

bam! B2C Case Study

OVERVIEW:

After experiencing an extremely slow weekend in terms of car sales, our client, Toyota of Irving, approached us in early April to discuss ways to use social media platforms to generate sales. We collaborated and put together a promotion utilizing their Facebook page to accomplish this goal.

MILESTONES:

- **April 4:** Toyota of Irving engaged us to create a new sales promotion using Facebook.
- **April 8:** Details of the promotion went live on the Toyota of Irving Facebook page.
- **Week of April 11-15:** An email announcing the promotion was distributed to everyone who is listed in the Toyota of Irving database.

FEATURED SUCCESS STORY:

Toyota of Irving wanted to utilize Facebook to increase the number of car sales. The solution: a promotion through Facebook whereby anyone who "Liked" the Toyota of Irving page would then receive access to a \$750 coupon, which they could then print out and bring to the dealership and use toward the purchase of a new or pre-owned vehicle.

HIGHLIGHTS

During the first week of the promotion we implemented the following communication efforts, all of which linked back to the Toyota of Irving Facebook Offer landing page:

- Multiple tweets on a daily basis
- Built a Facebook ad
- Email announcing the offer sent to contacts in the Toyota of Irving database

RESULTS:

During the first week of the promotion:

- **Five vehicles sold** in which the purchaser redeemed the \$750 coupon from this promotion
- **More than 100 new Facebook followers** in the first week



Coupon posted on Toyota of Irvings Facebook page

CLIENT PROFILE Toyota of Irving



Background

Under the same ownership since 1968, Toyota of Irving is the oldest continuously owned Toyota dealership in the DFW Metroplex. Toyota of Irving is a new and used car dealership that proudly provides parts and service for the greater Dallas Fort Worth area including Addison, Allen, Arlington, Carrollton, Colleyville, Coppell, Frisco, Grand Prairie, Grapevine, Irving, McKinney, Mesquite, Richardson and Southlake.

Website:

www.toyota-irving.com

Social Sites:

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

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

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

blog.toyota-irving.com