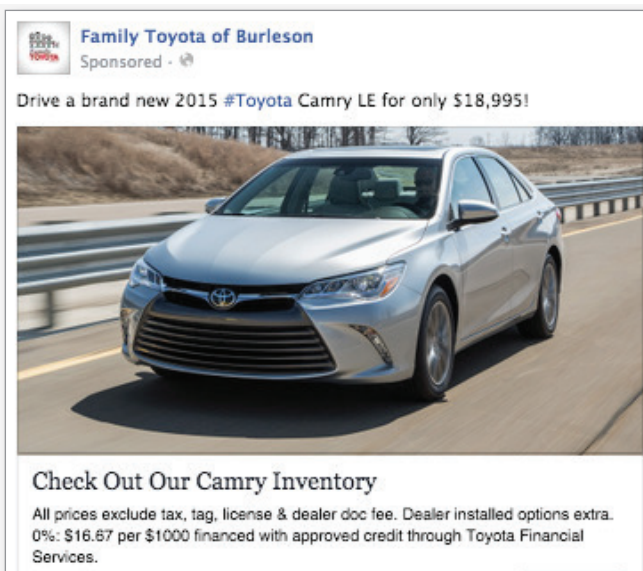


FAMILY TOYOTA OF BURLESON

Family Toyota of Burleson is a brand new dealership that opened in December 2014. Already they've established a large following and have received a lot of praise for their fantastic customer service and beautiful new dealership. Family Toyota has teamed up with Friendemic to run web click ads to promote their Grand Opening Sales Event and other Toyota specials. These ads have been successful in driving leads to their website and foot traffic to their dealership.

WHAT WE DID

Friendemic created and managed Facebook web click ads for Family Toyota of Burleson each month. At the beginning of each month, Friendemic reached out to the dealership to ask for specific deals and specials to feature in the monthly ads. Friendemic and Family Toyota worked together to establish a mile radius boundary around the dealership to target their audience. During this period, \$800 was spent on the web click ads.



THE RESULTS



AUDIENCE REACH & INTERACTIONS

- Over **80,000 individuals** were reached in the community with the Facebook Ads



WEBSITE TRAFFIC FROM FACEBOOK ADS:

- **1,934 website clicks** were generated to the Family Toyota of Burleson website at an **average cost per click of \$0.41**

FACEBOOK AD RESULTS

REACH	FREQUENCY	IMPRESSIONS	CLICKS	CTR	CPM	WEBSITE CLICKS	COST PER CLICK
87,832	2.51	220,309	2,326	1.056%	\$3.63	1,934	\$0.41

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