



# Toyota Dealership

Automotive / INDUSTRY

/ LOCATION

/ GENERAL MANAGER, VICE PRESIDENT

## BUSINESS IMPACT

**2,000 Qualified Auto Inquiries** 

Hearst Bay Area's (HBA) data-driven marketing campaign increased lead volume by 25% over a two-year period.

**17% Reduction in Cost Per Auto Inquiry** 

HBA lowered [redacted]'s cost to generate a new lead by revamping its campaign targeting and messaging strategy.

## OVERVIEW

### Business Challenge

[redacted] Toyota, a family-owned auto dealer for nearly 30 years, is located in the heart of Silicon Valley. A unique women-led dealership, [redacted] built its business by instilling a "treat customers like family" philosophy into every aspect of the car buying experience. However, increased competition and the rise of comparison websites put a strain on foot traffic and margins. [redacted] recognized that quality service only works once a prospect walks in the door, but more people needed to take that first step. To that end, [redacted] started a search for an innovative marketing partner to hone its message and deliver new buyers.

### Campaign Strategy

The team at 46Mile, a Hearst Bay Area agency, took a data-driven approach to define [redacted]'s target audience and customer personas. They then used these elements to develop messaging and content for an integrated campaign that included Print, Display Advertising, Paid Search, Social Media Marketing, and SEO. 46Mile's designers infused ad creative for all channels with [redacted]'s core values and timely promotions to drive quality traffic online and to the showroom. They also worked closely with [redacted] to ensure its website, landing pages, and forms were easy to navigate to achieve optimal conversions.

## PRODUCTS



PRINT  
ADVERTISING



NEWS SITE  
DISPLAY



AUDIENCE EXT.  
DISPLAY



PAID SEARCH  
MARKETING



SOCIAL MEDIA  
MARKETING

# CAMPAIGN ELEMENTS

## Print Advertising

Alluring half page ads showcasing [redacted]'s inventory and promotions ran regularly in the popular Friday CARS section of the San Francisco Chronicle. Hearst collaborated with the dealership weekly to determine proper sequencing to boost traffic for holiday and other sales events throughout the year. Each ad featured inspired imagery, compelling offers, and prominent calls to action, including both phone and text messaging options, to create urgency with local car shoppers.

## News Site Display

Vibrant online display ads featured on SFGATE.com highlighted major savings on new model cars to increase foot traffic in the dealership. Select vehicles, including the Toyota Prius, targeted socially conscious Bay Area residents with over 50% higher incomes than the average U.S. household.

## Social Media Marketing

[redacted]'s social campaign targeted likely car buyers with precise demographic and behavioral filters on Facebook. Interactive ads used elements such as carousel images and videos to promote exclusive dealer incentives, rebates, discounts, new models, and creative events to build and engage their social following.

## Audience Extension Display

HBA distributed display ads to a premier network of partner websites to expand [redacted]'s reach. These ads utilized advanced targeting capabilities, including presenting a unique vehicle to consumers based on their internet searches. They also pinpointed specific locations like competing dealerships and top Silicon Valley headquarters.



***"46Mile is honest, transparent, and encompassed everything we needed. I really think that everyone on the team has a vested interest, and the experience has been excellent!"***

[redacted] | General Manager, Vice President