

Enhancing Our Digital Footprint



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Agenda:

Identify objectives

Digital footprint strategy

Analysis of social media campaigns

Evaluation of digital advertisements

Results and recommendations

Conclusion

Objectives:

Enhance SEO and SEM initiatives inbound and search engines by 10%

Create / Distribute Infographics and QR codes about dealership for upcoming events

Increase the number of leads and appointments through digital marketing initiatives

Create advertising campaigns on Facebook

Establish and create strategic plans for Subaru of Cherry Hill on Instagram, Twitter and YouTube

Agenda

Strategy

Social
Media

Advertising

Outcomes

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Strategy: Enhance our digital footprint to increase leads and online reputation:

Interactive
Social Media
Content



Create
Infographics
& QR Codes



Digital
Advertising



Success!

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Goals:

- Reach and exceed 1000 likes
- Increase post interaction

Objectives:

- Create engaging content
- Target a younger crowd with content to engage more:
 - Men
 - WRX STI Enthusiasts
- Post Daily

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The people who like your Page

Women

33%

Your Fans

46%

All Facebook

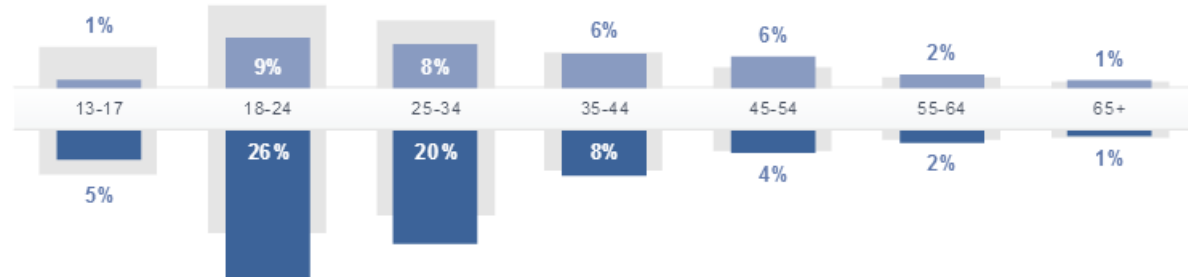
Men

66%

Your Fans

54%

All Facebook



The people who have liked, commented, or shared your posts in the past 28 days.

