



RED

M A R K E T I N G

CASE STUDY
AUTOMOTIVE INDUSTRY

BRANDS WE'VE WORKED WITH:



HIGHLIGHTS:

Managed CMH Luxury Motors' social media for 12 months in 2024.

Bidvest McCarthy Motors Menlyn hired us to market their Opel and Isuzu brands for 18 months until the Opel license was sold in June 2017.

We worked with Daytona Group that owned Sandton Auto and Melrose Auto over a 3-year period from 2015 until the group was sold in 2018.

Grew the Fiat Alfa Facebook page from 1000 to over **10,000 followers** in 2018.

Worked with Super Group from early 2018 until the end of 2021 on a host of their brands and four of their dealerships.

Jeep page views **grew by 336,000**, starting from a 13,000 base to 350,000.

Grew the Grand Central Jeep audience **by over 240%**.

Over **750 high-quality leads** were achieved for Suzuki in September 2024

Over **One million impressions** reached in one month

An average of **450 leads** are generated per month



01.

UNDERSTANDING SOCIAL MEDIA FROM THE CUSTOMERS' PERSPECTIVE

Cars are both an emotional and practical purchase. When buying one, customers ask themselves what a car brand says about their brand image. The decision includes many factors like the brand, aesthetics, practicality, vehicle trends, technology, safety, reliability, brand reputation, pricing, deals, aftercare, maintenance and resale value.

Social media is just that – social. It is important to remember that these channels are optimally used when posts are engaging. Google defines social media as, “websites and applications that enable users to create and share content or to participate in social networking.”

Social media has allowed for a two-way conversation like never before. Newspaper, magazine and TV advertising have seen their day. This is due to their one-sided communication approach. Social media caters predominantly for Generation X, Millennials and now the iGeneration. Social media allows brands to connect more deeply with these generational customers.

Advertising in social media should be subtle; when the audience is interested in pursuing a sale, the user experience must be easy and practical.

The design of Facebook, Instagram and other social channels and the psychology of the user need to be considered when marketing a brand.

02.

tone and visual image

RED Marketing has been marketing cars for the last ten years*.

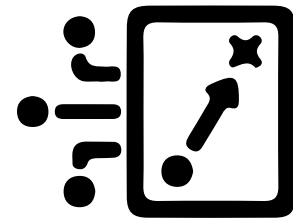
Over the years, we have learned which communication strategies work best for this type of product and service.

It is our understanding that social media communications should be bright, friendly, visually appealing, articulate and engaging in order to benefit the follower. Content should be curated for the follower or ultimately, they will move on. Generally, if the content appears like an advertisement, the audience switches off.

Content curation should be creative, dynamic, high-quality and in line with the brand's image and OEM guidelines. Overall, it must be memorable, interesting, informative and friendly, while provoking emotion and engagement.

Through this communication strategy, you build trust and loyalty.

SERVICES WE'VE PROVIDED THE AUTOMOTIVE INDUSTRY:



1.

Strategy and implementation of your digital marketing and social media roadmap.



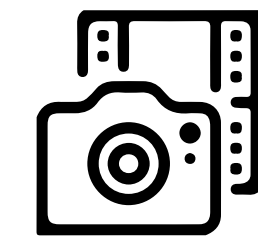
2.

Social media advertising from page growth, to reach ads, to web traffic.



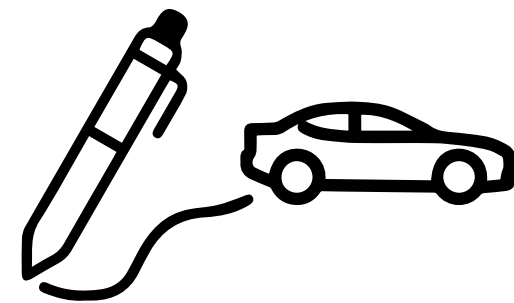
3.

Social media advertising to generate leads for sales.



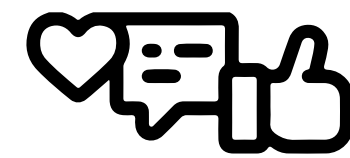
4.

Content curation through videography and photography.



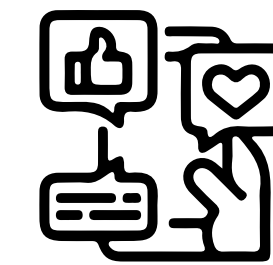
5.

Content curation through specialised copywriting to entice motorheads.



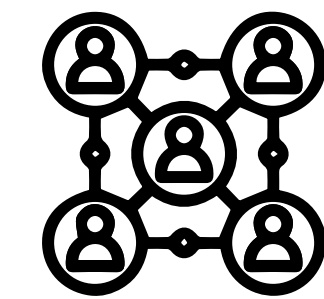
6.

Graphic design to create unique brand-specific or dealership posts.



7.

Social media management from set-up to page management across all social media platforms.



8.

Community management to engage with the audience.

RED Marketing is a 360-degree agency and has a host of other services that can be offered to support your brand, from website development to SEO and PPC to PR and even influencer and event management.

