



UHURU NETWORK

Case Study

How Uhuru Helped Colony Ford Lincoln Achieve \$302K in estimated gross profit

ABOUT THE CLIENT:

Colony Ford Lincoln is a family operated dealership, serving a large Toronto-based community for over 50 years.

PROGRAM:

- Facebook/Instagram paid advertising management
- Video & Graphic design services
- Digital marketing consulting
- Website content support

INDUSTRY:

- Leads & Sales Generation

PROGRAM:

- Facebook/Instagram paid advertising management
- Video & Graphic design services
- Digital marketing consulting
- Website content support

TOOLS:

- Facebook Ads
- Facebook Content
- Website Strategy

CHANNELS:

- Facebook
- Instagram
- Website

PROBLEM

Colony Ford Lincoln, a family-operated automotive brand, approached us with the goal of elevating their presence on social media and helping them improve ROI measurement of advertising efforts.

The management team at Colony needed a partner that they could count on to act as their marketing department. They were in need of a marketing leadership team to manage and report on social advertising efforts, website experiences, and overall strategy planning.

THE SOLUTION

The Colony Ford Lincoln team expressed that they needed a true partnership. They wanted a relationship that operated and delivered results in the same way that an in-house marketing team would.

First, we started by addressing the overall customer experience.

We assisted in creating an e-commerce-inspired buying experience on the client's website. We helped vet and implement various solutions that would optimize the user experience and reduce friction in the car shopping process. This proved to be an impactful marketing strategy for their business during the COVID-19 pandemic when in-person shopping at auto dealerships was restricted.

After that, we meticulously crafted a digital marketing strategy that would increase the visibility of the dealership to the target audience and highlight the unique, family-friendly selling culture that has been a source of pride for Colony for over 50 years.



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Looking after everyone for over 50 years.

By testing different variables and optimizing performance, we established successful ad campaigns that were proven to impact customer decision-making at various consideration stages of the vehicle buying process.

Using offline attribution methods, we've been able to give Colony clear visibility and insight into the performance of their ad campaigns. They discovered **exactly** which ad messaging, targeting, offers and creative were actually having an impact on auto sales. This alone transformed the way Colony viewed social media advertising and became a core pillar of their marketing strategy.

RESULTS

\$302,000 in gross profit in ad campaigns from just \$20,800 in ad spend. Consistent, predictable 10–15X ROI every single month for over four years.

Amount Spent	Offline Purchases		Offline Purchases		Offline Purchases		Offline Purchases	
	View Attribution	Click Attribution	View Attribution	Click Attribution	View Attribution	Click Attribution	View Attribution	Click Attribution
\$2,359.14	40	40	\$80,000.00	\$80,000.00				
\$6,242.68	22	4	\$44,000.00	\$8,000.00				
\$1,661.58	3	4	\$6,000.00	\$8,000.00				
\$568.99	3	2	\$6,000.00	\$4,000.00				
\$266.57	1	1	\$2,000.00	\$2,000.00				
\$105.86	3	1	\$6,000.00	\$2,000.00				
\$5,115.31	13	2	\$26,000.00	\$4,000.00				
\$353.05	—	1	\$0.00	\$2,000.00				
\$0.00	—	—	\$0.00	\$0.00				
\$273.36	1	—	\$2,000.00	\$0.00				
\$220.67	1	—	\$2,000.00	\$0.00				
\$20,842.96	96	55	\$192,000.00	\$110,000.00				

Summary

Total of 151 vehicle sales impacted by ad campaigns.

Average gross profit of \$302,000 based on average \$2,000 gross profit value per delivery.

Work With Us

- At Uhuru, our paid advertising strategists love a challenge that demands creativity and a data-driven approach to driving concrete, measurable results.
- This case proved that we are up to these challenges. Want to explore how we can apply a similar approach to your business?
- **Contact us today – we'd love to brainstorm solutions with you.**

Let's Talk



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