

Willowood Ventures Announces Explosive Growth in Auto Sales Events Amid Rising Tariffs and Anticipated Fed Rate Shifts

Innovative Automotive Marketing Solutions Empower Dealerships to Capitalize on Economic Shifts and Achieve Record Sales

CARY, NC, UNITED STATES, July 18, 2025 /EINPresswire.com/ -- [Willowood Ventures](https://www.willowoodventures.com/), a leading automotive marketing agency with more than 20 years of dealership expertise, today announced explosive growth in demand for its [Facebook Sales Events](#). This surge comes as U.S. tariffs on imported vehicles reach 25 percent and uncertainty around Federal Reserve interest rate decisions creates urgency for consumers and dealerships alike. These economic factors are driving buyers toward domestic options and prompting dealerships to seek innovative marketing strategies to capture market share.



Dealers typically see 30 to 50 car sales a week due to this program

Recent trade policies have significantly impacted the automotive sector. As of April 2025, the U.S. implemented a 25 percent tariff on nearly all imported passenger vehicles, including sedans, SUVs, crossovers, minivans, cargo vans, and light trucks, along with key auto parts. This measure, aimed at protecting domestic manufacturing, has led to higher prices for foreign-made cars and shifted consumer preferences toward American brands. President Trump's administration has further escalated tensions by threatening a 30 percent tariff on goods from the European Union and Mexico, announced in early July 2025. According to analyses from the Budget Lab at Yale, these changes could raise the overall U.S. average effective tariff rate to as high as 20.6 percent, the highest since 1910, after accounting for import substitutions. Such tariffs are already causing

supply chain disruptions and inventory challenges for importers, while boosting opportunities for domestic dealers. Dealerships that adapt quickly can acquire trade-ins at lower costs and dominate their primary market areas.

Compounding these trade dynamics is the Federal Reserve's monetary policy stance. As of July 18, 2025, the federal funds rate remains steady at 4.25 percent to 4.50 percent, following the Fed's decision to hold rates for the fourth consecutive meeting in June amid ongoing inflation concerns. However, Federal Reserve Governor Christopher Waller has publicly advocated for a rate cut at the upcoming July 29-30 Federal Open Market Committee meeting, citing risks

to economic growth and the job market. While the broader consensus suggests no immediate cut in July—with probabilities around 2.6 percent—analysts anticipate potential reductions later in the year if inflation continues to moderate. This uncertainty is creating a window for

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Advertising fuels growth, turning economic challenges into triumphs. Facebook Sales Events ignite buyer interest, flooding your dealership with leads and propelling you to market dominance.”

Dominic Scruggs

results. Founded by Dominic Scruggs, a former dealer with deep industry knowledge, Willowood Ventures specializes in turning social media platforms into powerful lead generators. Its flagship Facebook Sales Events are tailored to address key challenges like stagnant lead generation, insufficient appointment setting, high floorplan costs from prolonged inventory days, costly trade-in acquisitions at auctions, and limited reach beyond loyal customers.

INSIDE AN AUTOMOTIVE ADVERTISING AGENCY THAT DELIVERS REAL DEALERSHIP RESULTS



WILLOWOOD VENTURES
FACEBOOK SALE EVENTS

Real Results Matter

consumers to secure financing before possible borrowing costs decrease, spurring immediate vehicle purchases. Dealerships equipped with robust marketing can leverage this urgency to accelerate sales and reduce inventory holding times.

Against this backdrop, Willowood Ventures has experienced massive expansion, with client partnerships increasing by over 150 percent in the past year. The company now serves more than 200 U.S. dealerships, including franchise, independent, luxury, and buy-here-pay-here operations, helping them achieve record-breaking

The Facebook Sales Events operate through a comprehensive process that begins with creating a branded event page to build excitement and position the promotion as a one-time opportunity. Targeted ads on Facebook, Instagram, and TikTok reach in-market shoppers. These offers focus on trades to generate backend profits while attracting buyers with unbeatable deals on new and used vehicles.



Customers nationwide are enjoying the sales process Willowood Ventures Implements!

A dedicated U.S.-based Business

Development Center team handles engagement from 8 AM to 10 PM, seven days a week, converting comments into direct messages, initiating Messenger conversations, and logging appointments in a custom Notion tracker shared with dealership management. Traffic peaks on Fridays and Saturdays, often comprising 60 percent of appointments, so Willowood recommends preparing with catering to retain customers and staff. Every participant receives an invite-only voucher based on Kelley Blue Book fair value, enhancing exclusivity.

Willowood offers three flexible tiers to suit varying dealership needs:

The Silver package, a 3-day event, includes targeted Facebook ad spend, 14-hour BDC support, a dealer-branded page, an estimated 100,000 impressions, at least 125 potential buyers, and a guarantee of over 75 appointments.

The Gold package extends to 5 days, doubling ad spend, adding pre-event BDC support, reaching 300,000 impressions, generating 200+ leads, and securing over 100 appointments.

The Platinum package, a 7-day event, provides maximum coverage with 24/7 BDC, Instagram ads, 400,000 impressions, 300+ leads, and over 150 appointments.

All tiers come with multi-store discounts and a firm guarantee: if the promised appointments are not met, Willowood continues efforts at no additional cost. Campaigns average 300+ leads per week, with show rates exceeding 50 percent—some as high as 73 percent—and roughly half of visitors making purchases, leading to 20-50 deliveries in seven days.

Proven case studies underscore the impact. A Chrysler, Dodge, Jeep, RAM dealership in Oklahoma ran a 10-day event that reached 134,048 people, generated 2,269 engagements, booked 310 appointments, and resulted in 83 vehicles sold. Another event yielded 37 sales, demonstrating consistent boosts in showroom traffic and revenue. These outcomes have helped clients reduce inventory days, improve gross profits, and acquire low-cost trades, directly countering economic pressures from tariffs and high interest rates.

In response to current events, Willowood Ventures is positioning its services as essential for

dealerships to thrive. Higher tariffs are increasing costs for imported inventory, while potential Fed rate cuts could lower consumer financing expenses, creating a rush to buy before adjustments. Dealerships using Facebook Sales Events can market to both their customers and competitors' audiences, dominating primary market areas with personalized campaigns that A/B test messaging for optimal results.

Looking ahead, Willowood Ventures plans to expand its offerings, incorporating more advanced analytics and multi-platform integrations to stay ahead of industry trends. The company encourages dealerships to book a free strategy session to discuss goals and customize an event that turns economic challenges into growth opportunities.

About Willowood Ventures

Willowood Ventures transforms car dealership marketing through expert social media strategies, delivering guaranteed leads and appointments. Led by former dealer Dominic Scruggs, the agency serves over 200 U.S. dealerships with proven models that ignite sales and enhance profitability. For more information, visit www.willowoodventures.com.

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