

bam! B2C Case Study

OVERVIEW:

"We engaged Splash Media to increase our Social Media awareness and consistency. Upon their recommendation we ran a promotion, and in turn made a great return on the investment. We not only significantly enhanced our exposure, but also added to our bottom line by selling a car to the winner." - Russ Eason, General Manager, Rusty Wallis Volkswagen

MILESTONES:

- Engaged with Splash Media in August 2010
- Built awareness from August – October 2010
- Ran first promotion November 2010

FEATURED PROMOTION:

Splash developed a custom iPad promotion with a tiered point system for entrants to "earn" points. Facebook referrals were worth 1 point, while Services Visits and Test Drives were worth 15 points.

HIGHLIGHTS:

- Length of promotion: November 26th – December 12th 2010
- Promotion was done through Facebook, Twitter and via an e-mail blast to the dealership's database reaching an audience of over 37,000
- A small investment yielded great ROI, as well as a boost to our efforts in building community and developing Social Media awareness for the dealership

RESULTS:

- Increased Facebook fans by 152 and added 34 followers to Twitter
- Reached an audience of over 37,000
- Promotion brought in **3 test drives** and **2 service visits**
- Winner of iPad came in for a test drive and bought a brand new Volkswagen Jetta for **\$21,650**

iPad Giveaway!
details below

Santa's Workshop Giveaway: Win an iPad!

Login with Facebook

Entry Form

Santa's elves have been working hard at Rusty Wallis Volkswagen preparing for the Christmas season. In our excitement, we decided to give away the perfect stocking stuffer – an Apple iPad. Here's how you win:

Friends (1 point)

- Encourage your friends to "like" the Rusty Wallis Volkswagen Facebook page, and then post the following statement in the field below: "I want [your name] to win an iPad!"
- For each friend that mentions your name, you receive one point. Be sure they "like" the page!

Service (15 points)

- If your sleigh needs a tune-up before Christmas, bring it to the Rusty Wallis Volkswagen service department.
- Having your car serviced – oil change, tire rotation, etc. – at our dealership will get you 15 points.
- After the service, you must speak with Greg Wells to request your points for the iPad.

Test Drive (15 points)

- If you're shopping for a gift that will put a jingle in someone's step, we suggest giving any of our vehicles a try.
- For each vehicle you test drive, you'll receive 15 points.
- After the test drive, you must speak with Greg Wells to request your points for the iPad.

The person with the most points by December 12 will win the iPad – just in time to make someone's holiday merry and bright!

CLIENT PROFILE

Rusty Wallis Volkswagen



Background

We've worked tirelessly since 1961 to earn our reputation as North Texas' leading Volkswagen Dealer in the context of customer service. We're the only family owned Volkswagen store in the Dallas-Fort Worth area, and as such value our customers above all else. We fully trust Splash Media to maintain and grow our brand's stellar reputation."

Russ Eason, General Manager
Rusty Wallis Volkswagen

Website:

<http://www.rustywallisvw.com>

Social Sites:

[facebook.com/RustyWallisVolkswagen](https://www.facebook.com/RustyWallisVolkswagen)

[@rustywallisvw](https://twitter.com/rustywallisvw)

[youtube.com/vvrustywallis](https://www.youtube.com/vvrustywallis)

blog.rustywallisvw.com

Promotion Details

Twitter conversation with the winner:

Britt December 13, 2010 at 4:57pm

Hi Lisa!

I work with Rusty Wallis VW, and we're happy to announce that you're the winner of our iPad contest! We'd like to have you come to the dealership and pick up your iPad so that we can take a picture. When would you be available to do this?

Thanks,
Britt

Lisa December 13, 2010 at 6:10pm Report

Oh my goodness! That's awesome. Can i pick it up tomorrow evening at about 7 or 7:30?

Sent via Facebook Mobile

Britt December 17, 2010 at 11:22am

How's the new iPad?

Lisa December 17, 2010 at 11:56am Report

It's great... I love having everything right at my finger tips. I owe you a quote describing the experience. If you'll just use [redacted] instead of my full name, I'd appreciate it. Thanks, so much, for everything. This has been a blast! The quote is below.

"I would like to thank Rusty Wallis VW for the awesome experience. I had a lot of fun participating in their contest and test driving their new Jetta. They have an amazing team. They were so courteous when I went to pick up my brand new Ipad, that I stayed to pick up a brand new car. It was a whirlwind of a night, but hands down the best experience that I've ever had with a dealership."