



“Everything you need to increase sales!”

AUTOIQ NETWORK

Q&A WITH SHEA HARRINGTON, DIGITAL MARKETING SPECIALIST AT AUTOIQ NETWORK, ONTARIO

ON THE RESULT OF THEIR INCENTIVE EFFORTS, SHEA SAYS...

“It went really well. We started off with just wanting to use the incentives for a three-day sale at our Airport Ford dealership. We purchased 10 certificates for that, and we went through eight of them during that sale. By the next week, we’d used up the other two. Ultimately, what we wanted to do was sell more than we did the previous year, and the incentives easily helped us achieve that. Customers really took to them, so we knew they’d be a perfect a solution for future sales events and even as general closing tools.”



KEY CHALLENGES

WHY DID YOU DECIDE TO TRY OUT ODENZA’S TRAVEL INCENTIVES?

So, given we’re a dealership network, some of our dealerships already use your incentives, and the feedback from each of those dealerships has been how easy it is to deal with Odenza and that the products have worked wonders for them.

We were all confident that your incentives would work really well for Airport Ford in Hamilton, which is the dealership we were purchasing for this time around.

IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

When we started off with that initial order of 10 certificates, those were being implemented into a September-end sale – you know, wanting to move some inventory and preparing for new models. That sale went really well, and people were excited to be getting a vacation..

HOW DID YOU ADVERTISE THE INCENTIVES?

For us, we placed a lot of focus on the digital side of advertising. We boosted Facebook posts that were promoting the sale; and when customers received the certificates, we took photos of them and shared them on social media, as well – with their permission, of course. It’s a simple way of showing that, yes, you really can get a vacation with your vehicle.

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Along with that, we utilized your marketing materials – images for our digital efforts, the posters in-house, and so on. It all came together really well. On Facebook alone, we got engagement numbers into the thousands – people commenting, liking, sharing, that sort of thing. Considering we have a little over 800 Facebook followers, getting 1,000+ in engagement was fantastic.

EXPERIENCE

WHAT HAS YOUR EXPERIENCE BEEN LIKE WORKING WITH ODENZA?

It’s been a great experience. Of course, given other dealerships of ours have used your products and services in the past, we were confident the experience would be the same with Airport Ford – and that’s certainly been the case.

WOULD YOU RECOMMEND US TO OTHER BUSINESSES?

Yes, I absolutely would.



SATISFACTION RATING: 9/10

Honestly, we could not be happier with the results. I imagine we’ll be using Odenza now and into the future for our dealerships.

- With Shea Harrington, Digital Marketing Specialist At Autoiq Network, Ontario -



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