

BRIEF



Thomasville Toyota (THT) in Thomasville, Georgia has an immense Facebook following with over 13,000 followers in a town of only 18,000.

SOLUTION

In audience acquisition for THT, STRONG used a number of community involvement techniques alongside page promotion for Page Likes. Given their overall community support and 80/20 community vs vehicle content distribution, STRONG was able to maintain their current following and further increase their likes to where it is today.

SITUATION

People are the lifeblood of their business. Building relationships with people fosters loyalty. As a result, loyalty has the potential to increase profits. It's becoming increasingly understood that the true value of a user base lies not in its size, but rather in its depth of engagement. As such, THT places community building and community engagement strategies at the heart of their overall marketing.

1. Make it easy for people to communicate with us
2. Provide value
3. Give
4. Involve the community in our passion
5. Tell our story



RESULTS

13,893 people follow THT. An astonishing number when considering that Thomasville only reports a population of 18,413. The payoff for THT is that Facebook reports that 80% of followers say they are content with a business they follow. This could be a major factor in why THT is the #1 dealer in sales vs. objective for the whole Southeast Toyota region.



Sales % Objective - November 2019 (as of December 2, 2019)

Rank	Dealership	% Objective
1	Thomasville Toyota	160%
2	Toyota of Hollywood	159%
3	Lagrange Toyota	149%
4	Scott Crump Toyota	138%
5	Fred Anderson Toyota	138%