Women

37%

People Engaged

33%

Your Fans

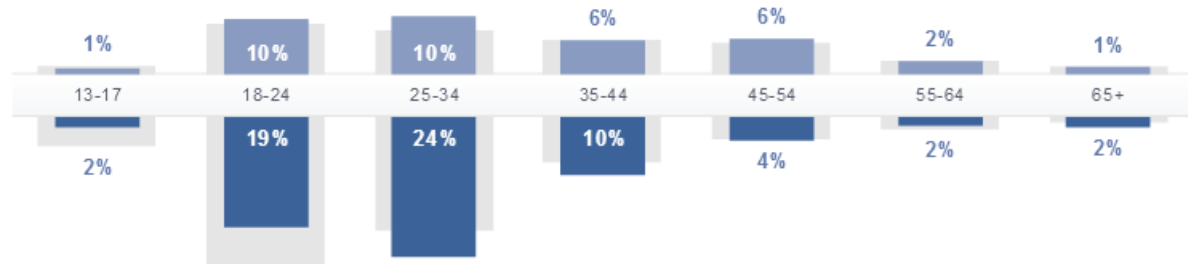
Men

63%

People Engaged

66%

Your Fans



Agenda

Strategy

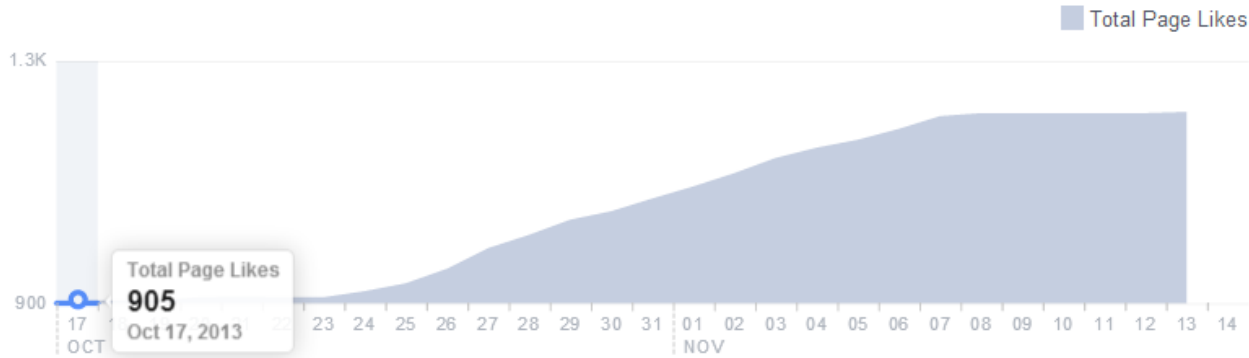
Social
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Total Page Likes as of Today: 1,215

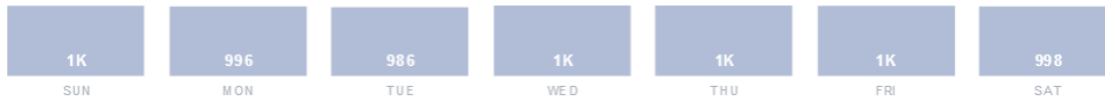


BENCHMARK

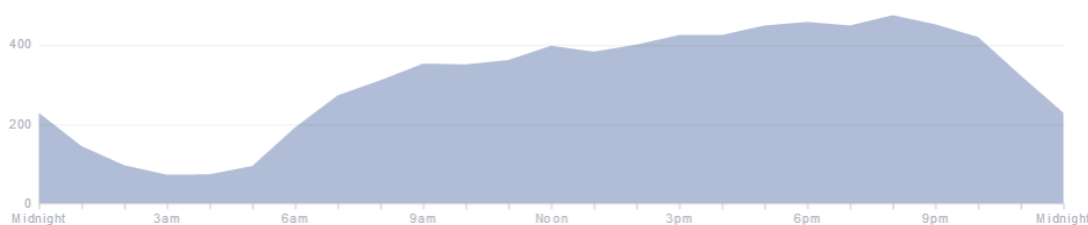
Compare your average performance over time.

Total Page Likes

DAYS



TIMES



Subaru of Cherry Hill
 1,215 likes · 38 talking about this · 537 were here

Automotive
 1800-1806 Marlton Pike West, Cherry Hill, New Jersey
 (856) 330-1500

Update Page Info · Liked · 1,215

About · Photos · Likes · Map · Our Reviews





Unlike · Comment · Share 2

Subaru of Cherry Hill and 15 others like this. Top Comments

Write a comment...

Mike Caputo Gabrielle Koltisko
Like · Reply · 5 hours ago via mobile

Megz Ford Lol
Like · Reply · 1 · 5 hours ago via mobile

Ron Suba Roop Ashleigh Williams!
Like · Reply · 1 · 5 hours ago via mobile

Dylan Geezus Sachs I know that. . Good times in my old forester
Like · Reply · 9 hours ago via mobile

Nick Martinsen Megz Ford
Like · Reply · 6 hours ago via mobile

Write a comment...

Memes

Throwback Thursday

Eco-Friendly Tips

Subaru of Cherry Hill
23 hours ago

Throwback Thursday! Check out this old Subaru ad!

Unlike · Comment · Share

Subaru of Cherry Hill and 8 others like this.

Write a comment...

131 people saw this post Boost Post

Subaru of Cherry Hill
November 14 near Philadelphia

Eco-Friendly Tip of the Day: Keep the original containers of products such as washing up liquid, shower gel and fill them up with handy refills that are now readily available.

Unlike · Comment · Share

Subaru of Cherry Hill and Yetunde Balogun like this.

