

facebook for business

Castle Chevrolet and Castle Buick GMC



Success Story

Boosting local awareness about The Castle Difference

Chicagoland car dealerships promoted their customer retention program with local awareness ads, targeting prospects within a small radius of the dealerships and achieving over 2,212 unique website visits and selling 23 new cars.

2,212

unique dealership website visits

\$0.98

cost per click

23

vehicles sales attributed to the campaign

23X

return on advertising spend

Their Story

30 years of dedicated service

Castle Chevrolet and Castle Buick GMC, located in Villa Park and North Riverside respectively, have been putting their customers first for the past 30 years. Voted the number one internet sales team in Illinois, the Castle Auto Group rises above local competitors by offering The Castle Difference, a service program that provides free oil changes and free tires for life.

Their Goal

Driving local awareness

Castle's Chevrolet and Buick GMC showrooms are located in the middle of one of the most competitive GM territories in America. Their goal for this 3-month campaign was to reach new prospective customers located in key Chicago suburban neighborhoods and convey why they should buy their next car from Castle dealerships. Castle measured success by traffic generated to its websites and vehicles sold.

“Facebook Ads have given my dealership the ability to target the exact customers that matter to me and my business. There is no other marketing solution in the world that allows me to target exactly who I want to speak to at the exact time I want to speak to them.”

Joe Castle, CEO, Castle Auto Group

Their Solution

Turning locals into customers

Castle Chevrolet and Castle Buick GMC chose to use Facebook's local awareness ads to spread the word about their car dealerships and unique Castle Difference service program.

The company targeted the ad campaign to people most likely to buy: residents located within a few miles. Additionally, Castle targeted people living within a short distance of its top competitors. The ads highlighted the advantages of buying from Castle and the value delivered through The Castle Difference.

The ads also included a prominent "Get Directions" call to action button, offering a map and directions to their showroom locations, making it clear how close the dealerships actually were.

Products used

Ads (<https://www.facebook.com/business/products/ads/>).



Goals

Raise Brand Awareness

(<https://www.facebook.com/business/goals/build-awareness/>).

Increase In-store Sales

(<https://www.facebook.com/business/goals/increase-online-sales/>).

Their Success

More local interest and sales

The campaign delivered more dealer traffic and a lower cost per click than any other marketing channel. Most important, the dealership attributed 23 vehicle sales to the local and competitive targeting efforts on Facebook.

- 2,212 unique dealership website visits
- \$0.98 cost per click
- 23 vehicles sales attributed to the campaign
- 23X return on advertising spend



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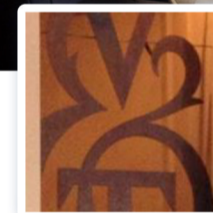
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