



Success Story

- ◆ **Mercedes-Benz of the Woodlands secured significant gains in Facebook volume and value. As the Facebook platform continues to evolve, it's noteworthy that posts that delivered retail messaging outperformed social messaging in reach and engagement measures.**

Their Story

Mercedes-Benz of The Woodlands

- ◆ **Mercedes-Benz of The Woodlands (MBOTW) offers a wide variety of new and used Mercedes-Benz models. Known for their luxury, high-end performance vehicles, and warm culture, the dealership connected with in-market shoppers to deliver price point messaging as well as operational-advertising with consumer-facing benefits.**

Market Challenges

- ◆ Inventory levels encouraged dealers to reconsider their most effective strategies and advertising operations in their dealership.



The Solution: Retail Messaging and Operational Advertising

Introduction: Awareness



◆ MBOTW connected with their audience on Facebook by connecting their inventory to retail offers that also highlighted operational advantages unique to MBOTW.

Execution: Operational Advertising

◆ **3 / 30 PRE-OWNED PURCHASE GUARANTEE**

In addition to retail offers, messaging that highlighted the dealerships 3-day return and 30-day exchange programs proved to be effective as well. Customers, for any reason, have 3 days or 150 miles to return the vehicle for a full refund. The messaging as well as the advertising helped improve the sales of non-core used vehicles.

Execution: Retail Messaging



- ♦ MBOTW piloted with automotive advertising agency, Local Search Group to create a strictly retail approach to Facebook that complemented their other social messaging on Facebook.

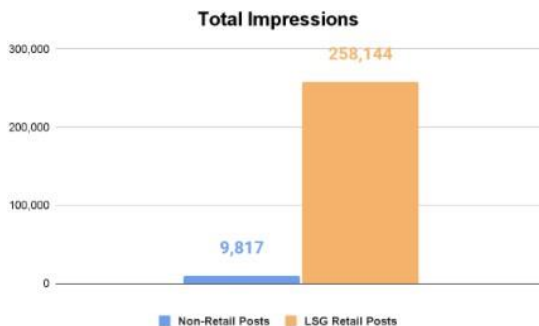


Results

- Facebook posts with retail messaging delivered greater visibility at lower costs --contrary to conventional wisdom-- when both Retail and Social posts were advertised. Retail posts delivered 4.4 times more efficiency than social posts on a Gross CPM basis.



- When compared to social-only posts Local Search Group's retail posts received 26.3 times more impressions than organic social posts.



LSG Retail Posts
delivered **26.3x**
more impressions
than Non-Retail Posts

Organic social posts --without boosting -- received almost no visibility. Retail advertising connected shoppers to the dealerships at a lower costs and higher efficiency than social posts on Facebook.



"The game plan Local Search Group delivered positioned us to be even more successful during an unprecedented time in the history of the car business. I couldn't be happier with how Facebook connected us to buyers. Period. It's made me rethink the time we spend in other portions of our social outreach. "

Fred Gallucci

General Manager, Mercedes-Benz of The Woodlands

"The playing field's been redefined. Retail messaging matters more for businesses on Facebook. The more waste we can eliminate from the advertising space the better off our clients and their consumers will be."

Jim Flint

CEO and Founder, Local Search Group Digital Marketing



For results like these in your market feel free to contact Local Search Group Digital Marketing today
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