



**HOW DOES A
LOCAL PREMIER
DEALERSHIP INCREASE
SERVICE DEPARTMENT
REVENUE BY 28%?**

SEE THE EDIFICE DIFFERENCE.

Automotive Marketing For Dealers By Dealers.

6X ROI in July 2019

5X ROI on marketing spend in 2019

15% increase in average annual repair orders

28% increase in average annual service department revenue



“Edifice has exceeded our expectations. They’ve helped us reach customers we never had access to and kept us growing in a very competitive area.”

- Fulton Arrington,
Service & Parts Manager



THE BACKGROUND

Greene Ford is a local dealership in Gainesville, Georgia. Prior to 2017, Greene Ford had been relying on traditional marketing methods to promote their service department.

However, ROI was difficult to track with these tactics, and the Greene Management team wanted to reboot their processes to become more efficient. They sought a cost-effective solution to grow their service department revenue and customer base without wasting time and money on unproven solutions.

They reached out to Edifice Automotive in 2017 to execute these goals through digital marketing and creative problem-solving.

THE SOLUTION

We analyzed target areas to identify brand owners, active shoppers, buyer’s habits, and competitor’s performance. Through this, we were able to collaborate with Greene Ford to set up adaptive online marketing campaigns to accomplish their goals.

The results? Since partnering in 2017, they’ve seen their service department revenue average 28% yearly growth, and continue to grow their R.O.’s, service revenue, and conquest service customers at consistent rates.

With months often receiving over 6x ROI and consistent growth in their service customer base, they’ve found services that can pivot with a changing market, scale with their growth, and guarantee a profit.

READY TO CLOSE SOME BUSINESS? GIVE US A CALL!

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