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Subaru of Cherry Hill

November 11



KEEP
CALM
AND
DRIVE A
SUBARU

Unlike · Comment · Share

1



Subaru of Cherry Hill and 9 others like this.



Write a comment...



279 people saw this post

Boost Post



Subaru of Cherry Hill and 2 others like this.



Write a comment...



8 people saw this post

Boost Post



Subaru of Cherry Hill
October 28

THE ONLY REASON I LOOK AT OTHER PEOPLE'S CARS
IS SO I CAN SEE MY SUBARU
IN THE REFLECTION.

Unlike · Comment · Share



Subaru of Cherry Hill and 11 others like this.



Write a comment...



301 people saw this post

Boost Post



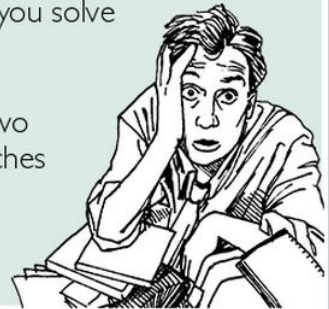
Subaru of Cherry Hill

October 29

It's Tricky Tuesday
Everyone! Can you solve
this riddle?

What fastens two
people yet touches
only one?

someecards
user card



Unlike · Comment · Share



Subaru of Cherry Hill and Renee Miller like this.

Top Comments



Write a comment...



Subaru of Cherry Hill Yes! A wedding ring

Like · Reply · 1 · October 30 at 11:44pm



Renee Miller Wedding ring ??

Unlike · Reply · 1 · October 29 at 9:12am via mobile

135 people saw this post

Boost Post



Subaru of Cherry Hill

October 27 near Philadelphia

Don't forget to stop by Subaru of Cherry Hill on Halloween for some candy!





Subaru of Cherry Hill shared a link.
November 13 near Philadelphia

Wisconsin Police Now Use Subaru WRX STI as Ultimate Pursuit Vehicle!

Read More:

<http://www.digitaltrends.com/cars/subaru-wrx-sti-cop-car-delivered-to-wisconsin-police/>



Boy-racer nightmare: Wisconsin police use Subaru WRX STI to chase criminals ... everywhere

www.digitaltrends.com

This Subaru WRX STI police car was recently delivered to the Greenfield (Wis.) Police

Unlike · Comment · Share

Subaru of Cherry Hill and 3 others like this.



Write a comment...

87 people saw this post

Boost Post

DRIVE A SUBARU

Unlike · Comment · Share

Subaru of Cherry Hill and 9 others like this.



Write a comment...

279 people saw this post

Boost Post



Subaru of Cherry Hill shared a link.
November 9 near Philadelphia

WRX, BRZ and STI owners Bucky Lasek and DoubleURXXX Productions want you. Have you got what it takes? Contest ends in TWO days!
<http://www.youtube.com/watch?v=-q7LNU1NSvY>



You Have a Magic Subie VIN?

Do you have what Buck Lasek is after? Visit our VinGotMeIn site to find out: <http://po.st/Qb1WHK>

Unlike · Comment · Share

Subaru of Cherry Hill and Wendy Lewis Carey like this.



Write a comment...



Nick Jemas Mark Zawierucha
Like · Reply · 1 · November 9 at 2:08pm via mobile

140 people saw this post

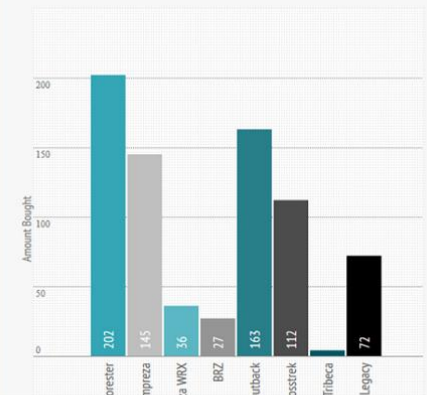
Boost Post



Subaru of Cherry Hill
November 10

Every wonder what the most popular Subaru model is? Take a look below to find out what Subaru of Cherry Hill customers prefer!

