

# CLASSIC CHEVROLET HWY 6 INCREASES PRE- ORDERS



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Owners



## Challenges

Classic Chevrolet Highway 6 faced the challenge of creating a comprehensive social advertising strategy that covered all aspects of sales. They needed to promote inventory marketing for both new and used cars, new vehicle specials from the OEM, pre-order sales, trade and vehicle acquisition, among others. Additionally, they required to define KPIs that aligned with their desired end results from the ads, such as trade tool completions, pre-orders, leads, phone calls, etc.

## Solutions

Sales were increased by utilizing the vinAMP platform to identify shoppers most likely to interact with the website's trade and pre-order tools. Trade tool engagements increased when marketing to Chevy owners that bought a vehicle 3+ years ago. Pre-order tool engagement increased when marketing to shoppers ready to upgrade their current vehicle.

## Results

The partnership with Dealer OMG resulted in the creation of a comprehensive social advertising strategy that covered all aspects of sales. The defined KPIs helped the company measure the success of their campaigns, achieving the desired end results. The campaign spent \$190,000.00 for the year, but the results exceeded the investment, proving the effectiveness of the strategy. 53 pre-orders were completed.



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**53 MORE**  
PRE-ORDERS  
COMPLETED



**6,632**  
TRADE TOOL  
ENGAGEMENTS



**4,917**  
LEADS  
GENERATED