CONTENT CURATION THROUGH VIDEOGRAPHY AND PHOTOGRAPHY



DEALERSHIP IMAGES

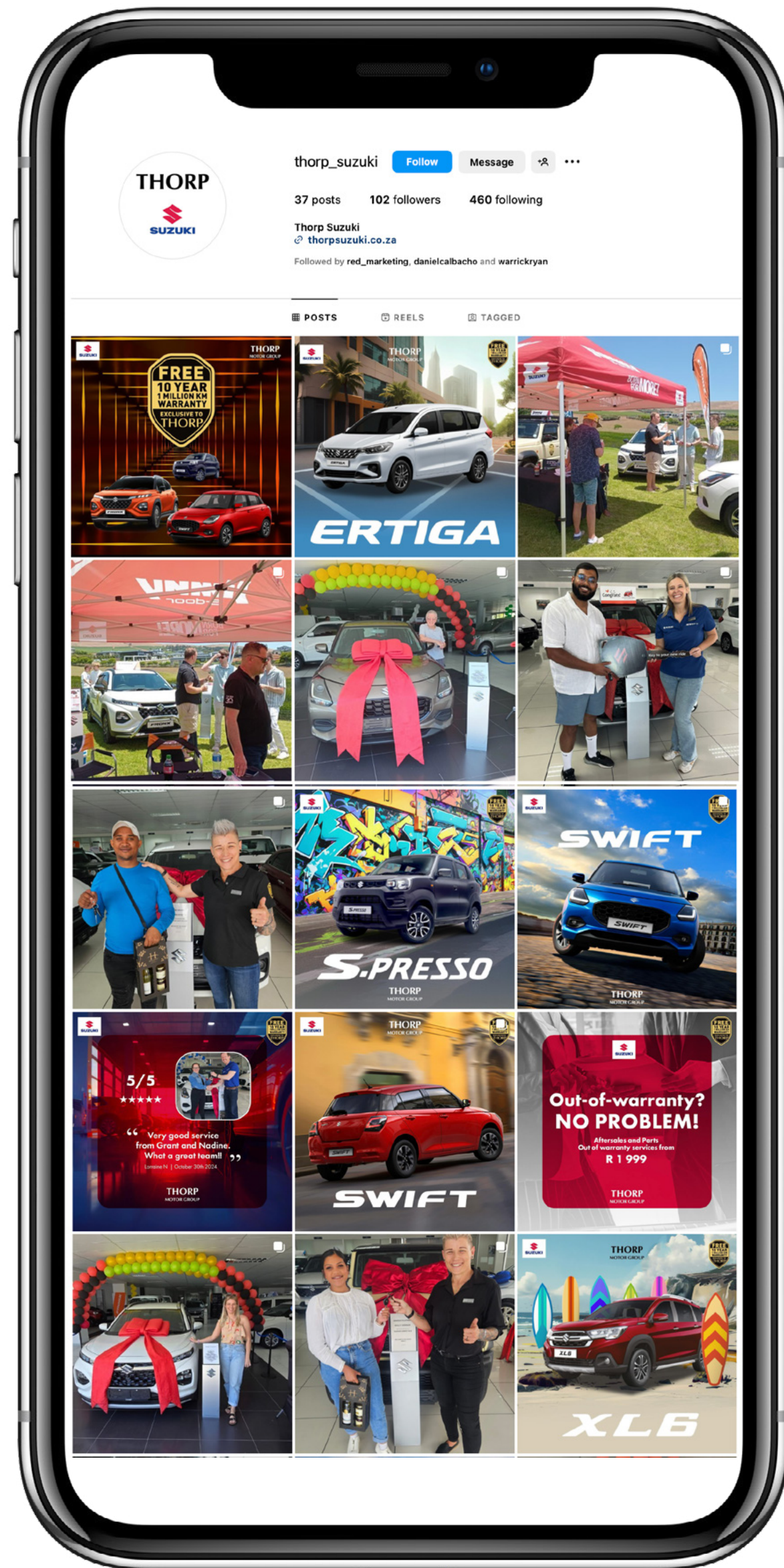


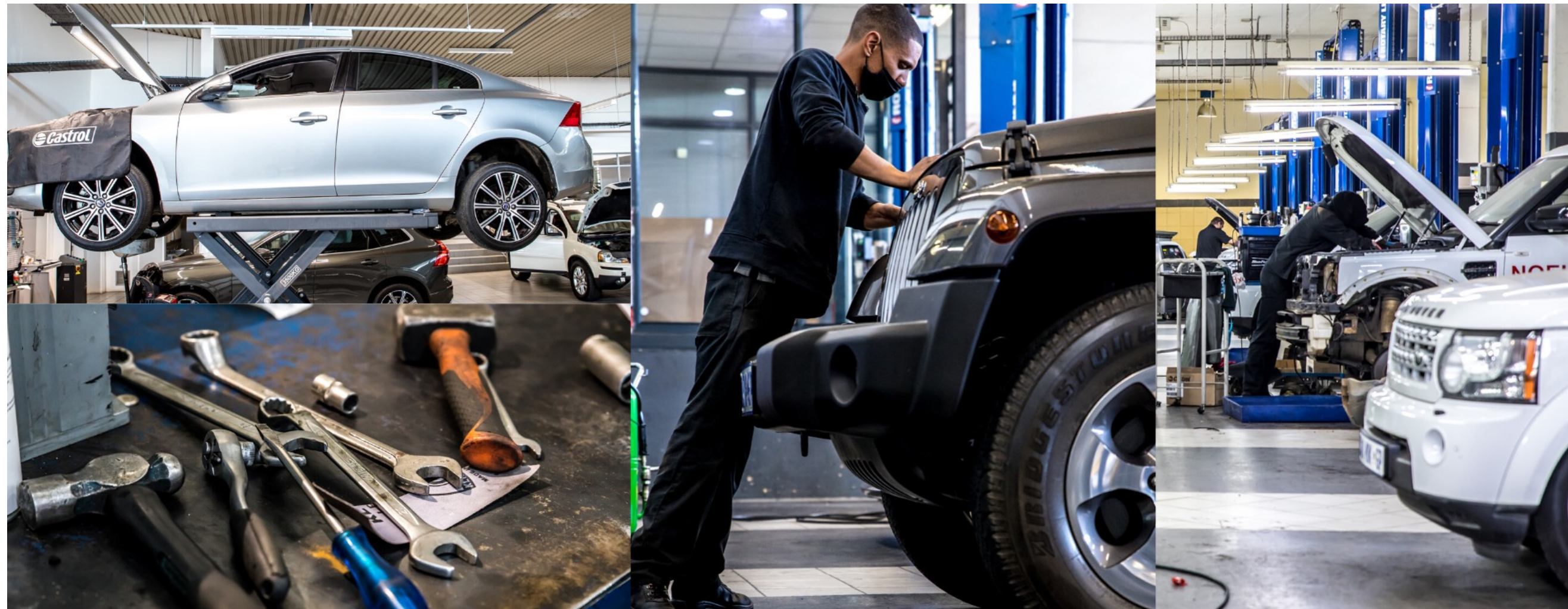
These types of images are used to establish the dealership. They are a visual reference of the dealerships as a home and what customers can expect to see when they visit. They make customers feel familiar and secure.