Favorite Models



Unlike · Comment · Share

Subaru of Cherry Hill and 2 others like this.

Top Comments



Write a comment...



Wendy Lewis Carey Can't wait to pick one
Like · Reply · November 11 at 8:34am via mobile



Rocco Trapani III forester #1
Like · Reply · November 10 at 1:01pm via mobile

191 people saw this post

Boost Post

QR Code & Infograph

SUBARU **share the love** EVENT

SUBARU OF CHERRY HILL IS PARTNERING WITH
The Children's Hospital of Philadelphia (CHOP)
THIS SHARE THE LOVE SEASON!

REACH OUT AND READ
PACK THE OUTBACK BOOK MOBILE!

We are collecting new and gently used books to donate directly to CHOP. Stop by any time to donate!

ANY VEHICLE BOUGHT OR LEASED FROM NOV. 21ST - JAN. 2ND, WILL ALLOW SUBARU OF CHERRY HILL TO DONATE **\$250** TO THE CUSTOMER'S CHOICE OF 6 CHARITIES!

Learn More

856-330-1500
www.subaruofcherryhill.com

SUBARU
Of Cherry Hill



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Goal: Establish account and acquire engaged followers

Create an online presence

Acquire 500 followers

Tweet at least once a day

Create an interaction with followers

Have at least one Retweet per week

Variety of Tweets

Approach

- Create a time table with each scheduled Tweet
 - Tricky Tuesday [taken from Facebook]
 - Promotions about Subaru of Cherry Hill
 - Correct use of hastags in order to gain a bigger following

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Subaru of Cherry Hill

Tweets

Following

Followers

Favorites

Lists

Who to follow · Refresh · View all



LAY'S @LAYS
Followed by BerteraSubaru Outlet

Follow

Promoted



Stanley Subaru @Stanley_Subaru

Follow



MCPB @TemplesMCPB

Follow

Trends · Change

#NFLRedZone Promoted

#mtvstars

#UFC167

#FFNow

Boeing 737

#PhillyMarathon

#SNL

PPR



Subaru of Cherry Hill

@SubaruofCH

The only deal we can't beat is the one we don't know about! Proudly serving the South Jersey and Philadelphia areas!
Cherry Hill, NJ - subaruofcherryhill.com

13

TWEETS

78

FOLLOWING

7

FOLLOWERS

Edit profile

Tweets



Subaru of Cherry Hill @SubaruofCH

12 Nov

It's Tricky Tuesday everyone! I wonder what question we'll try and stump you with today? #trickytuesday #putalittlelaughterbackintuesday

Expand

Reply Delete Favorite More



Subaru of Cherry Hill @SubaruofCH

11 Nov

#MotivationalMonday Put a smile on your face, even if you don't feel like having one. Eventually, that fake smile will turn into a real one!

Expand

Reply Delete Favorite More



Subaru of Cherry Hill @SubaruofCH

10 Nov



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Tweets

Following

Followers

Favorites

Lists

Tweet to Subaru

@subaru_usa

Photos and videos



Who to follow - Refresh - View all



Stanley Subaru @Stanley_Subaru

Follow



The Subaru Forester.
Motor Trend's 2014
Sport/Utility of the Year.



Subaru

@subaru_usa

Official Twitter for Subaru of America. For customer service inquiries
we're happy to assist at 1-800-SUBARU3.

Corporate HQ, Cherry Hill, NJ · subaru.com

The only brand to win *Motor Trend's* Sport/Utility of the Year® award three times.

5,660

TWEETS

8,890

FOLLOWING

137,632

FOLLOWERS



Following



Followed by Charlie's Subaru, Miller Hill Subaru, Subiesport and
40 others.

