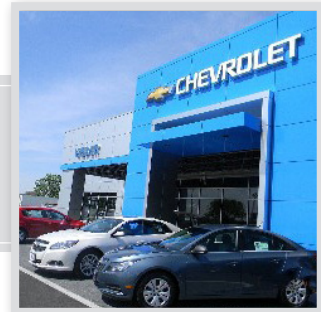


CASE STUDY

Weber Chevrolet Sells Record Number of Vehicles with **Dominion CRM** Combined with **Managed Marketing Services**



The Challenge

When Mike Maher, IT Manager of Weber Chevrolet decided it was time to start planning their Black Friday Special, he decided that this year they would, “look at the big picture, not just at selling one or two cars.” Previous Black Friday Specials delivered their dealership good numbers, but not exactly what they were looking for. Maher was interested in driving showroom traffic and increasing sales and service revenues.

The Solution

By utilizing Dominion Dealer Solutions’ CRM (formerly from Autobase) in conjunction with Dominion’s Managed Marketing Services, Weber Chevrolet saw a record turnout for their Black Friday sale. “The outcome was better than we anticipated,” states Maher. “We always sell cars using Dominion CRM; it does what it is designed to do.” But this year, Weber decided to expand their campaign with a strategic multi-channel marketing campaign plan that included TV, radio, newspaper, and emails using Dominion’s Managed Marketing Services. Dominion Dealer Solutions’ CRM combined with Managed Marketing Services is designed to maximize the potential of every message by showcasing the dealership’s brand to build lifelong loyal customers. Seamlessly delivering 16,000 emails with a 27% open rate, Weber Chevrolet immediately saw the benefits of having a fully-integrated CRM and managed marketing solution.

Weber Chevrolet learned the importance of developing a well-executed marketing campaign incorporating multiple marketing channels that integrates with their existing CRM. “With this campaign we wanted to outsell our competition and retain customers for life; and I feel we did just that,” explains Maher. “In fact, one customer came to our dealership from 200 miles away.”

The Results

The day of the sale, Weber Chevrolet saw instant results, as people were lining up at midnight. “We sold 140 cars that day, some even bought two,” adds Maher. “By leveraging Dominion’s Managed Marketing Services, the word spread quickly and got people talking, not just locally, but also on Facebook. Finding the right mix of conventional and non-conventional marketing tactics was the key for us to maximize results. We achieved the results by leveraging the combination of Dominion Dealer Solutions’ CRM with their Managed Marketing Services.”

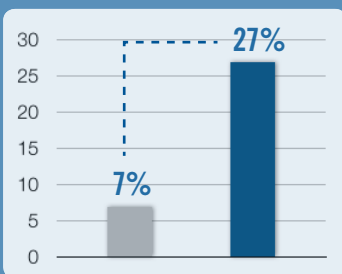
Since running this promotion, Weber Chevrolet has seen an increase in sales averaging 200 cars per month. “In December alone, we had already sold 70 vehicles by the sixth of the month,” says Maher. “The people at Dominion Dealer Solutions do a great job, and are always willing to go the extra mile to help our dealership succeed.”

This CRM tool is great; we have a great relationship with Dominion Dealer Solutions and will continue to use this CRM combined with managed marketing services for our future campaigns.

Mike Maher,
IT Manager

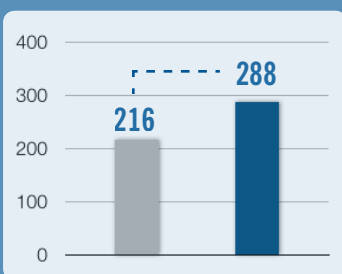
WEBER CHEVROLET

INCREASE IN CLICK THROUGH RATES



w/o mktg services | w/ mktg services

INCREASE IN TOTAL CAR SALES



October | November



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