



Drive profit by connecting sales teams and executives using secret Facebook groups

Challenge:

A luxury auto brand had low engagement in an expensive existing micro-site that was built to drive communication and education of critical product, marketing, sales and service information down to selected dealership brand advocates.



Solution:

Leverage the efficiency of mobile-first Facebook and its groups functionality to effectively communicate critical this information from C-level executives down to the dealership brand advocates across the United States.

Insight

1 Content and Publishing Strategy

- Custom content development (video, animated gifs, polls, etc.)
- Curated 3rd party content (competitive & industry news)
- Publishing schedule (optimum content type, post day/time)

2 Establishes Honest Two-Way Dialogue Between C-Level Execs and Dealership Teams

- Page voice & personalities
- Group listening
- Community management

3 Encourages Open Communication, Sharing and Trust

- Success stories, best practices, sharing and commentary
- Peer advice solicitation
- Crisis escalation protocol



5 Drives Employee Performance, Retention and Higher Customer Satisfaction

- Knowledge sharing/conversations
- Employee advocacy
- C-Suite appreciation & engagement
- Group analytics
 - Optimization and repeat cycle

4 Drives Product Knowledge, Brand Advocacy and Sales/Service Competency

- Product information
- Service alerts
- Livestream education (product launches, tutorials, etc.)
- Exclusive “behind the scenes” information

Impact

+890

Facebook
Group
Members

+4,000

Success
Stories & Ideas
Shared

53

Facebook
Group Activity
Rate

(Total Daily Avg.)

20% ↑

Sales & Service
Employee Retention

(vs. Non-Facebook Members)

+3 PTS.

Increased Customer
Satisfaction

(vs. Non-Facebook Members)





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