VEHICLE IMAGES



05. CONTENT DESIGNS

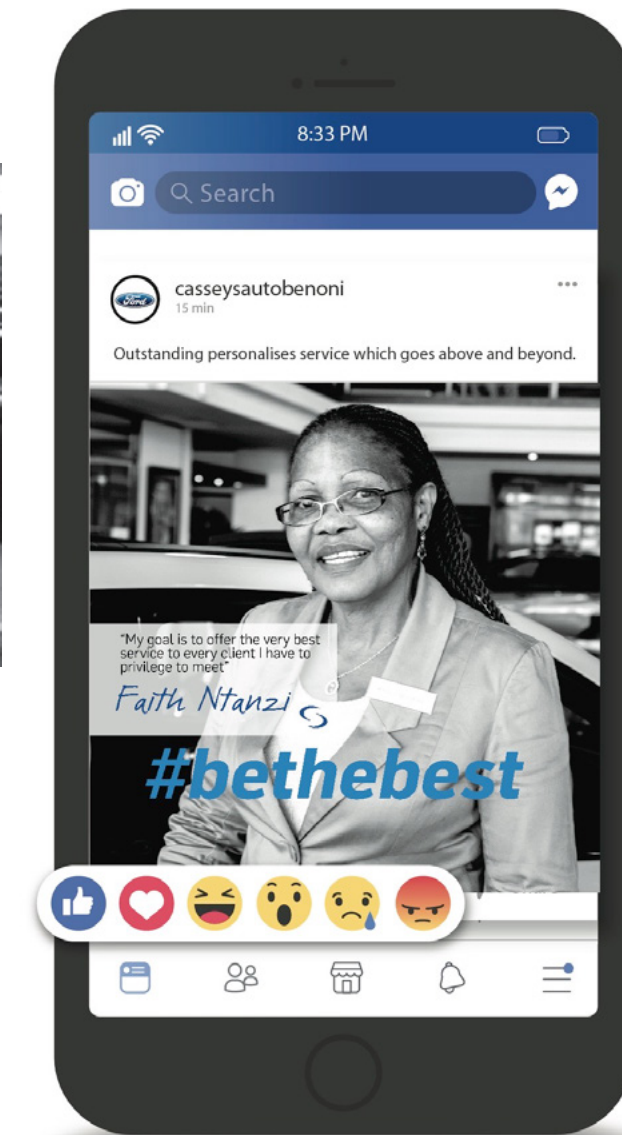
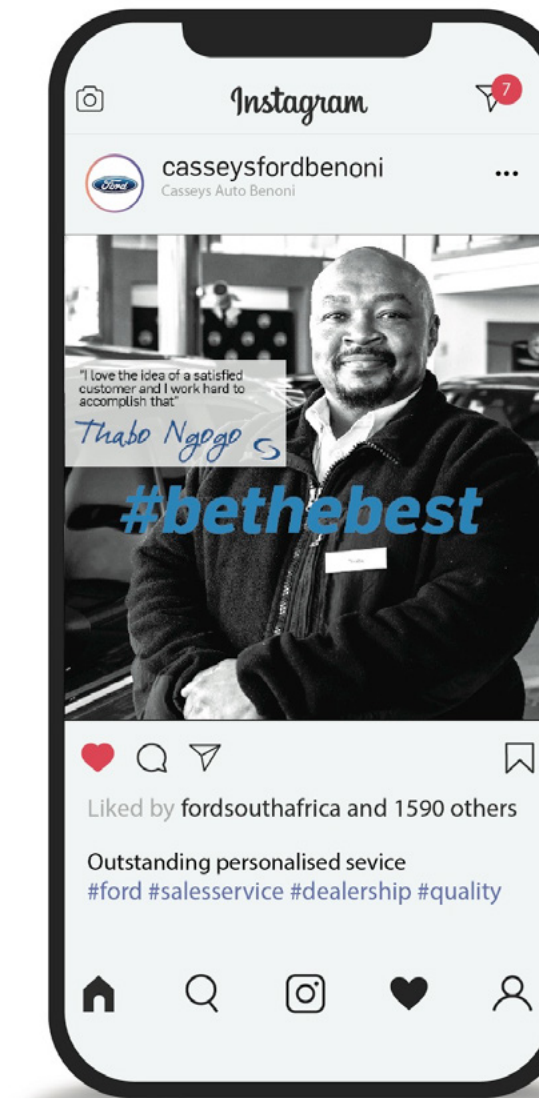




06.

SERVICING AND PARTS

Images shot inside the service department demystify what happens in “the back” and show the combination of electronic diagnostics and manual labour in caring for your vehicle. It also makes customers aware of the dealership’s service centre and additionally, the sale of parts.



07.

CUSTOMER SERVICE THROUGH THE TEAM

Let’s debunk the stigma of the car dreaded salesman! Rather, let’s meet the team; see who works at your car dealership and show their friendly faces. Many of the teams are hard-working and loyal to the dealership with years invested in their job.

We want to share their stories as they counteract the old wife’s tale and Humanise the dealership. This builds trust. These images include the team – Dealer Principal, Sales Manager, Finance/Insurance Manager; down to the cleaning and refreshments team.

