

Willowood Ventures Sets New Standard in Digital Marketing for Car Dealerships with Proven Facebook Sales Event Strategy

Car Dealership Digital Marketing Results: 134,000 Reached, 2,269 Engagements, 310 Appointments Set



Cary, North Carolina Nov 10, 2024 ([Issuewire.com](https://www.issuewire.com)) - [Willowood Ventures](#), a leading automotive digital marketing agency, announced groundbreaking results from their Facebook Sales Event program, achieving 310 dealership appointments in a recent 10-day campaign for a major Chrysler, Dodge, Jeep, RAM dealership in Oklahoma. This success highlights the growing importance of digital marketing for car dealerships in today's competitive automotive market.

The program's success stems from its unique approach to car dealership digital marketing, combining high-impact social media advertising with a dedicated U.S.-based Business Development Center ([BDC](#)). In the highlighted campaign, the team reached over 134,000 potential customers and generated 2,269 meaningful engagements, demonstrating the effectiveness of targeted automotive inventory ads and strategic social media management.

"Traditional automotive digital marketing services often focus solely on lead generation, but our Facebook Sales Events transform digital engagement into actual showroom visits," said Dominic Scruggs, CEO of Willowood Ventures. "We're offering dealers three distinct packages - 3, 5, or 7 days - each delivering guaranteed appointments, not just promises."

The Facebook Sales Event program includes several key components designed specifically for automotive dealership digital marketing:

- Live in-house BDC operating 14 hours daily, staffed by automotive professionals
- Custom dealer-branded campaigns tailored to local markets
- Strategic Facebook and Instagram advertising management
- 100,000-400,000 targeted impressions per campaign
- Minimum of 75-150+ confirmed appointments based on package selection
- Comprehensive digital dealership presence optimization
- Real-time performance tracking and analytics

Dealers can select from three strategic packages:

Silver Package (3 Days):

- Minimum 75 appointments
- Facebook Ad spend management
- 14-hour Live BDC support
- Dealer-branded event marketing
- 100,000 estimated impressions
- Perfect for weekend sales events

Gold Package (5 Days):

- 100+ appointments
- Enhanced ad spend
- Extended BDC coverage
- 300,000 estimated impressions
- Additional day of BDC PRO support
- Ideal for mid-month sales pushes

Platinum Package (7 Days):

- 150+ guaranteed appointments
- Maximum market coverage
- Instagram ad integration
- 400,000 estimated impressions
- Complete digital marketing suite
- Optimal for monthly sales objectives

The success in Oklahoma demonstrates the program's ability to deliver measurable results in car dealership online marketing. The dealership not only received 310 qualified appointments but also reported significant increases in:

- Website traffic and engagement
- Social media following and interaction
- Trade-in acquisitions
- New vehicle sales
- Used vehicle inventory through trade-ins
- Overall dealership visibility in their market

"Digital marketing for dealerships requires more than just running ads," Scruggs explained. "Our integrated approach combines automotive inventory ads, social media expertise, and professional appointment setting to create a comprehensive solution that delivers real results for our dealers."

Industry statistics support the effectiveness of this approach. According to recent studies, 95% of car buyers begin their search online, and 61% contact dealerships after conducting online research. Willowood Ventures' strategy capitalizes on these trends by creating a seamless path from social media engagement to showroom visits.

The company's automotive [Business Development Center \(BDC\)](#) and automotive marketing services extend beyond Facebook Sales Events to include:

- Comprehensive digital marketing strategies
- Social media content creation and management

- Inventory-specific advertising campaigns
- Customer engagement optimization
- Marketing performance analytics
- Reputation management

Looking ahead, Willowood Ventures plans to expand its digital marketing solutions for car dealerships while maintaining its commitment to guaranteed results and exceptional service. The company continues to innovate in the automotive digital solutions space, developing new strategies to help dealerships thrive in an increasingly digital marketplace. For a [Facebook Sales Event](#), [Automotive Staffed Event](#), or Conquest Email Marketing contact Willowood Ventures today.

EXAMPLE HONDA DEALERSHIP WEST VIRGINIA

527 LEADS GENERATED

OVER 700,000 IMPRESSIONS

OVER 291 APPOINTMENTS

MESSAGE US TODAY

1. We run engaging advertising for your dealership

2. Our expert live BDC agents engage leads & set appointments.

3. YOU SELL MORE CARS.

FACEBOOK SALES EVENT

We deliver record results, increasing gross profit while acquiring great trades to build inventory.

- ✓ 150 weekly appointments!
- ✓ Increased Grosses
- ✓ 300+ Hot Leads
- ✓ Move Old Age Inventory
- ✓ Hit OEM objectives

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