

KERBECK

SUBARU

DEALER.COM MANAGED SOCIAL AND KERBECK SUBARU

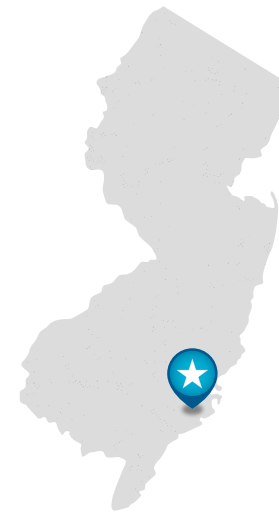
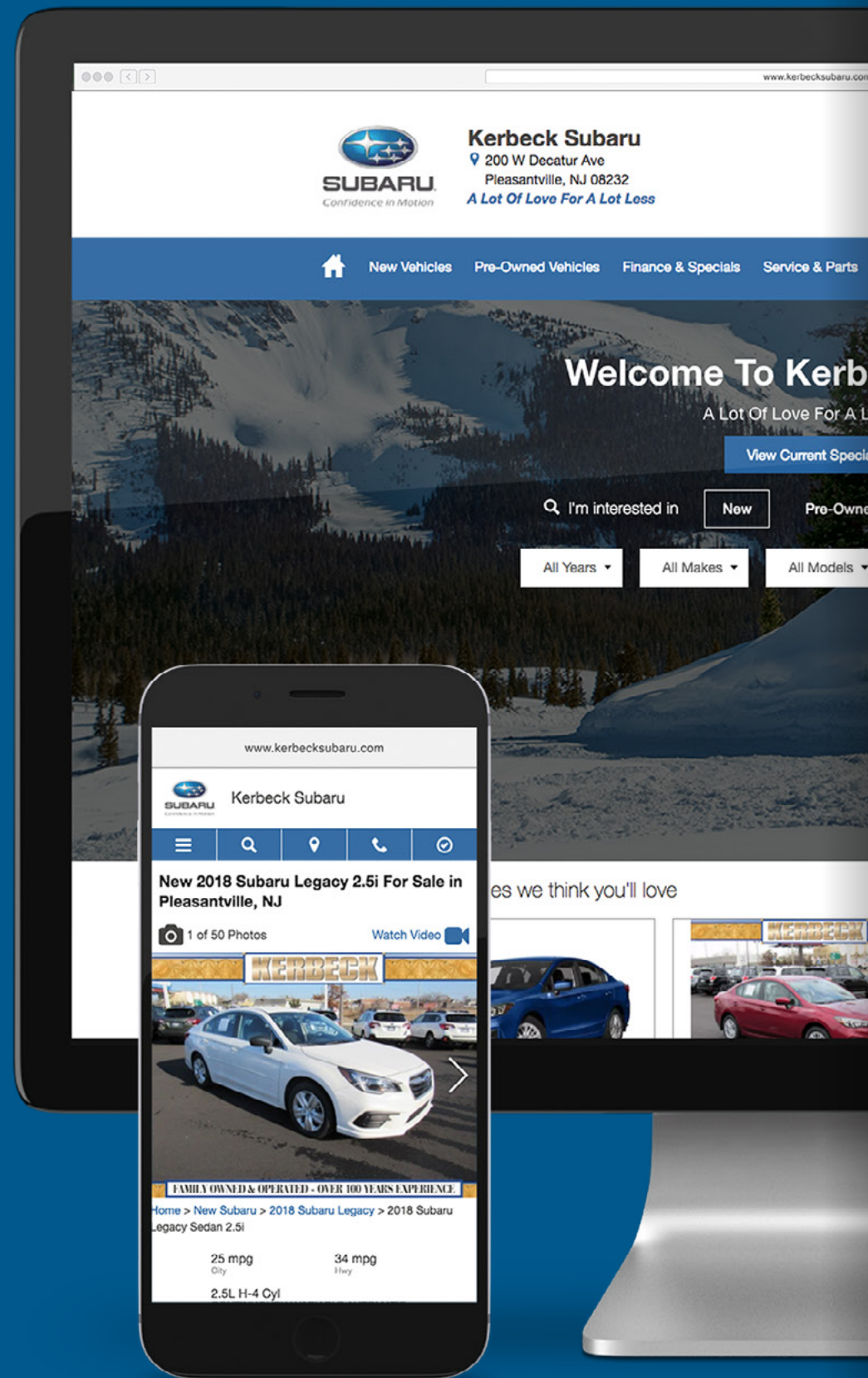
Case Study

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SUBARU

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Kerbeck Subaru, located in Pleasantville, NJ, has been a popular destination for Subaru shoppers since 1992, dedicated to providing an exceptional automotive shopping experience to their customers and building connections within their local community.