08. VALUE ADDED SERVICES

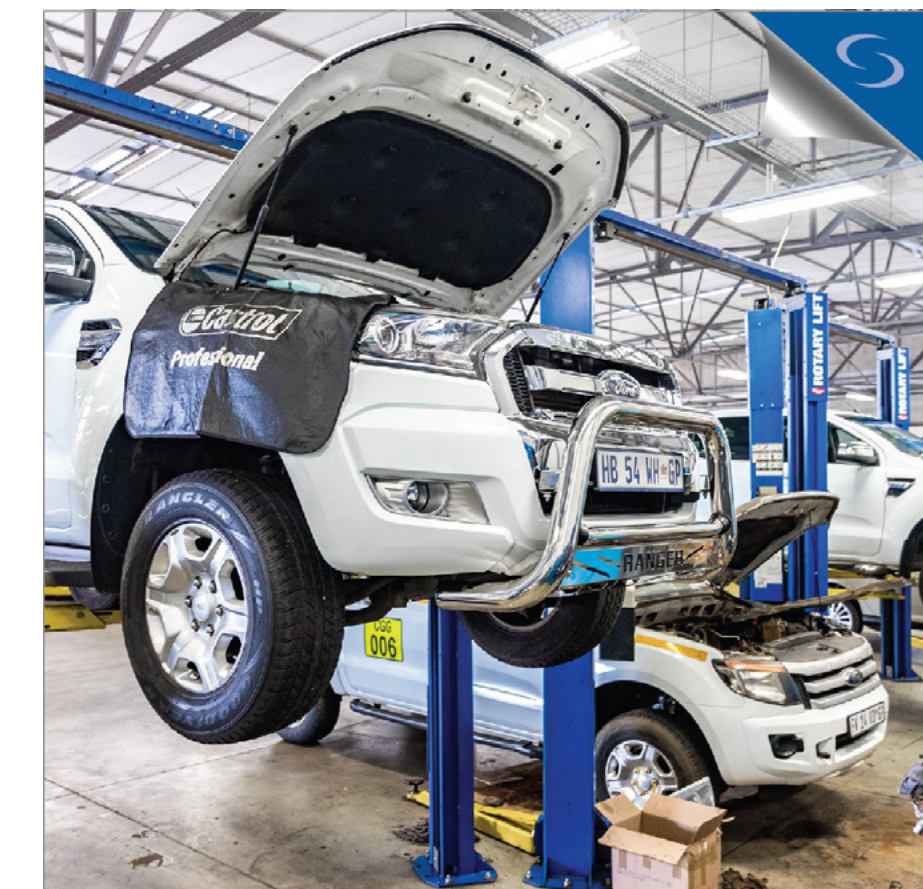
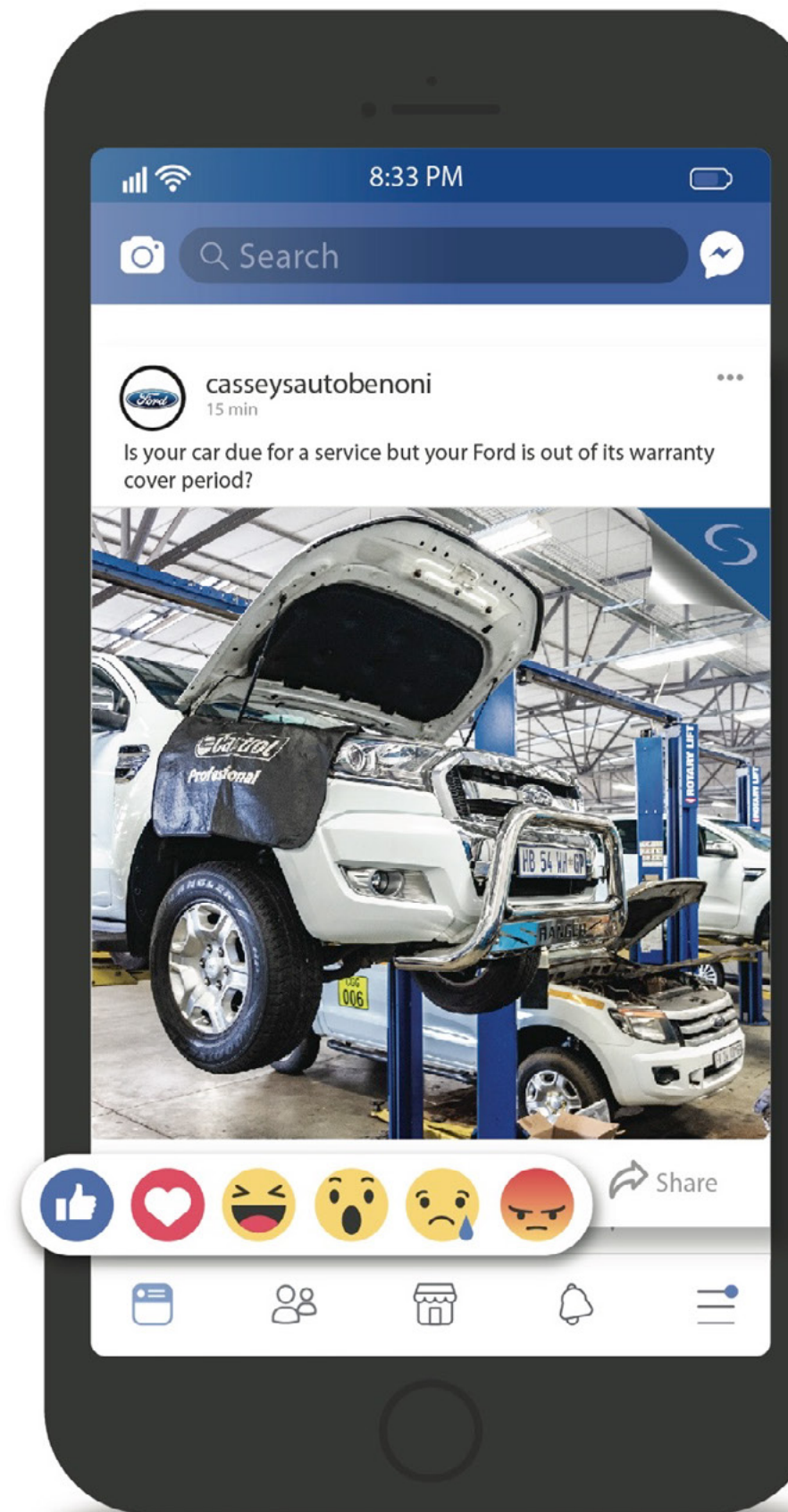
Examples: Tyre and rim warranty and service and maintenance warranties



Did you know that #CasseysAutoBenoniFord is part of the @Supergroupdealerships?

It is, and that means we offer unique tyre and rim warranty plans. Chat to our service team on 010 593 2827 for more information.

#Ford #CasseysAutoBenoniFord #TyreWarranty #RimWarranty #ServicePlan #WarrantyPlan #SupergroupDealerships



Is your car due for a service but your Ford is out of its warranty cover period?

