

Zender Ford uses Promoted Tweets to drive dealership foot traffic and sell cars

 Promoted Tweets



Zender Ford
@ZenderFord

Zender Ford (@ZenderFord) is an authorized Ford dealer located outside Edmonton, Alberta, Canada. The dealership sells and services new Ford and high quality used cars, SUVs and trucks. @ZenderFord sees Twitter as a way to engage the local community, share industry information and build transparency one Tweet at a time.



THE CHALLENGE

@ZenderFord is very active on Twitter. The dealership uses the platform to share auto knowledge, how-to videos, industry articles and other relevant content. Engaging with consumers and having conversations via Twitter is an important part of @ZenderFord's marketing strategy.

Each summer the Ford parent company holds a "120 Hour" sale of select vehicle models. @ZenderFord wanted to take advantage of this nation-wide sale and put its own, personal touch on it. Because the dealership is about ten miles outside of Edmonton, it had to find a way to reach surrounding communities and get people to make the trip outside of the city.

@ZenderFord turned to Twitter to reach area residents and engage them with the sale to drive in-store traffic and ultimately sell cars. Twitter was the only marketing channel, online or offline, that @ZenderFord used to promote this "120 Hour" sale.

THE SOLUTION

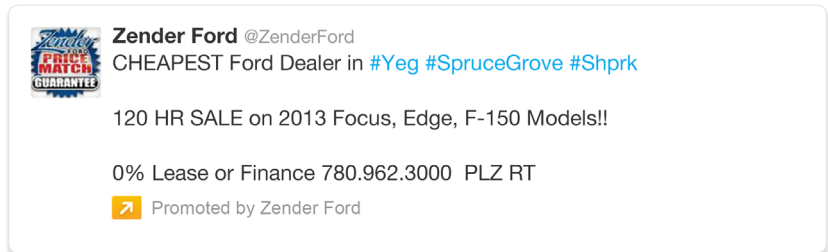
@ZenderFord used a Promoted Tweet with interest and location targeting to raise awareness about the "120 Hour" sale.

The dealership used interest targeting to reach people talking about car culture, SUVs and sedans, and @username targeting to reach users similar to the followers of local accounts like the Edmonton Sun newspaper

“Twitter is very interactive, focused and massive - it’s a great communication tool. I think the most powerful thing is that with Twitter Ads, people don’t have to follow us to see our Promoted Tweets. We can target people living in and around the city, and encourage them to visit our dealership. With this campaign, three conversations on Twitter converted into actual car sales.”

Ryan Holtz
Marketing Manager
at Zender Ford @RyanHoltz1

(@EdmontonSun), the City of Edmonton (@CityofEdmonton) and CBC Edmonton (@CBCEdmonton). @ZenderFord used geo-targeting to ensure that the Promoted Tweet showed up to users located in the province of Alberta.



@ZenderFord included key details of the sale in the Tweet text. It used hashtags associated with the area like #Yeg, #SpruceGrove and #Shprk to reach local audiences. The Promoted Tweet included a call to action to retweet as well as contact information for the dealership.

After seeing the Promoted Tweet, several Twitter users @replied to @ZenderFord asking for more details. “At that point, we take the conversation to Direct Message (DM) so it can be more private and we can talk about pricing for cars and get people’s contact information to follow up,” says Zender’s Marketing Manager Ryan Holtz (@RyanHoltz1).

THE RESULTS

The Promoted Tweet sparked conversations between several consumers and @ZenderFord, with three of them resulting in car sales at the dealership for a total of \$57,000. Two Twitter users bought a Ford Focus each because of the Promoted Tweet, and another Twitter user bought a used vehicle.

One car buyer was a woman who runs a small business selling cupcakes. She’s had multiple Twitter conversations with @ZenderFord and its marketing manager Ryan Holt.



\$57,000

in sales because of a single
Promoted Tweet

5,500%

ROI

15x

more Retweets than average

3 KEYS TO SUCCESS

- 1 INCLUDE A CLEAR CALL TO ACTION.**
Maximize engagement by giving your followers clear instructions and incentives in your Tweets. @ZenderFord included details about the “120 Hour” sale as well as contact information in its Promoted Tweet.
- 2 FOCUS YOUR TARGETING TACTICS.**
Reach the right audience by using keyword, @username and/or location targeting. @ZenderFord used geo-targeted Promoted Tweets to reach users within driving distance to the dealership.
- 3 CONTINUE THE CONVERSATION.**
Monitor the response to your Promoted Tweets and respond to users signalling interest to your campaign. @ZenderFord kept the conversation going through DM with consumers that replied to its Promoted Tweet. This ultimately resulted in the sale of three cars to users who responded to the Tweet.