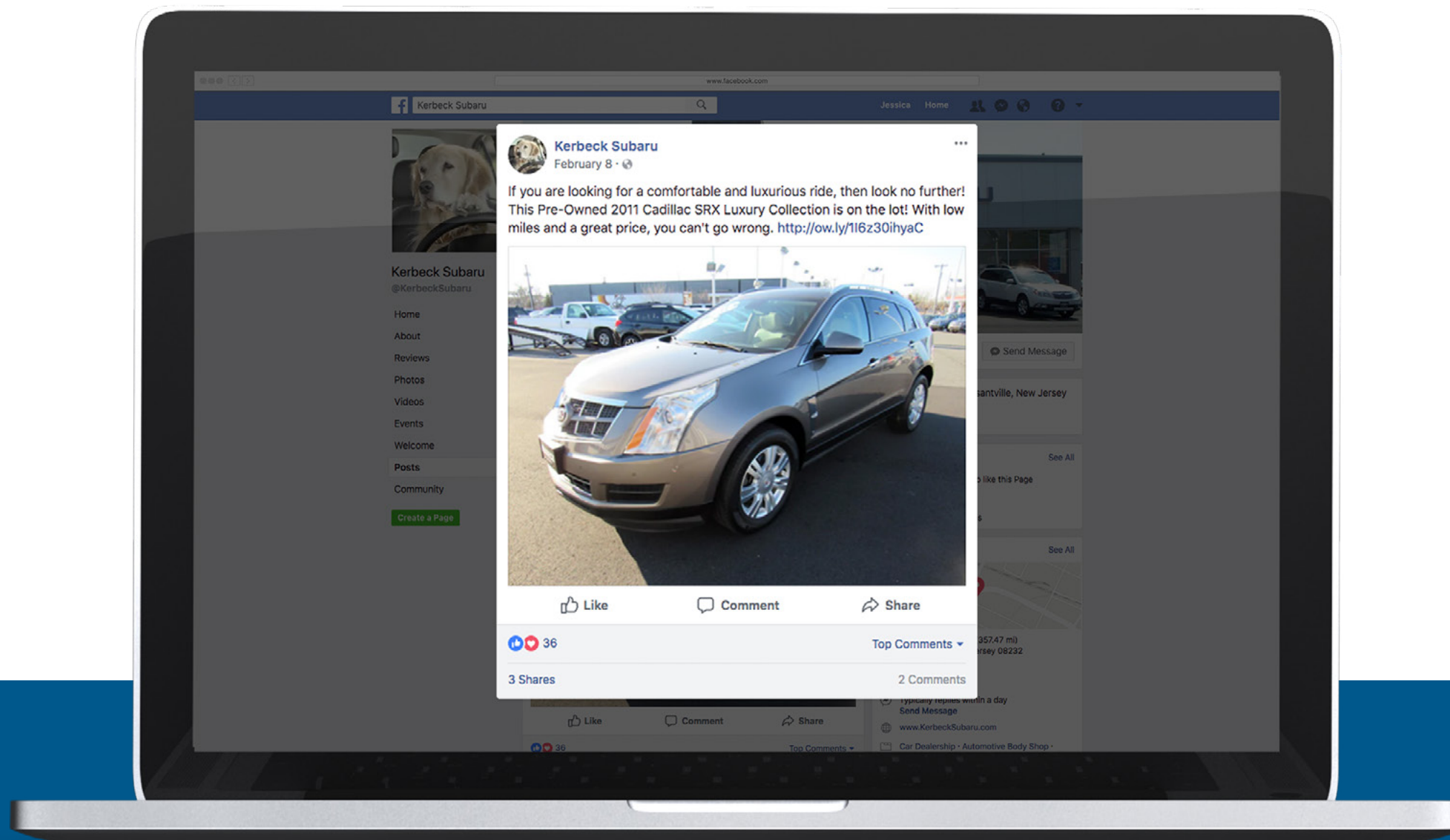
They have partnered with Dealer.com on their digital marketing presence and strategy since 2009.

For nearly ten years, Dealer.com has helped Kerbeck Subaru navigate the ever-changing automotive digital marketing landscape, recognizing the need to strategically enhance their social media marketing strategy.

Matthew Slobodjian, Internet Manager at Kerbeck Subaru, explained that customers were frequently commenting that they had found the dealership's Facebook page and were excited to use this channel as a way to keep in touch with sales, offers, promotions and events at the dealership. A study also found that one out of every three shopper purchases are influenced by social media.^{*} Knowing that Kerbeck Subaru's social media presence was a significant factor in the success of their digital marketing efforts, Matthew chose to partner with one of Dealer.com's Managed Social Coordinators, Katie Sexton, to help them create the optimal strategy for their dealership.

Source: How social media influences consumer buying decisions, BizJournals, 2015,
<https://www.bizjournals.com/bizjournals/how-to/marketing/2015/05/how-social-media-influences-consumer-buying.html>





The Kerbeck Subaru team was busy with dealership operations; they needed a Social Media Strategist to be proactive and take initiative to help them reach their goals.

Matthew had mentioned to Katie that he was looking to shine a spotlight on the dealership's pre-owned inventory, so she evaluated his inventory and multi-channel social strategy to drive visibility toward key vehicles of focus. Katie utilized social boosting on Facebook along with an effective post-tagging strategy to maximize the reach of Kerbeck Subaru's used inventory in an efficient manner.

A local shopper in the market for a pre-owned vehicle saw one of the social posts Katie had boosted on Facebook. The shopper came in to Kerbeck Subaru and purchased the vehicle, making it a point to note that they found out about the vehicle by means of the dealership's social media. Engaging with shoppers who follow your social media channels is essential for today's automotive dealer. The optimal mix of engaging local and dealership-specific content will keep potential customers and community members engaged with your brand while drawing awareness for your inventory and services. Dealer.com is excited to continue partnering with Kerbeck Subaru to extend their social reach and grow their overall digital marketing strategy.

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Dealer.com's Managed Services teams help you unlock your digital marketing potential by providing cutting-edge strategy and execution where you need it most. Our teams deliver the most advanced Search Engine Optimization service, agency-grade digital campaign creative, and professional social media and website management. The combination of these services elevates your digital performance, eliminates the burden of juggling multiple vendors and agencies, and frees you to focus on your day-to-day operations.

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