#CasseysAutoBenoniFord is part of the @Supergroupdealerships which means we have added value products, like our extended service and maintenance warranties. We invite you to chat to Tim in our servicing department for more information 010 593 2827

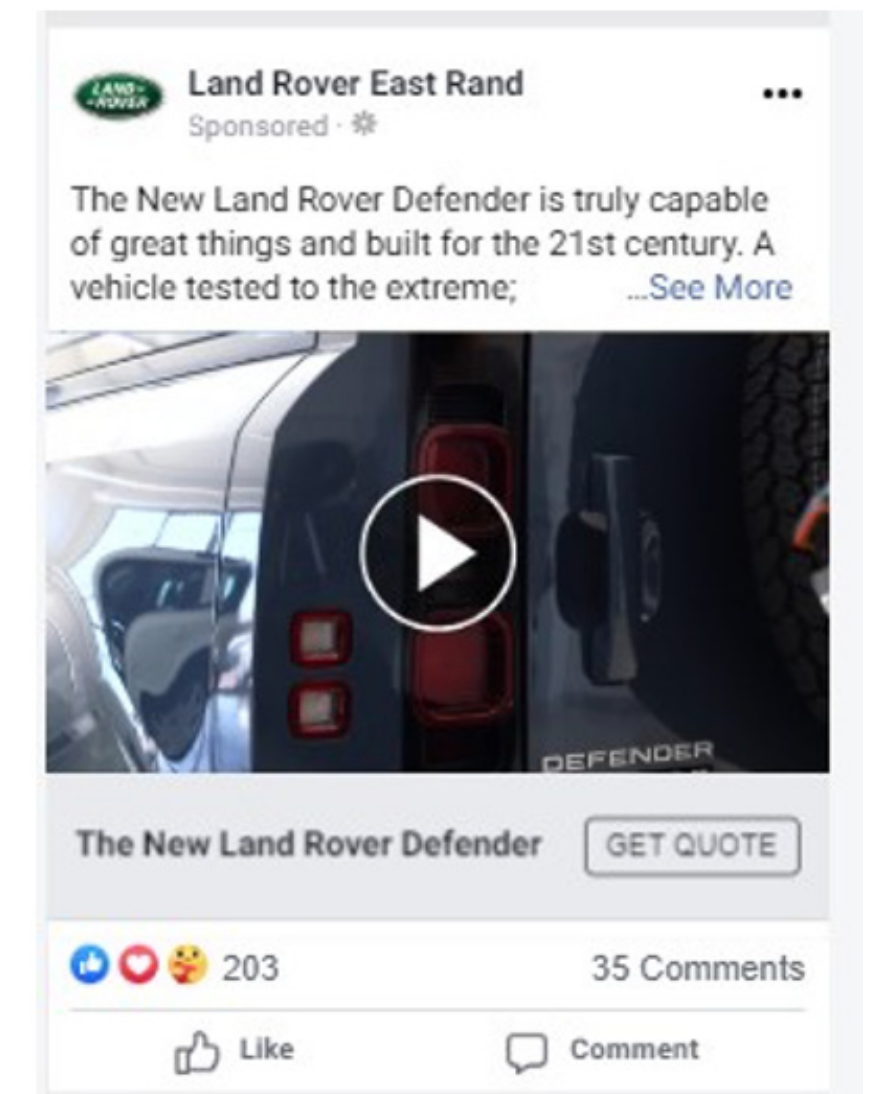
