



SUCCESS STORY

This auto dealership showed middle of the funnel shoppers comparison ads for each model against a key OEM competitor, achieving a 26.0% market share gain against the target, in a focus month to create a December to remember.

THEIR STORY

BMW OF BAKERSFIELD

BMW of Bakersfield offers a wide selection of new and used BMW models to people in the Bakersfield, California area. Known for an ability to take care of customers with high expectations the dealership endeavored to secure market share as they gained sales volume from a key, competitive manufacturer.

THEIR GOAL

TWO-STEP APPROACH

BMW of Bakersfield wanted to promote the dealership's vehicle line-up in two ways (1) mid-funnel against competitive makes and (2) on their own to prospects who had already considered the dealership during the mid-funnel phase. The dealership measured success based on market share increases for BMW as well as market share decreases against the key OEM competitor.

THEIR SOLUTION

MORE THAN MEETS THE EYE

BMW of Bakersfield partnered with automotive advertising agency Local Search Group on this campaign to find mid-funnel prospects and to show ads to people who had previously viewed specific vehicles in stock.

The team successfully integrated more than 72 campaigns through Facebook for each of the models and utilized various Facebook goals such as reach, engagement, and landing page activity. The team showed automotive inventory ads to mid-funnel shoppers that provided intelligent and thorough supporting details after the click. With shareable content and a powerful pixel tracking program at the page level, the team then followed with additional campaigns that took the shoppers further down the funnel and into deeper engagements via Facebook video advertising as well.

Depending upon where the customer was in the buying journey, they would either be directed to a comparison page or the appropriate Search Results Page for the make and model of interest. The comparison page resided on the dealership website and contained competitive content as well as extensive video details. The deeper the customer journey, the deeper the link.

Connecting with consumer mid-funnel during October laid the foundation for the dealership to be exceptionally successful during the crucial December month. To further increase market share potential, the team also selected campaign budget optimizations that included Instagram videos and posts.

Finally, to measure and verify the results, the team used industry-standard cross-sell reports. Facebook data helped to integrate and deliver an efficient cost per thousand impressions, cost per lead, and ultimately, cost per sale.

THEIR SUCCESS

IN THE DRIVER'S SEAT

Facebook's advertising solution showed that the BMW dealership's automotive campaigns, which ran from October – December 31, delivered millions of impressions, significant engagement levels and an efficiently blended CPM of \$18. Results included:

- An 11.5% market share increase for the BMW dealership
- A 15.5% market share decrease for the competitive manufacturer
- Resulting in an overall 27.0% market share swing

FACEBOOK PRODUCTS USED



Instagram

Reach

Landing Page

Engagements

Video

Facebook Pixel

Lookalike Audiences



While I definitively want to be in front of the customer at the point of purchase, the next best time is to be in front of them during their comparison phase. Facebook helped us gain market share very smartly.

Mike Udell

General Manager, BMW of Bakersfield

Facebook's ever-expanding arsenal is amazing. If you're willing to make an equal commitment to before and after the click—like our client was—you can't help but to compete and win.

Jim Flint

CEO and Founder, Local Search Group Digital Marketing

WANT RESULTS LIKE THIS? TEXT ME TODAY.



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