



WILLOWOOD VENTURES

AUTOMOTIVE MARKETING

Willowood Ventures Case Studies



Igniting Dealership Performance Through Digital Innovation

We deliver proven, data-driven solutions that help automotive dealerships thrive in today's competitive market. Our innovative approach combines advanced social media strategies with dedicated BDC support to drive appointments, increase sales, and maximize profitability.

Who We Are

Willowood Ventures is an elite automotive marketing agency specializing in high-impact Facebook Sales Events and targeted digital campaigns. With over 20 years of automotive industry experience, we've helped hundreds of dealerships across North America achieve record-breaking results.

Our commitment to guaranteed appointments and measurable ROI sets us apart in the automotive marketing landscape.

Why Choose Us



Deep Industry Experience

Built by automotive professionals for automotive professionals, our team brings real-world dealership expertise to every campaign.



Auto Intenders

Auto intenders are consumers actively in the market to purchase a vehicle within the next 6 months. These potential buyers exhibit specific behaviors and characteristics that make them identifiable through advanced targeting methods.



Rapid Value Creation

Our proven Facebook Sales Events deliver measurable results within days, generating up to 150+ qualified appointments per week.

Our Services

Social Media Marketing

- Facebook Sales Events with Guaranteed Appointments
- Targeted Email Campaigns
- Strategic Social Media Management
- Custom Dealer Branding

Business Development Center

- 14-Hour Daily Lead Management
- Professional Appointment Setting
- Real-Time Performance Tracking
- Quality Lead Verification

Targeted Approach

- Advanced Targeting Using 700+ Data Points
- Custom Page Development & Optimization
- Marketing Technology Stack
- Facebook & Instagram Ad Management

Data Analytics

- Real-Time Campaign Performance Tracking
- Lead Quality & Conversion Analysis
- Appointment Show Rate Optimization
- Customer Behavior Insights
- Market Trend Analysis

Contact Us



833-735-5998



www.willowoodventures.com

O'FALLON



BUICK

GMC

New Open Point Dealer O'Fallon Missouri



Why Do Used Car Managers Love This Event?

Double Your Success: This 5-day event generated 49 retail trade-ins! Skip the auction fees and transportation costs while stocking your lot with local, quality vehicles. Win-win.

FACEBOOK MESSAGES



771

317

Appointments
Booked

262

5 days of Lot
Traffic

62

Units Sold

49

Retail Trades

3 Days & Over 400 New Leads!

FACEBOOK SALES EVENT PROMOTION REPORT



BELOW IS YOUR STORES REPORT FOR 06/28/24 - 07/01/24



SALES EVENT SNAPSHOT METRICS

177,205
IMPRESSIONS SERVED

THE NUMBER OF TIMES ANY CONTENT FROM YOUR PAGE OR ABOUT YOUR PAGE ENTERED A PERSON'S SCREEN. THIS INCLUDES POSTS, STORIES, CHECK-INS, ADS, SOCIAL INFORMATION FROM PEOPLE WHO INTERACT WITH YOUR PAGE AND MORE.

138,485
PEOPLE REACHED

THE NUMBER OF PEOPLE WHO HAD ANY OF YOUR PAGE'S POSTS ENTER THEIR SCREEN. POSTS INCLUDE STATUSES, PHOTOS, LINKS, VIDEOS AND MORE. (UNIQUE USERS)

16,760
POST ENGAGEMENTS

THE NUMBER OF TIMES PEOPLE HAVE ENGAGED WITH YOUR POSTS THROUGH LIKE, COMMENTS AND SHARES AND MORE.

416
MESSAGE CONVERSATIONS

THE NUMBER OF PEOPLE YOUR PAGE ADDED AS NEW CONNECTIONS IN MESSENGER.

174
APPOINTMENTS SCHEDULED

THE NUMBER OF CUSTOMER APPOINTMENTS CONFIRMED.

SPONSORED ADS

JUST ANNOUNCED! \$4,000,000 IN PAYOFF ASSISTANCE FUNDS AVAILABLE AT

For a **VERY LIMITED TIME, NOW - MONDAY!**

If we make a deal with you, we'll payoff your trade **NO MATTER WHAT YOU OWE** and **TERMINATE** your existing loan or lease! **EVEN IF you have THOUSANDS IN NEGATIVE EQUITY !!**

The manufacturer and [redacted] have combined resources to offer **\$4 MILLION** in **IMMEDIATE AUTO LOAN PAYOFF ASSISTANCE!**

NOW is the best time to SAVE! Interest rates are at **HISTORICAL LOWS!**

This event is FOR A VERY LIMITED TIME!

EVEN IF YOU'RE FACING THESE CHALLENGES:

- ⚠️ **CURRENT PAYMENTS TOO HIGH**
- ⚠️ **CURRENT PAYOFF TOO HIGH**
- ⚠️ **CURRENT RATE TOO HIGH**
- ✅ **NEGATIVE EQUITY**
- ✅ **REPOSSESSIONS**
- ✅ **BANKRUPTCIES**

WE WANT TO HELP! THESE ARE NEW TIMES AND BANKS ARE LENDING DIFFERENTLY!

