

CASE STUDY

Marshal Mize Ford Creates Superior Digital Presence With Prime Response® and Dominion Digital Marketing



“What used to be cookie cutter work is now a strategy of unique posts and highly personalized ads.”

Dylan Calkins
Internet Sales Manager
Marshal Mize Ford

The Challenge

The importance of a dealer's online reviews and social media presence grows with every new shopper that takes to the Internet. This became very clear to the management of Marshal Mize Ford in Chattanooga, TN.

Internet Sales Manager, Dylan Calkins, explains, “We started feeling the effects of being a little late to the game. We weren't actively promoting positive reviews and our agency's work on social media was basic at best.” Calkins and other dealership leadership knew that something had to change if the store was going to experience true digital success.

The Solution

That is when Marshal Mize Ford turned to Prime Response -- Dominion's award-winning reputation and social media management platform.

As part of the Dominion Digital Marketing suite of products and services, Prime enables dealers to track, manage, and influence critical online conversation. Prime directly impacts the quantity and quality of online ratings, reviews, and social media engagement, driving more VDP views and selling more cars for the store.

The Results

Prime Response empowers Calkins to source and promote a significant number of positive reviews. “When we began with Dominion, we had a mere 29 reviews. Now, we're over 200. And last month, **I added 40 reviews with a 4.9 average star rating,**” explained a very contented Dylan Calkins. Because of Prime Response, the dealership enjoys a 47% survey open rate, an astounding 6% survey completion rate, and a coveted 4.7 average star rating across all review channels.

Beyond online reputation management, Prime Response has changed the social media game for Marshal Mize Ford. “The agency that used to manage our social media had nowhere near the knowledge or enthusiasm we see with Dominion,” said Calkins. “What used to be cookie cutter work is now **a strategy of unique posts and highly personalized ads.** I love the extra traffic coming to our website. That's the name of the game.”

In one 30 day period, **900 digital shoppers viewed one or more VDPs via Facebook ads** managed by Dominion for Marshal Mize. “My digital performance manager is so helpful,” remarked Calkins. “We don't need to be the expert. She takes the time needed to do things right, to bring extra traffic to our website – and sell cars.” Calkins refers to the fact that, last month, **15 out of 17 units listed in Facebook ads were sold.** “She makes it easy for us and frees me up to focus my attention on selling cars.”

“With Dominion Digital Marketing, we are set up to be successful,” concluded Calkins. “They take care of us, and we just have fun selling more cars.”



To bring this level of success to your dealership, contact us today at **888.502.8950** or visit **DriveDominion.com**

Dominion
DEALER SOLUTIONS™