

EARNHARDT LEXUS GENERATES 4,289 VIDEO SHARES ACROSS SOCIAL MEDIA PLATFORMS WITH VBOOST VIRAL VIDEOS

NEWPORT BEACH, CA, USA, June 25, 2019 /EINPresswire.com/ -- Over a one-year period, Earnhardt Lexus, Phoenix's #2 volume Lexus dealer, experienced a viral lift of 564 percent in its social media marketing program with over 7,000 video views and more than 4,000 video shares made by its' customers and their social media networks. The success is attributed (in part) to software by [Vboost](#), an automotive viral marketing company. The software makes it simple to create happy customer videos that customers can share on social media.

"Buying a car is an exciting experience and most customers want to share it with their social network," said Earnhardt Lexus Owner Bull Earnhardt. "When a customer's social network gets engaged, we may get our next sale out of it."



Photo of Earnhardt dealership

Vboost viral videos are a key part of the store's sales process. During delivery of a vehicle, a salesperson offers to photograph the customer with the vehicle using the Vboost app. The app instantly creates a short slideshow-like video set to music that is texted or emailed to the customer, based on their preference.

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*Bull Earnhardt, Earnhardt
Lexus Owner*

Customers can then easily share the videos on social media platforms such as Instagram, Facebook, Twitter, and WhatsApp. The email or text also includes embedded links to review sites like Google, Face book and DealerRater to encourage customers to share their experiences with the dealership.

"Before social media, dealers used to take photos and have calendars made for customers," said Earnhardt. "This is a modern twist on that custom and customers love it

because they can share it with their friends and family."

During the one-year period, videos of Earnhardt Lexus customers generated nearly 10,000-[page views](#) and over 950 website visits. Customers opened 95 percent of the emails and texts with the videos, and posted 400 reviews.

"We wouldn't have 400 reviews in a year without Vboost," said Earnhardt. "That's 30 a month which is fantastic."

The dealership also uses the videos as part of its lead follow-up strategy. When a customer asks about a vehicle, a salesperson takes a Vboost video, includes a personalized message, and emails it to the customer.

"If a prospective customer wants more information on a vehicle we'll take a short video showing a feature or the interior and exterior," said Earnhardt. "We get great responses from customers who like the personal touch."

Earnhardt Lexus also displays its Happy Customer videos on jumbo screens in its store. Each month, the store creates a video montage that is posted to its website and social media platforms.

The store also uses Vboost Live, a feature that integrates with its website and posts customer videos in real-time. This creates thousands of pages of searchable content that also increases organic search results.

"Our salespeople love this feature because if you type in their name you get all the videos they've taken along with their phone number," said Earnhardt. "We even had a customer who did a search and saw one of our salespeople had a lot of happy customers. The customer sought out this salesperson based on the videos."

Earnhardt knows customers are engaged with the videos because numerous times customers have asked to come back and take photos when they're better prepared. "We had a customer who was mortified when we told her we wanted to take photos," he said. "She made an appointment for two days later and came back with full hair and makeup. We've had multiple customers come back just to take the photos."

Customers also call the dealership if for some reason they don't get the video immediately via email or text. "If a customer doesn't get photos, they call asking for them," said Earnhardt. "That tells me that this really is customer-driven and organic. The customers want it and they're excited to share it."

Earnhardt acknowledges that it's difficult to put a monetary value on social engagement and viral lift but stated, "I know how social media works and how valuable it is when people view and share the videos. If I had to pay for a social campaign, the results I'm getting from Vboost would be very, very expensive."

For more information click on this Vboost overview video:

<https://www.youtube.com/watch?v=ojixDzVhYVE>

Or, for additional information and to schedule a demonstration call: 800-799-3130 or visit www.Vboost.com

About Vboost:

Based in Newport Beach, CA, Vboost, Inc. is the first proactive process to create positive viral marketing in the retail automotive space. It involves a streamlined process via a mobile application and three unique technologies which collect customer photos at the time of vehicle delivery, convert them to custom music videos and then send them directly to the customer via email or text. By delivering these branded messages to customers during their emotional highpoint, most customers are compelled to upload and share these videos with family and friends via Facebook, YouTube, Twitter, email and other social media platforms. Best of all,

results from each viral marketing campaign are being monitored, quantified and reported back to the dealers.

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