willowood Ventures helps dealerships stand out in a crowded market and build lasting connections with their customers.

As part of their commitment to comprehensive marketing solutions, Willowood Ventures also offers training and support to dealership staff. This ensures that the strategies implemented by Willowood Ventures are fully integrated into the dealership's operations, maximizing their effectiveness.

"We don't just implement strategies and walk away," Scruggs explained. "We work closely with our dealership partners to ensure they have the knowledge and tools to make the most of our services. It's about creating sustainable success, not just short-term gains."

As the automotive industry continues to evolve, Willowood Ventures remains committed to innovation and excellence in marketing services. The company invests heavily in research and development, staying ahead of industry trends and continuously refining its offerings to meet the changing needs of car dealerships in an increasingly digital world.

Looking to the future, Scruggs sees even more opportunities for innovation in automotive marketing. "We're exploring emerging technologies like artificial intelligence and digital dealer technologies, always with an eye on how they can benefit our dealership partners," he said. "The automotive industry is changing rapidly, and we're committed to helping our clients stay ahead of the curve."

Willowood Ventures' expansion of services comes at a crucial time for the automotive industry. With changing consumer behaviors and the rise of digital shopping, dealerships need innovative solutions to stay competitive. By offering a comprehensive suite of services that spans both digital and traditional marketing channels, Willowood Ventures is positioning itself as a one-stop shop for dealerships looking to thrive in this new landscape.

Dealerships interested in learning more about Willowood Ventures' new PPC and Automotive Staffed Events services, as well as their established Facebook Events strategies, are encouraged to visit <https://www.willowoodventures.com> or call (833) 735-5998 for a consultation.

About Willowood Ventures:

Willowood Ventures is a full-service automotive marketing agency dedicated to helping car dealerships thrive in the digital age. Founded by Dominic Scruggs, the company offers a range of services including Facebook Sales Events, PPC advertising, Automotive Staffed Events, and comprehensive branding strategies. With a focus on innovation and results-driven solutions, Willowood Ventures is committed to driving success for its clients in the competitive automotive industry.

For more information, press only:

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The image displays four distinct marketing assets for Willowood Ventures. On the left is a vertical graphic for a 'ST LOUIS, MO EVENT STATS' with a list of metrics: 317 appointments booked, 262 days of lot traffic, 62 units sold, 49 retail trade-ins acquired, and 771 Facebook messages. A large blue circle highlights a '\$297,688 GROSS PROFIT'. Below the stats is a 'GET STARTED NOW' button. To the right of this is a horizontal ad titled 'POWER UP YOUR BDC' featuring a woman pointing upwards, with text 'ULTIMATE DEALER GAMECHANGER!', 'Call Us Now 833-735-5998', and 'JOIN THE MOVEMENT!'. In the center is the Willowood Ventures logo, a stylized 'W' above the company name and 'DEalership MARKETING SOLUTIONS'. On the far right is another horizontal ad titled 'Appointments Sell Cars' featuring a woman holding a smartphone, with text 'Find Out What Elite Dealers All Over The Country Are Using to Win' and a 'Learn More' button.

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