



CLIENT SUCCESS STORY

TOWN
&
COUNTRY CARS
-Since 1979-

Reach
Where people live

"...we finished second in our area for brand new and used car sales period"

the objective.

Family run car dealership Town & Country Cars hadn't advertised with us for a while, but advertised their 'Big Better Suzuki' Event in aid of selling their large collection of brand new Suzuki cars.

our solution.

A multi channel approach was taken in aid of promoting the event. Products included display, InYourArea, social media marketing and a powerful full page print ad in the Surrey Advertiser.

the results.

The event was a great success as Town and Country Suzuki finishing second in it's area for new and used Suzuki cars. Using digital meant the business were still receiving enquiries and interest after the event. They have said they will definitely do more event promotion in the future with us.

Town & Country: Big Better Suzuki Event

Targeted to adults aged 30+ with Aldershot +10 miles across Facebook & Instagram, 5th - 17th Feb 2024

Facebook Reach.

97.2k

combined impressions

1,002

total clicks

88.8k

Total reach

866

total actions

1.03%

average click through rate

1

saved post

8

shares



Town & Country: Big Better Suzuki Event.

Home-page Takeover.

4.4k **50.**

combined clicks
impressions



The full page print ad in the Surrey Advertiser reached*

17.9K

people

BIG BETTER SUV EVENT

FOR ONE WEEK ONLY 12th-18th FEBRUARY

SAVE £1,000* ON TOP OF EXISTING OFFERS

WIN A TWO-NIGHT WEEKEND GETAWAY, WITH DINNER FOR TWO INCLUDED, COURTESY OF: **buyagift**

TO ENTER: SIMPLY TAKE A TEST DRIVE IN ANY VEHICLE AND LEAVE WITH A QUOTE.

GREAT OFFERS - SPECIAL DISCOUNTS - PRIZE DRAW

THE SUZUKI BIG BETTER SUV EVENT IS TRULY HOT TO BE MISSED.

TOWN & COUNTRY CARS

ALSO SEE: SUZUKI, ALFA ROMEO, SUBARU, VOLVO, KIA, PEUGEOT, CITROËN | www.townandcountry.co.uk

TOWN & COUNTRY CARS
Since 1975

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I just wanted to drop a quick line to offer our thanks to you, and Surrey Live, for actioning the campaign that contributed heavily to the success of our Big Better SUV Event between February 12th – 18th 2023.

The reason we can say for certain the event was a success, is due to Town & Country Cars finishing second in its area for brand-new Suzuki and used car sales during this period – 23 and 14 respectively!

The brand awareness provided with the social carousel post, online takeover, print advert and in your area advert was incredible. On the social carousel post alone, an engagement rate of roughly 9.75% (866 actions, including clicks) against an overall reach of 88,807, helped us to generate lots of hype and interest around our dealership.

This conclusion is further evidenced by solid click-through percentages and good levels of impressions garnered by the remaining digital placements, which has meant we're still getting inquiries and interest well after the event's close.

To summarise: the campaign, content ideas and plan execution by Giovanni simply couldn't have gone any better – it goes without saying, we'll be looking to do, and achieve, more of the same for future events.

Thanks again Gio!"

Chris Tickner

Owner, Town and Country Suzuki