Tweets All / No replies



Subaru @subaru_usa

Retweet if you're ready for the unveiling the 2015 #WRX on
Wednesday. #SubaruWRX

Expand

Reply Retweet Favorite More

2h



Jeff McGrath @youtah

Took my Subaru Impreza up the canyon to play in the snow today
@natewadesubaru @subaru_usa pic.twitter.com/O049mwcUFz

Retweeted by Subaru

15 Nov



Agenda

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Instagram

Goal: Establish account to create online presence

Acquire 500 followers

Post at least once a day

Create an interaction with
followers

Have at least 5 likes per picture

Variety of Pictures

Approach

- Create a time table with each scheduled picture or video
 - Tricky Tuesday [taken from Facebook]
 - Promotions about Subaru of Cherry Hill
 - Information pictures about functions of cars
 - Helpful tips
 - Pictures of past events
 - Correct use of hastags in order to gain a bigger following



➤ Created an account

➤ Received more likes on pictures, but our number of followers did not increase

➤ 3 different types of pictures to test out



Likes: 4



Likes: 31

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Digital Ad Campaigns

Google Adwords:

- **A/B testing:** 9/30-10/17
- **Ads:** Drove to Facebook and website
- **Objective:** Increase traffic to site
- **Budget:** \$100.00

Facebook Ads:

- **A/B testing:** 10/23-11/8
- **Ads:** WRX and Logo
- **Objective:** Reach over 1,000 page likes
- **Budget:** \$300.00

Google Adwords: Website

Subaru Dealer Philadelphia

www.subaruofcherryhill.com/ ▼

Exclusive Dealer In South Jersey
New/Pre-Owned Subarus on Route 70.

Results:

Total Clicks: 656

Cost Per Click: \$0.46

Total Impressions: 24,670

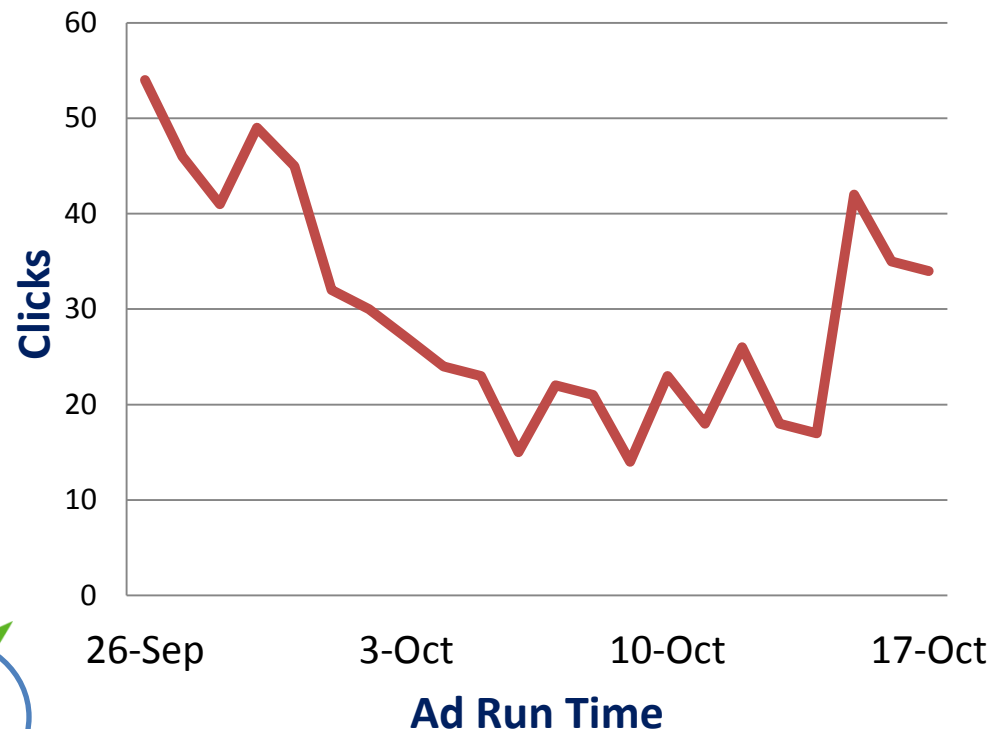
CTR: 0.57%

Total Spent: \$302.68

Total Leads: 42



Campaign Clicks



Google Adwords: Facebook

Subaru of Cherry Hill

Like us on Facebook to find out more about the 2014 Forester!