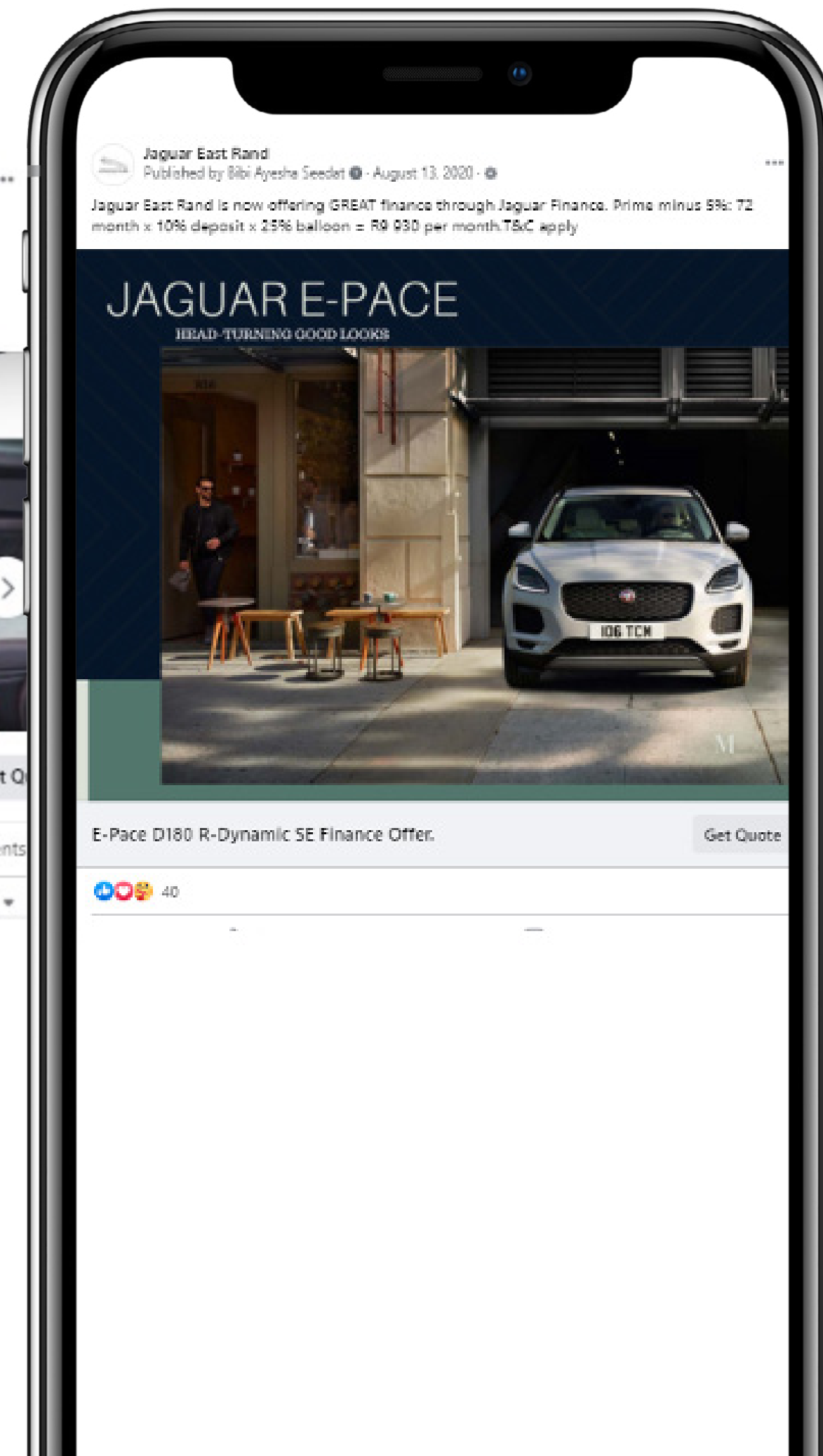
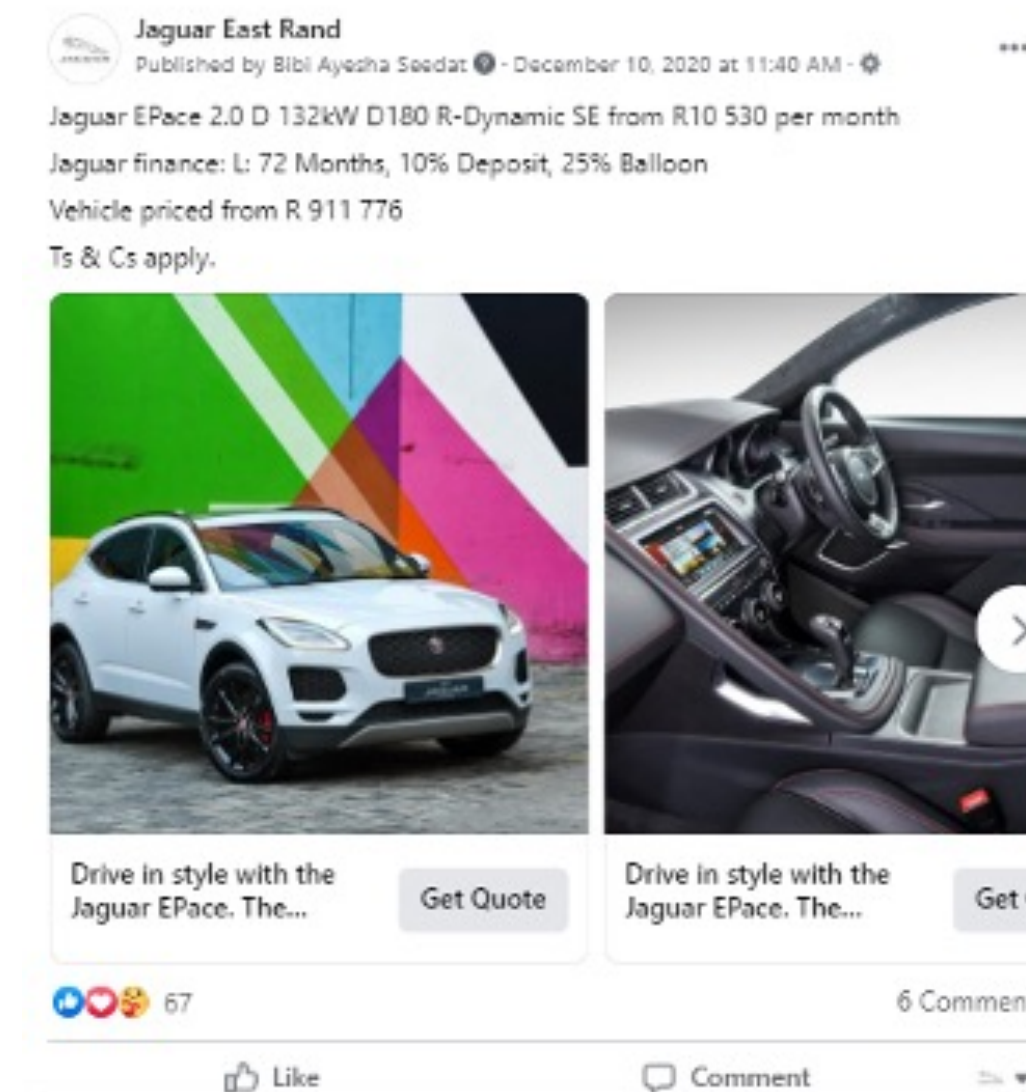
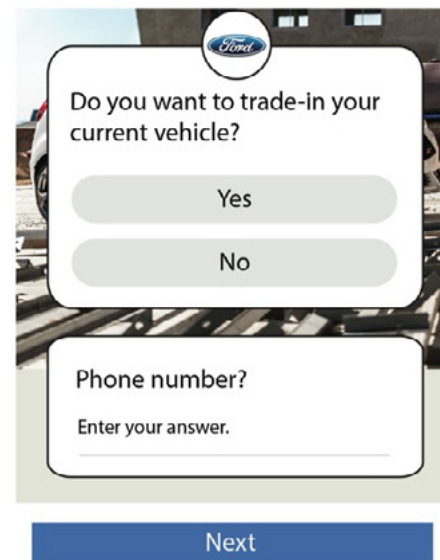
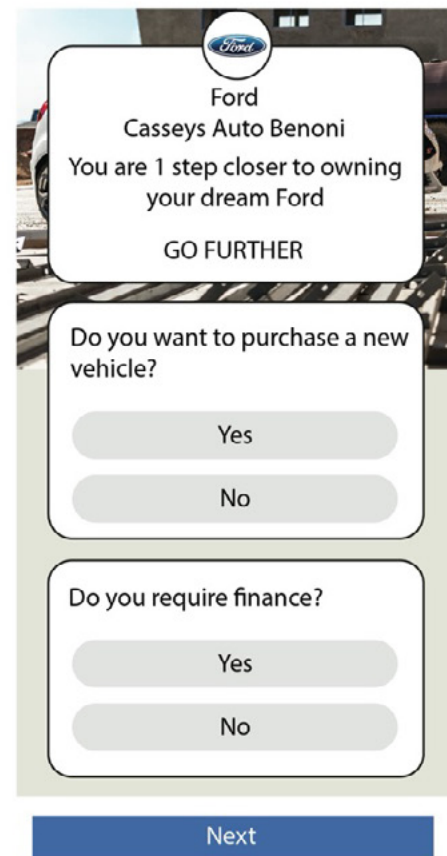
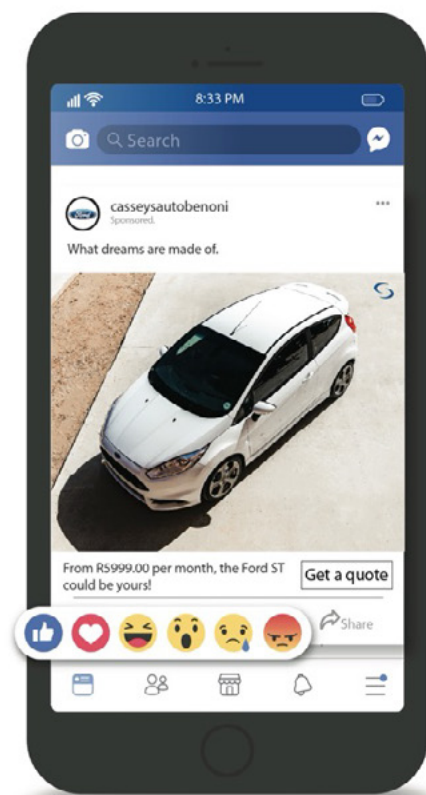
#Ford #CasseysAutoBenoniFord #TyreWarranty #RimWarranty #ServicePlan #WarrantyPlan #FordService #SupergroupDealers

