



Managed Social Media Services

Case Review

Social Media Management Bundle For "Dealer Z."

Scenario

Dealer Z had been using Compatible Automotive's managed social media services for a few months, with the aim of increasing brand awareness and website traffic in order to increase digital lead generation.

The client has a group of 3 dealerships, all of whom receive monthly social media content for their Facebook pages, as well as a multiple monthly custom targeted paid social media campaigns.

These campaigns use precision targeting to improve relevance and reach users with a high potential of converting to customers.

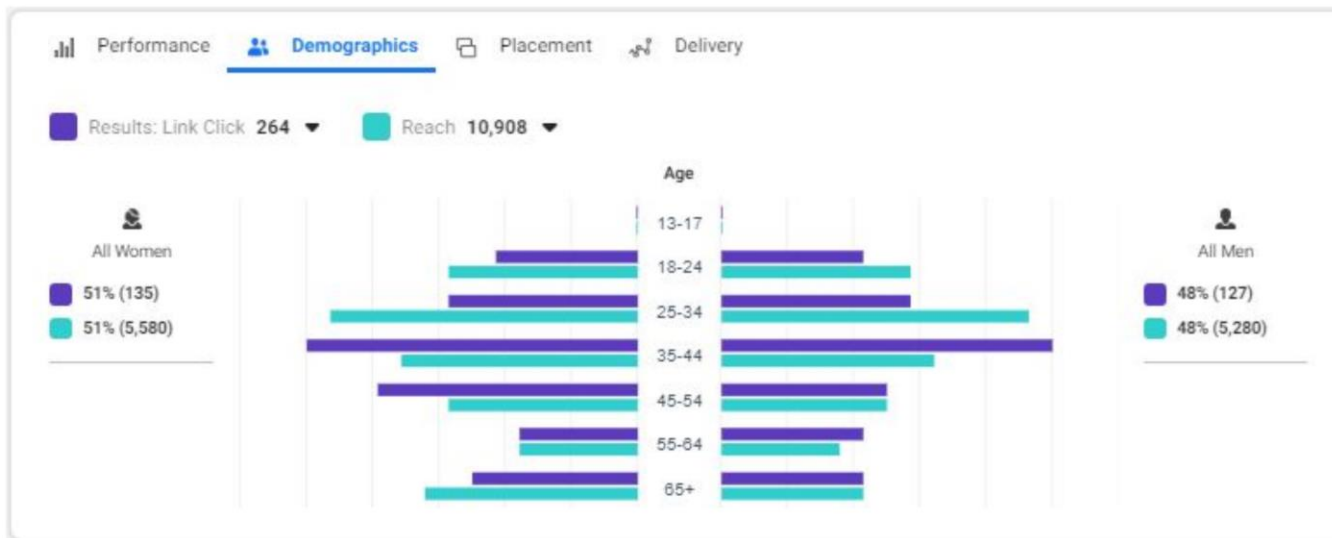
This case review examines a sample of social media campaign results during a specific month-long period and notes the correlation between social media campaigns and website traffic.

Campaigns

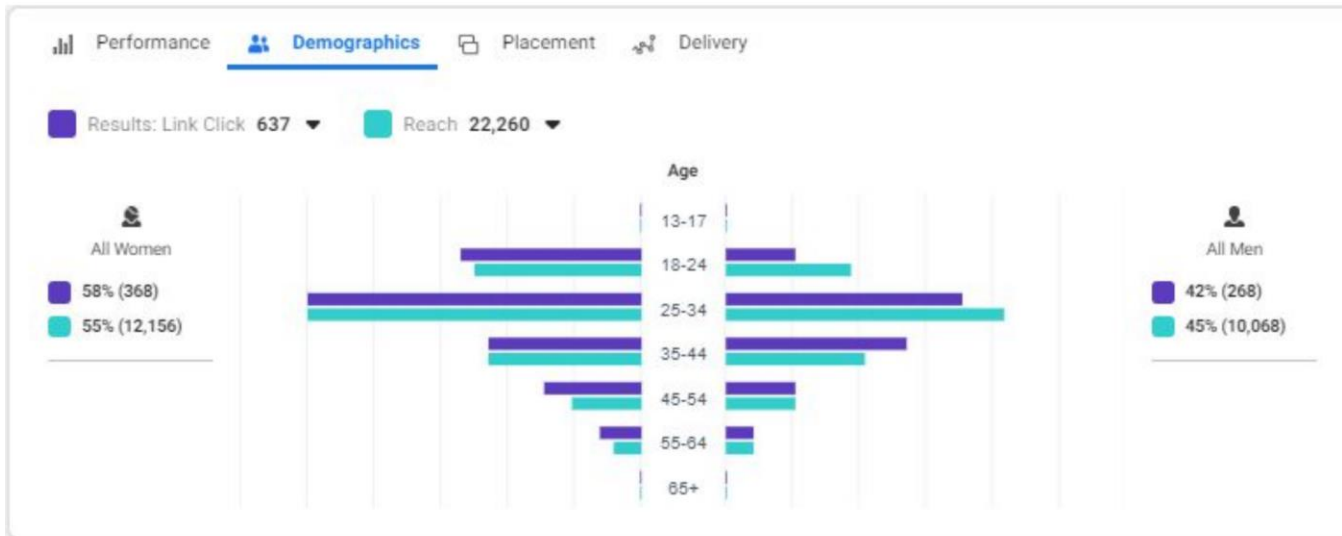
Branch 1 - Campaign i. – 536 clicks & 9.6k users reached



