

“You Have One Call...Make It Count”

Earl Stewart Toyota 

Sharon Garden AE & Michele Williams AM CMG Palm Beach

1 The Problem

Earl Stewart Toyota, a long time automotive dealer in West Palm Beach, is always looking for non-traditional ways to deliver their message. The dealership has a very unique marketing strategy in that Earl Stewart likes to utilize non-traditional methods to gain notoriety, such as hosting his own radio show, writing a book, messaging that they're a dog-friendly dealership and more. The Post's challenge was to find solutions that help the client brand themselves and create a following via unusual non-traditional methods. After a client optimization meeting, the client shared that they would like to continue to build their brand and drive more direct traffic to their website.

2 The Process

We began by sharing the highest visibility traffic (700K page views per month) on our desktop Booking Blotter feed, which is the current photo listing of new arrivals to the Palm Beach County jail. The client asked if we could create an app that would accommodate all platforms such as Apple, Android and Kindle Amazon devices. We began by running it thru Gerry Barker, Digital Products Manager. He vetted the App pricing and timeline for us and then we began to build an integrated campaign to market the new product.



3 The Plan

Drive traffic and create awareness about the new Palm Beach Post Booking Blotter App. The Post team created a strategic marketing plan that included print, digital, iPad app interstitial and in-app mobile promotions. We also included social media and encouraged consumer participation and engagement via Twitter, Facebook and LinkedIn. We created QR codes to place in print, inside the dealer's showroom, their website and promoted it on the clients radio show.

4 The Performance

September Booking Blotter App Stats:

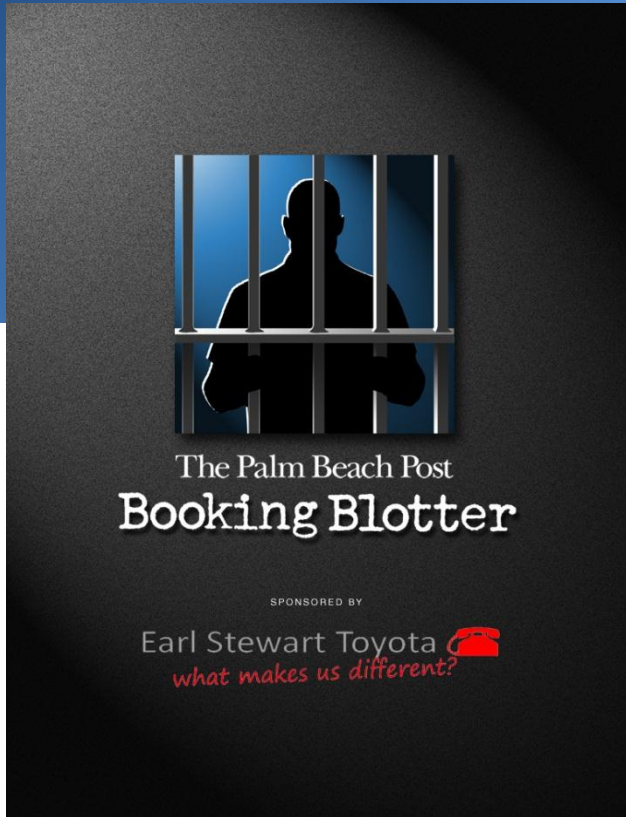
874 downloads
12,999 visits
354,119 page views
26 pages per visit

Booking Blotter App Stats To-Date (9/9/13):

2,903 downloads
21,534 visits
574,579 page views
26 pages per visit

“The new Booking Blotter mobile app has surpassed 3,000 downloads. The client is happy with these terrific numbers and is excited about future partnerships.”

-Sharon Garden, AE



App launch page with sponsor messaging



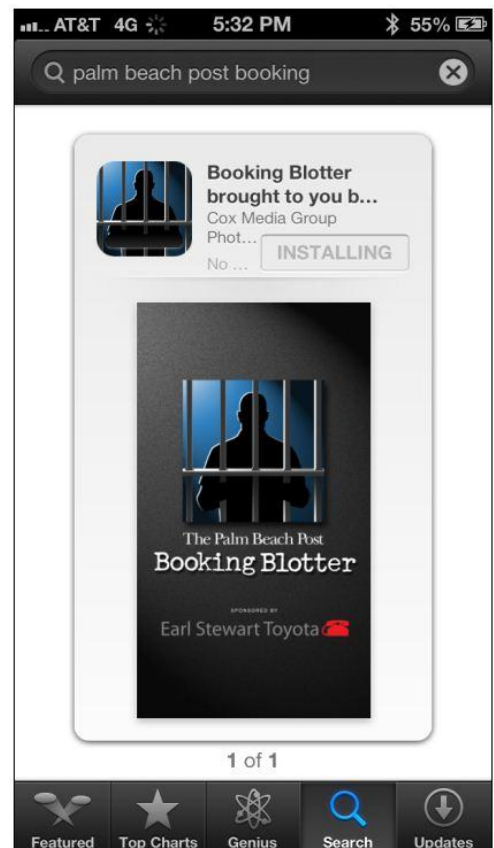
Earl and Stu on launch day



App promotion



App promotion



Booking Blotter App