MESSAGE US NOW or COMMENT BELOW to reserve your PAYOFF ASSISTANCE VOUCHER!

Our **PAYOFF ASSISTANCE SPECIALISTS** are standing by! **MESSAGE US NOW** and say **"I WANT MY PAYOFF VOUCHER."**

COLLEGE STATION

Send Message

Over 300 Appointments in 10 Days!

Facebook Event Case Study

With Live US Based BDC

Automotive Dealership

Objective

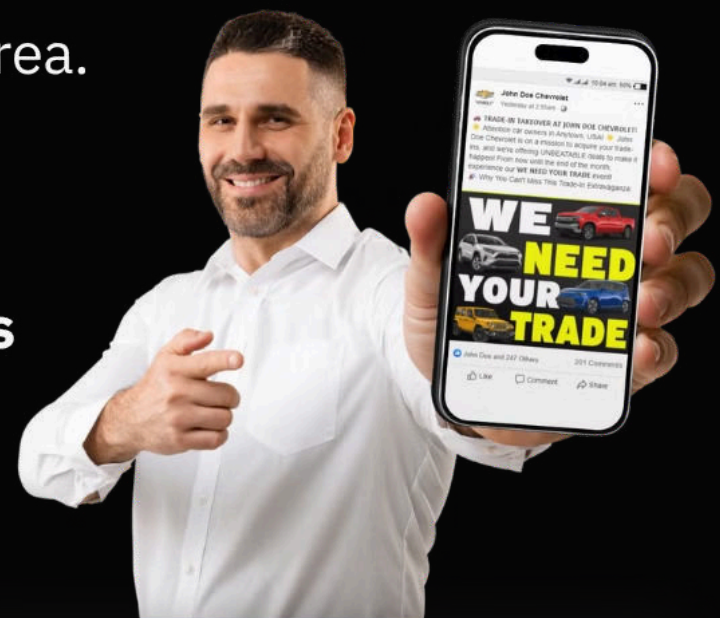
A Chrysler, Dodge, Jeep, RAM dealership in Oklahoma wanted to increase their showroom traffic and secure more customer appointments for their sales team. Their goal was to boost sales and solidify their position as the market leader in their region.

Solution

To achieve their objectives, the dealership partnered with a Facebook marketing agency to run a targeted 10-day Facebook Event campaign. The campaign utilized Facebook's advanced ad targeting and retargeting capabilities, as well as Facebook Messenger to reach in-market automotive shoppers in the local area.

Results

- Reached **134,048** people with the ads
- Generated **2,269** total engagements (likes, comments, shares)
- Booked **310** confirmed sales appointments



310

Total Appointments

Booked

Lets Do Some Math!

The ROI Estimate is Based On
\$3500 A Copy - 50% Appt Close Rate

Facebook Sales Event ROI Analysis

3-Day Event		5-Day Event		7-Day Event	
Investment	\$7,995	Investment	\$10,995	Investment	\$14,995
Appointments	75	Appointments	100	Appointments	150
Sales	22 vehicles	Sales	30 vehicles	Sales	45 vehicles
Revenue	\$77,500	Revenue	\$105,000	Revenue	\$157,000
ROI	863%	ROI	854.98%	ROI	953.69%

 3-Day Event – 863% ROI

 5-Day Event – 854% ROI

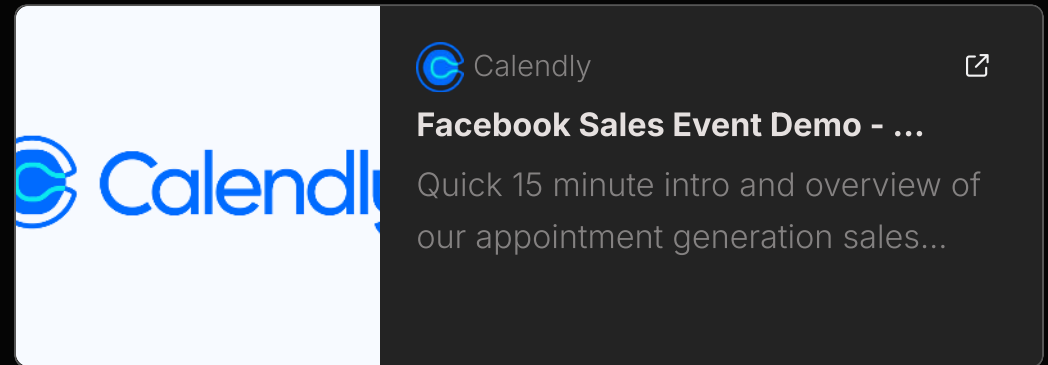
 7-Day Event – 953% ROI

Key Takeaways:

- 👉 Add in Doc, Pack, and F&I – can you afford not to do this?
- 👉 How strong is your sales team?
- 👉 What's your PVR (Per Vehicle Retailed)?
- 👛 Let's do business!

Contact Willowood Ventures Now!

Book Your Demo Now Or Call 833-735-5998



[Message Us Now!](#)