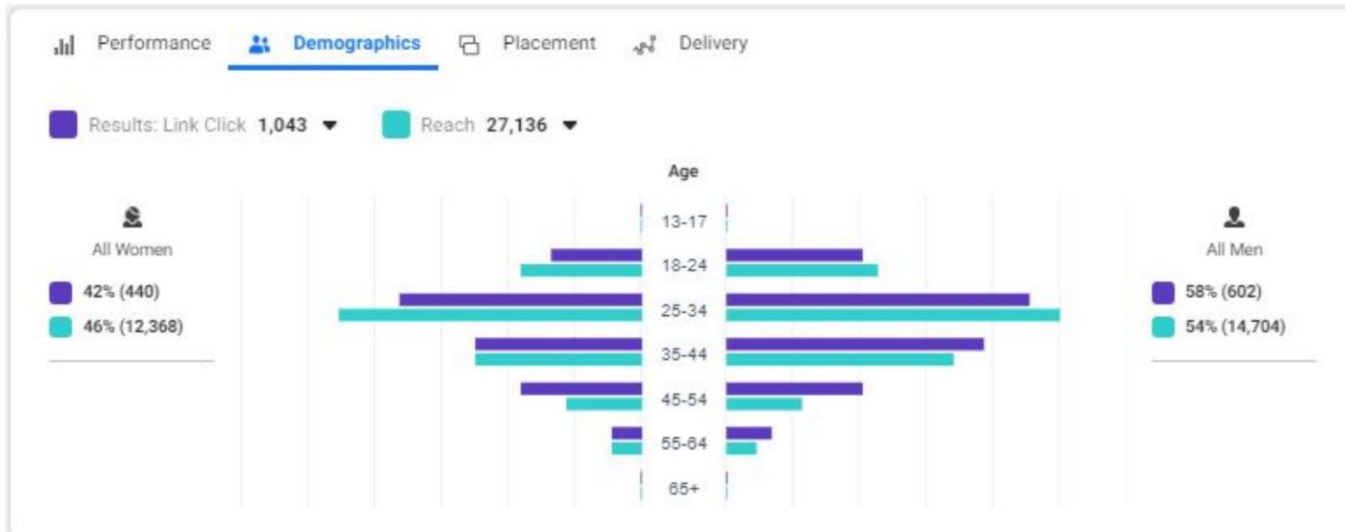
Branch 1 – Campaign ii. – 264 click & 10.9k users reached