www.facebook.com/subaruofcherryhill

Results:

Total Clicks: 226

Cost per Click: \$0.47

Total Impressions: 20,118

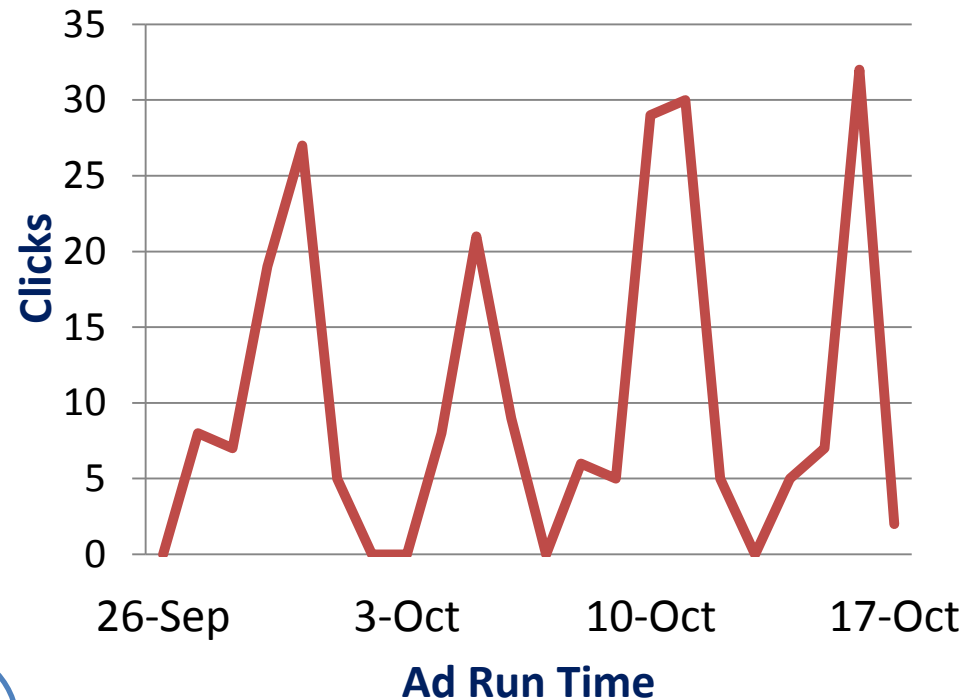
CTR: 1.12%

Total Spent: \$105.18

Total New Likes: 0



Campaign Clicks



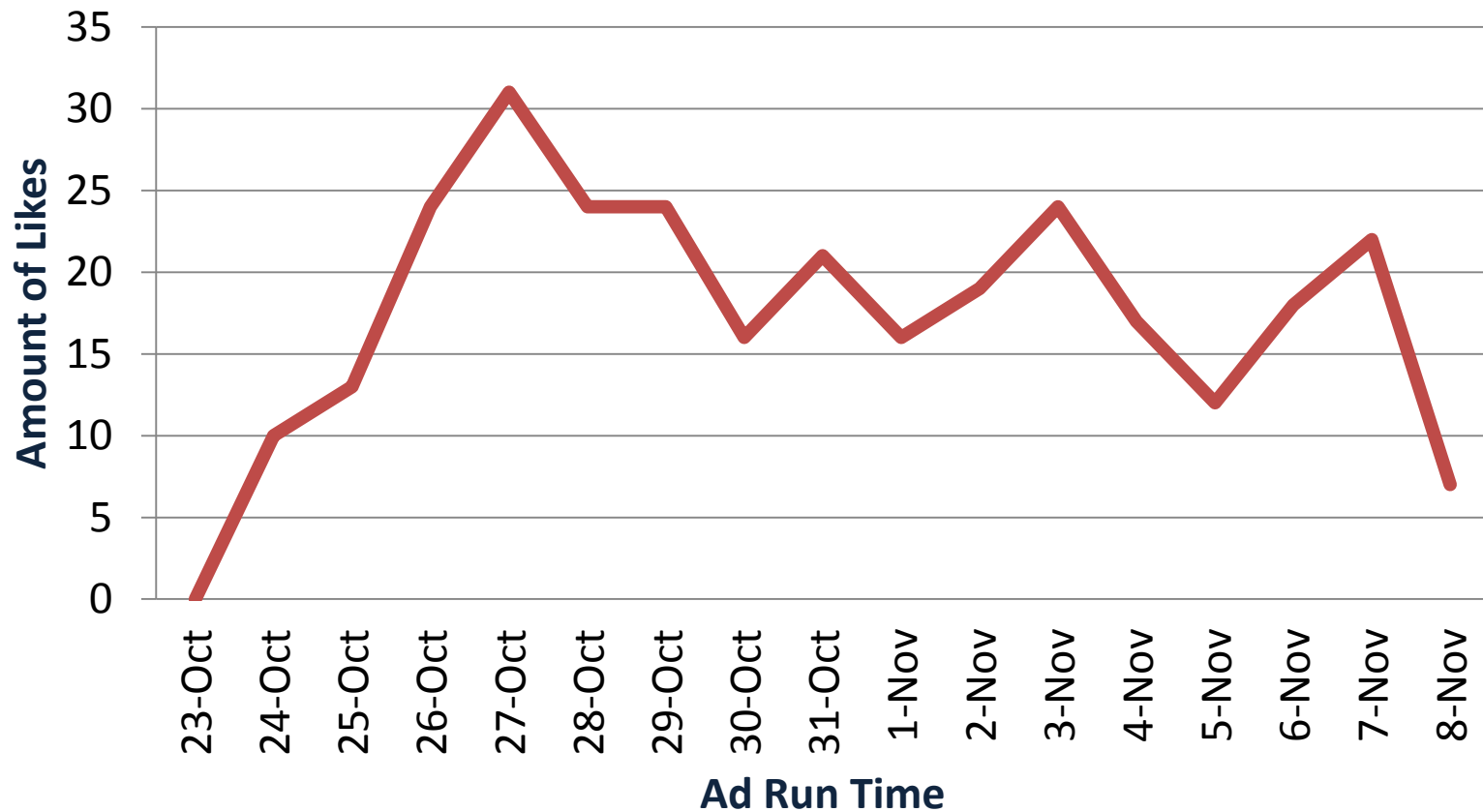
Facebook Ad Campaign:

Results:

- Total Likes: 298
- Cost per Click: \$0.81
- Impressions: 28,753
- Frequency: 1.9
- Total Audience: 568,000
- **Total Spent: \$240**

Keywords: Included all Subaru models, competitors and cities within 25 mile radius

Facebook Ad Campaign Likes



Subaru of Cherry Hill

South Jersey and Philadelphia's premier new and used Subaru dealership!

1,215 people like Subaru of Cherry Hill,

**Subaru of Cherry Hill****WRX Ad:**

- Total Likes: 281
- Cost per Like: \$0.79
- Impressions: 23,319
- Total Clicks: 368
- Audience: 520,000

**Logo Ad:**

- Total Likes: 17
- Cost per Like: \$1.06
- Impressions: 5,434
- Total Clicks: 27
- Audience: 48,000