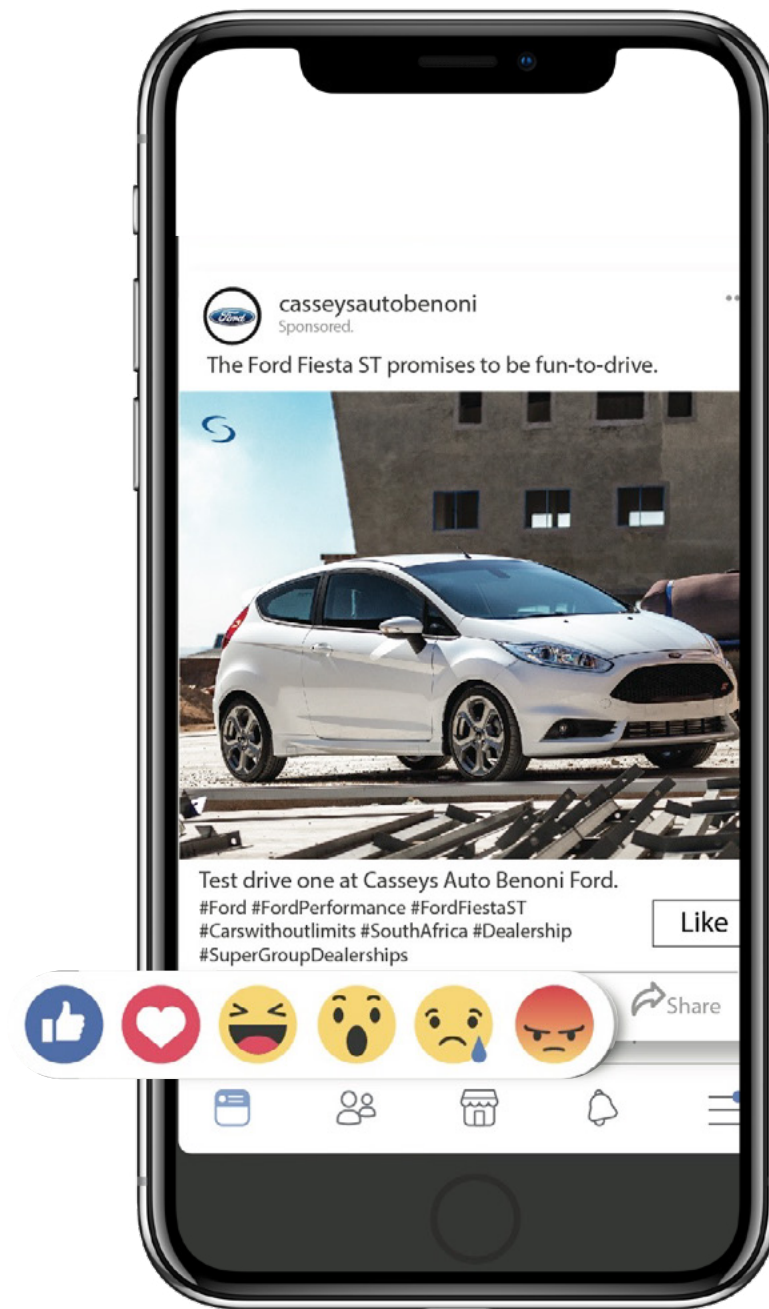


SOCIAL MEDIA ADVERTISING EXAMPLES

09. LEAD AD CAMPAIGNS

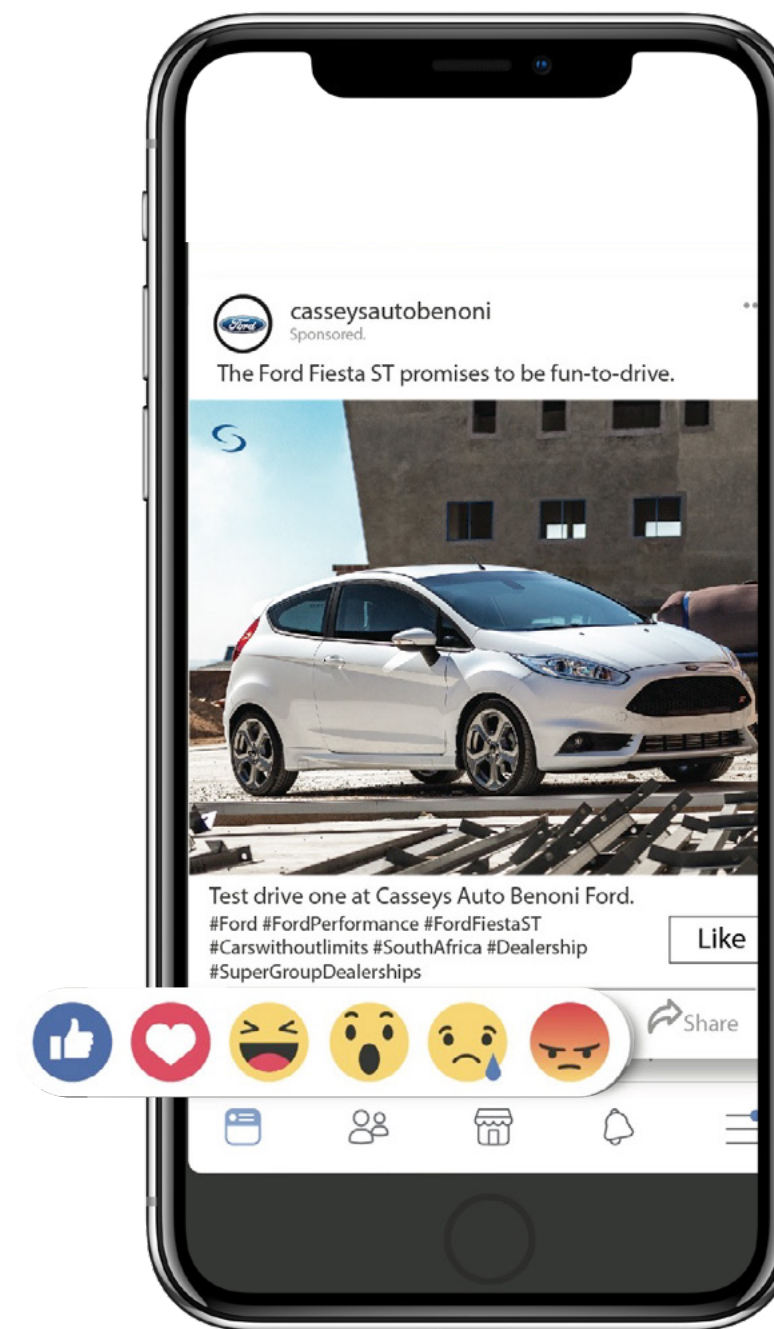
Like a multifaceted diamond, so too is the communication approach for a car dealership. One of these facets is the lead ads that run quietly in the background drawing in customers through engagement forms. We use a portion of your monthly ad budget just for lead ads. These are downloaded, in a CSV format and shared with the sales teams. Additionally, this captured data can be used to send mailers and SMS campaigns.





10. PAGE GROWTH ADS

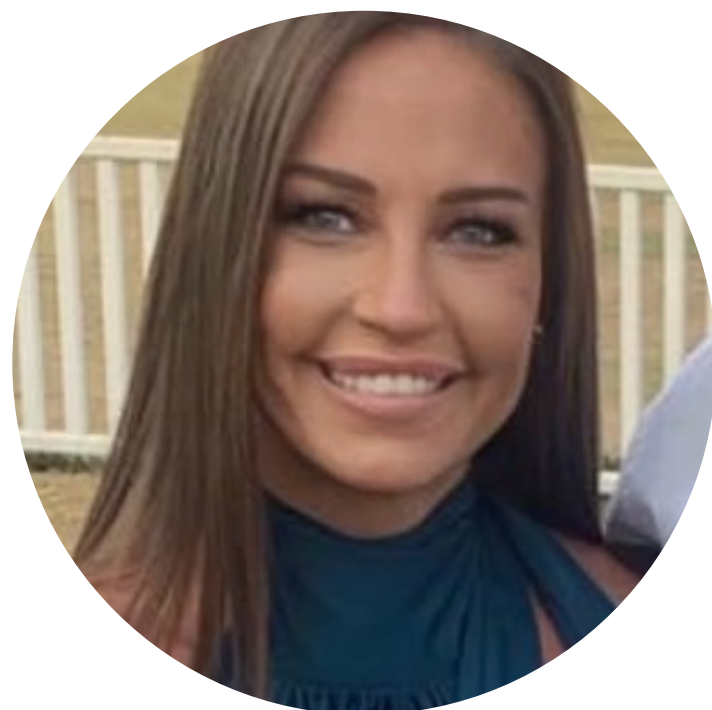
Mark Zuckerberg is a success; because to be in his world, you need to “pay to play”! Part of your monthly allocated budget is focused on growing the followers of each of the pages. We invest in building a community. Unfortunately, only those who engage with the page regularly see the posts on the page. This leads us to boost posts...



11. BOOSTED POSTS

Boosting...just like a cup of coffee’s kick, or a turbo on your engine, boosting native posts increases the chances of the community seeing the post. Statistically, only 1% to 3% of your fans see your native posts organically. Boosting the posts increases your visibility dramatically! A portion of your monthly budget is allocated to boosting some or all the posts on the page.

18. TESTIMONIALS



CANDICE MCKENNA

DEALER PRINCIPAL, GRAND CENTRAL MOTORS FCA | FIAT CHRYSLER AUTOMOBILES

“I have worked with the Red Marketing Team for over 6 years and have had nothing but professional and efficient services from them. They have helped us extend our network on our Social Media platforms and assisted in building credibility and presence for our Dealerships and Brands. Their services are by far the most excellent value for money, and they understand the requirements and timelines of the different Manufacturers and Brands.

In vehicle sales and aftersales, it is essential that the queries and leads are addressed immediately, and Red Marketing has definitely mastered this, and the results have certainly not disappointed, bringing our sales team a stream of pre-qualified leads within months of starting our work together. I would recommend them to any large or small enterprise or company. Their personal touch and personal hands-on approach are lengths ahead of their competitors in the market.”



ELVENE VONK

SALES MANAGER – JAGUAR LAND ROVER

RED Marketing is the best digital marketing agency I've had the privilege of working with – it's been a joyous experience, and my business has grown. The team is timeous and professional... it's like magic! Thank you, team RED Marketing. Elvene Vonk Sales Manager – Jaguar Land Rover



Whether you're aiming to climb search engine rankings or establish a formidable online presence, **RED Marketing** has the tools and expertise to make it happen.

Ready to take your online presence to the next level?

Contact us at:
info@redmarketing.co.za for SA clients or
info@redmarketing.biz for UK clients.



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THANK YOU