

Willwood Ventures Delivers Record-Breaking Results with Facebook Ads For Car Dealerships in December to End 2024

Digital Marketing Agency's Elite Facebook Ad Strategy Generates Over \$20.2M in Vehicle Sales for Dealership Partners in One Month



Cary, North Carolina Dec 27, 2024 ([IssueWire.com](https://www.issuewire.com)) - Willwood Ventures Delivers Record-Breaking Automotive Marketing Results – Dealerships See Unmatched Success in December

Willwood Ventures, a leader in dealership social media and automotive marketing, has announced a record-breaking December, marking the highest-performing month in company history. By leveraging innovative digital marketing for the automotive industry, Willwood Ventures has propelled dealerships to achieve unprecedented sales figures and customer engagement levels. This remarkable performance highlights the strength of targeted campaigns such as Facebook Sales Events and car dealership Facebook ads.

CEO Dominic Scruggs reflected on the company's success: "December's results are a testament to our ability to drive real growth for dealerships. Our focus on precision automotive marketing and dealership social media is proving to be the competitive edge our clients need. The numbers speak for themselves – dealers are thriving, and we are proud to lead that charge."

Event Spotlight – Unpacking December's Key Performances

Throughout December, Willwood Ventures launched multiple high-impact campaigns for dealerships across various markets. Each campaign was strategically designed to drive appointments, increase lot visits, and secure sales – providing dealerships with the momentum they needed to close the year strong.

St. Louis, MO Dealership – 5-Day Sales Event

- **317 Appointments Booked**
- **262 Lot Visits**
- **62 Units Sold**
- **49 Retail Trade-Ins Acquired**

- **771 Facebook Messages**
- **Gross Profit: \$297,688**

Scruggs highlighted this campaign as a benchmark for success: "The results in St. Louis show just how powerful dealership social media and car dealership Facebook ads can be when executed properly. These aren't just leads – they are real buyers stepping onto dealership lots ready to make purchases."

Dallas, TX Dealership – Facebook Sales Event

- **177,205 Impressions**
- **138,485 Unique Users Reached**
- **16,760 Post Engagements**
- **416 Conversations Started**
- **174 Appointments Scheduled**

Scruggs emphasized the Dallas event as a case study in scalability: "A well-executed Facebook Sales Event can turn passive online engagement into real-world appointments. In this case, over 170 appointments were scheduled, reflecting the effectiveness of targeting in automotive digital marketing."

Chicago, IL Dealership – 3-Day Marketing Blitz

- **211 Leads Generated**
- **89 Appointments Confirmed**
- **Over 100,000 Impressions Delivered**

Scruggs commented, "Short-term campaigns like this one in Chicago show that even brief marketing pushes can generate substantial ROI for dealerships. By focusing on immediate lead generation and engagement, dealerships can see tangible results in just days."

Scaling Success – Targeting Dealerships Nationwide

One of the hallmarks of Willowood Ventures' approach is its adaptability to dealerships of all sizes and locations. From urban giants to rural lots, the company's strategies are scalable and customizable, ensuring that each dealership maximizes its digital footprint.

"No dealership is too small or too large for our methods. We have even recently expanded into Canada and Mexico and now have over 200+ dealer partners. Our approach to automotive marketing focuses on meeting customers where they are – online. This is the future of dealership social media," said Scruggs.

Comprehensive Marketing Packages

To cater to the varying needs of dealerships, Willowood Ventures offers three distinct marketing packages, each designed to scale lead generation and customer engagement, all lead by Willowood Ventures' powerhouse [automotive BDC](#):

Silver Package – 3 Days of Marketing Power

- **100,000 Impressions**
- **75+ Appointments Guaranteed**
- **Dealer-Branded Content**
- **14 Hours of Live BDC (Business Development Center) Support**

Gold Package – 5 Days of Amplified Reach

- **300,000 Impressions**
- **200+ Leads Expected**
- **Enhanced BDC Support**
- **Double Ad Spend Compared to Silver**

Platinum Package – 7-Day Market Domination

- **400,000 Impressions**
- **150+ Appointments Guaranteed**
- **Maximum Ad Spend for Maximum Exposure**
- **Instagram Ad Support**

"Our packages give dealerships the flexibility they need to dominate their markets. Whether they need a short-term boost or sustained engagement, we have the solution," Scruggs added.

The Power of Facebook Sales Events

Facebook remains one of the most effective platforms for engaging car buyers, and Willowood Ventures has mastered the art of turning digital interactions into physical dealership visits. By creating tailored car dealership Facebook ads, the company ensures that each campaign reaches in-market buyers ready to convert. Willowood Ventures prides itself in only producing and converting auto shoppers to auto buyers during our [automotive sales events](#).

"The brilliance of Facebook is its ability to engage at every step of the buyer's journey. From brand awareness to appointment scheduling, it offers dealerships the full funnel in one platform," Scruggs explained.

Future-Focused – 2025 and Beyond

Looking ahead, [Willowood Ventures](#) is preparing to expand its automotive digital marketing reach even further. With ambitious goals to grow their client base and enhance their service offerings, the company is poised for another record-breaking year. The secret? Facebook ads for car dealerships. [Dealership Facebook ads](#) and dealership social media are "untapped" for most stores says Scruggs. It is the only form of media that never turns off and you have access to your customers everywhere they are. The best car dealerships on social media are one's that understand engagement is king.

"2025 is going to be about growth, not just for Willowood Ventures but for every dealership we partner with. Our focus will remain on delivering measurable results and pushing the boundaries of what automotive marketing can achieve, appointments sell cars period. Our job is to be masters at producing and converting them. Our goal is to be the [#1 automotive ad agency](#) in the USA" Scruggs concluded.

About Willowood Ventures

Willowood Ventures is a leading provider of dealership social media services, automotive digital marketing, and Facebook Sales Events. With a focus on measurable results and innovative strategies, Willowood Ventures partners with dealerships to increase sales, generate leads and drive engagement.



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