

Brighton Ford Mercury Saves \$1.3M in Advertising and Marketing... And Grows Sales in the Process!



Project Overview:

Like most automobile dealerships, Brighton Ford-Mercury (Brighton, MI) had, for years focused primarily on traditional media outlets such as newspaper, television, radio advertisements along with a small amount of generic direct mail and email, and of course their website. The dealership, however, was not reaching customers with the message as owners Todd and Scott Spitler wanted.

Newspapers were losing customers to online news, and News Ads mostly generated low margin leads. The proliferation of choices for consumers made it difficult to reach their community via TV and radio. Their website was a traditional billboard, yielding minimal analytics and lead generation. Through it all, Brighton Ford Mercury was a successful business, but the Spitlers wanted to grow.

"We knew that by forming a closer relationship with our customers and our community, we could grow our business. We just needed a method to do that. We needed to be able to communicate with each customer on their level"

– Scott Spitler V.P. Brighton Ford Mercury

Pre/Post-Xspond and XMP Dealer Statistics:

- Advertising and marketing spend per sold vehicle: ~ pre Xspond \$525 – with Xspond \$125
- Average Monthly Vehicle Sales: pre Xspond 225 Units – with Xspond 335 Units
- Pre Xspond Ranked 88 among Ford Dealers Nationally – with Xspond Ranked 24th

The Xspond Solution:

In April 2006, Xspond Incorporated and Brighton Ford-Mercury partnered to accomplish the goal of developing customer relationships. Using the Life-Cycle Marketing strategy with Xspond, Brighton Ford Mercury has:

- increased sales 31%
- reduced advertising and marketing costs by more than 75%
- in addition, the dealership has seen their database grow from 24,000 names to over 67,000 in three years

Methods:

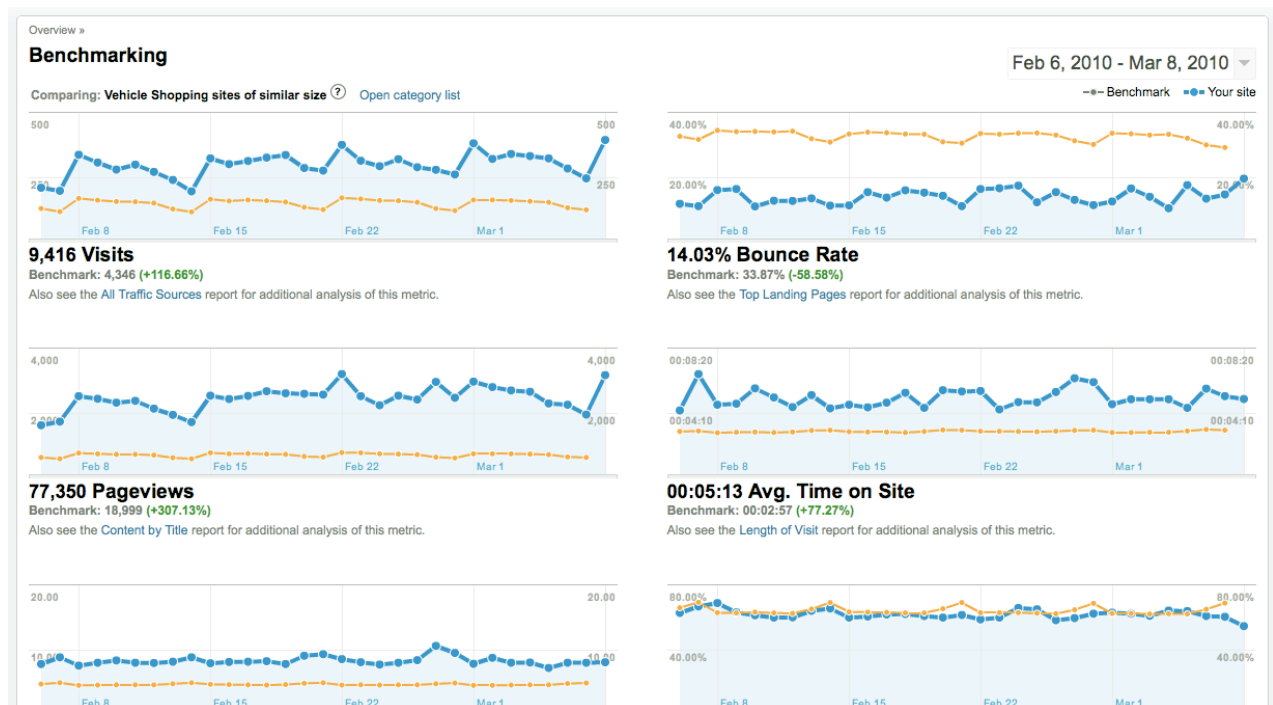
	Traditional Media	New Media
Before Xspōnd	Newspapers - Television Radio - Static Direct Mail Billboards - Call Center	None
2006-2009 (XMP Dealer)	Minimal Newspaper - Billboards Minimal Radio - Call Center	Web VDP Direct Mail Email
Current (XMP Dealer)	Minimal Newspaper - Billboards Minimal Radio - Call Center	Web VDP Direct Mail Email Social Media

Implementing XMP Dealer is easier than you might think. We are your continual partners for the creation, launch, and management of web pages, direct mail and social media. All data is collected via seamless integration with the Dealers Management System (DMS). The Life-Cycle Marketing Strategy is modeled around local factors, management goals and objectives, and automatically modified based on customer interaction with the dealership and marketing methods.

Results:

See the tables below for further evidence of Brighton Ford Mercury’s success at getting the right message, to the right person, using the right medium, at exactly the right time.

Brighton Ford-Mercury’s Web Page versus Ford Vehicle Shopping Sites of Similar Size



Life-Cycle Marketing for the dealer in a single package!

Brighton Ford Mercury's Car Sales and Advertising Costs

	Before Xspond	With Xspond
# of Cars Sold per Month	225	335
Advertising \$ per Sold Vehicle	525	125
National Sales Rank	88	24
Names in Database	~24,000	~67,000

Percentage of Sales Customers who also Service with Brighton Ford Mercury

	NADA Average	Brighton Ford Mercury
Customers Reporting a Satisfactory Sales Experience	20%	49.1%

* Important Note: NADA claims that 72% of customers that regularly use a dealership for service, will make their next purchase at that dealership.

Summary:

How did Brighton Ford Mercury achieve such great results? The dealership committed to a cultural change in how its employees approached marketing and customer relationships. Before Xspond, Brighton Ford Mercury spent millions of dollars on newspaper, television, and radio ads.

Now, Brighton Ford uses a varied, disciplined marketing strategy based on the life cycle of a customer. With Xspond, they use web, email, direct mail, and social media to reach each prospective customer when he or she is ready to buy. In most, if not all cases data and analytics are used in the marketing decision making process. Once a relationship is established, Brighton Ford Mercury and Xspond are committed to developing a lasting one. For more information, visit our website at www.xspond.com.

About Xspond:

Xspond is a data-driven marketing solutions business. We are a lifelong strategic partner for our clients, helping them deliver the right message with the right medium to the right person at the right time.

Xspond uses application and web development, automated VDP Direct Mail, and targeted social media to meet customers where they want to be encountered. Likewise, we are dedicated to using web analytics and research to continuously improve our products.

See how we can help your business build and improve client relationships through our interactive marketing solutions. Visit our website at www.xspond.com or call us at 810-225-8350.

Find us on Facebook at <http://bit.ly/4IN8Ay> and follow us on Twitter at <http://www.twitter.com/xspond>.