

CASE STUDY

Brondes Ford Toledo Dominates Reputation & Social, Drives Revenue with Dominion's Prime Response®



The Challenge

In early 2015, Drew Conkle, general manager, and Deb Peters, sales manager, of Brondes Ford Toledo took a hard look at their online presence. Conkle admits, "We're among the larger dealers in Toledo, but had the fewest online reviews. They weren't poor, but the low volume of ratings was saying something to consumers. We were missing an opportunity."

Beyond missed opportunity in reputation management, Brondes Ford was struggling to execute a strong social media strategy. "There was such little consistency," recounts Peters. "Our posts were sporadic, and the few followers we did have were seeking us out, rather than us seeking them out. And that's when we heard about Dominion's Prime Response."

The Solution

Prime Response, the award-winning reputation and social media platform from Dominion Dealer Solutions, enables dealers to track, manage, and engage with online car shoppers. Once Brondes Ford incorporated Prime Response, they began to master the art and science of monitoring online conversation, responding to negative reviews, and winning with social media campaigns. "We were first drawn to the people at Dominion," explains Conkle. "The approach made sense to us, and they were just so passionate about it. That passion reflects what you do. And the process is as simple for us as it is for our customers."

The Results

In the year prior to partnering with Dominion, Brondes Ford generated 29 external reviews with a 3.7 average star rating. After 12 months with Prime, they harvested **over 200 reviews with a 4.6 average star rating**. Today, they enjoy an astounding 46% survey open rate, which consistently generates an average of **14 new reviews every month**. "Now, we are far more confident with our online presence because our reputation is truly innovative," says Peters. "We have the opportunity to address unhappy customers before they go online, and our dedicated specialist at Dominion takes things upon herself to truly help us out."

This success flows into their ability to generate revenue through social media. In one 30 day period, **nearly 300 social shoppers (5% of all VDP views) were ushered to VDPs via Prime's Facebook advertising**. "We are shocked at how many VDP views we're getting through Prime. Frankly, it outperforms 3rd party lead generators," says Conkle. "Google Analytics proves it: Prime is one of our largest sources for quality VDP views." In one sales campaign, **six out of 10 vehicles advertised on Facebook were sold** in a 30 day period. And in a single fixed operations campaign on Facebook, over **300 lost souls returned** to the Brondes Ford service drive.

"Dealers are always considering where to cut dollars," noted Conkle, "but with results like this, we are increasing our spend." Peters concurs, "And because the service is so outstanding, we have never once considered another vendor. Dominion is the only option as far as we are concerned."

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Drew Conkle
General Manager
Brondes Ford Toledo



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