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Evaluation of Results

Digital Platforms

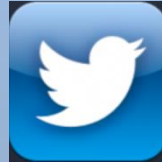
Website



Facebook



Twitter



Instagram



QR Code



Agenda

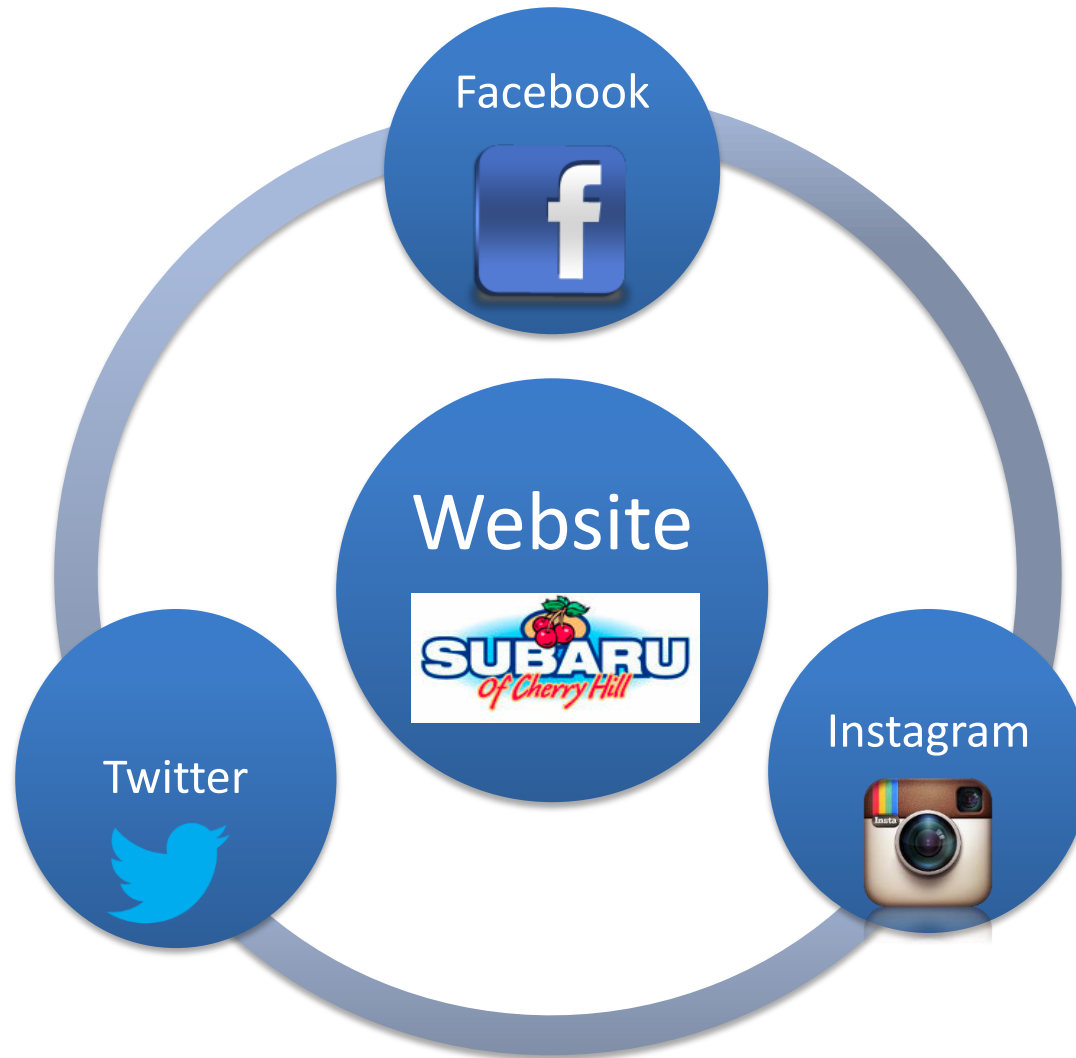
Strategy

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Facebook

- 36% ↑ in 'Likes'
- Ad campaigns

Additional Social Platforms

- Twitter: Gained a small base following
- Instagram: More likes than followers

Event Presence

- QR Codes
- Infographs

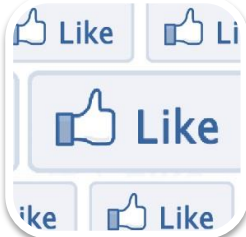
Digital Ads

- Drive Google Ads to website
- Use eye catching images on ads to increase likes to Facebook page

Recommendations



More time



Consistent engaging posts



Revaluation of useful platforms

Thank
You