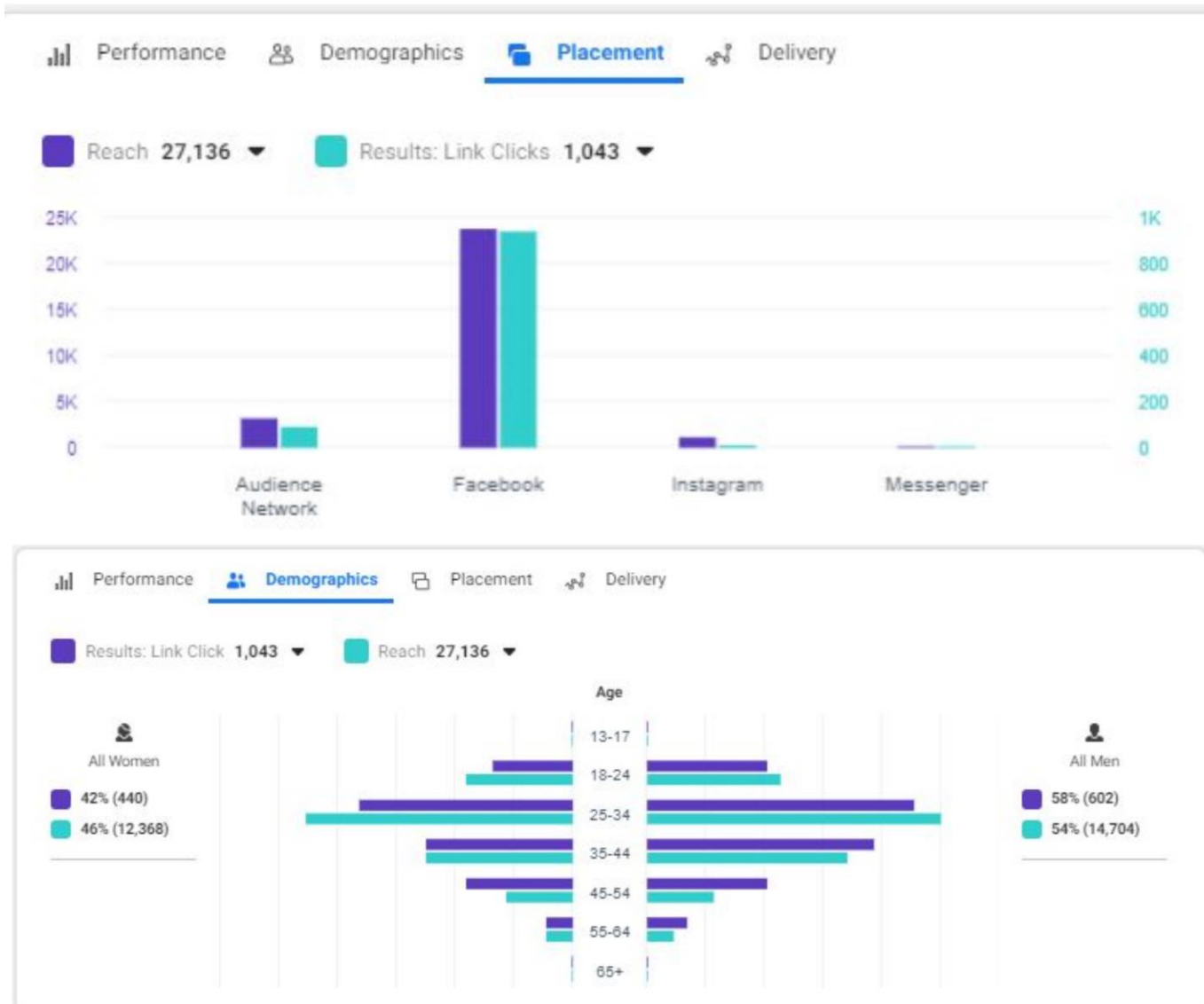
Branch 2 – Campaign i. – 637 clicks & 22.3k users reached



Branch 2 – Campaign ii. – 1043 clicks & 27.1k users reached



Branch 3 – Campaign i. – 247 clicks & 10.5k users reached



Branch 3 – Campaign ii. – 158 clicks & 10k users reached



Additional Notes

The website traffic stats for the same period were analysed, with close attention to referral results.

When comparing traffic data for a three sites to their analytics for the same period in the preceding annum, all sites saw a year-on-year increase in users:

- Branch 1 saw an 238,37% increase
- Branch 2 saw a 1279,66% increase
- Branch 3 saw a 1000,00% increase.

This indicates sizable growth in users over the recorded year – despite the global pandemic – while a trend of continued growth is forecast.

Furthermore, when analysing the referral data for website traffic during the period that these campaigns were running, it was noted that all the branches mentioned derive the vast majority of their website traffic from social channels:

- Branch 1 - 71,8% of traffic is social
- Branch 2 - 75,6% of traffic is social
- Branch 3 - 61,4% of traffic is social.