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## MMA CASE STUDY

# Ford SMS Lead Generation

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## Campaign Summary

Prior to 2010, mobile was missing from Ford's national marketing programs. An ongoing lead generation campaign since the fall of 2011 used mobile marketing to increase leads to Ford dealerships that resulted in purchase and drove engagement with the brand. The campaign let prospective customers have a real-time conversation with a Ford sales representative through SMS interactions.

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## Strategy and Execution

Ford planned to spend \$1.3 billion on advertising in 2013, with the primary purpose of generating leads that turned into sales. To make its dollars work harder, the brand ramped up its national advertising strategy with a mobile lead generation campaign. Ford wanted to measure the response levels across markets, models, and television programming through SMS interactions.

Its national ads gave consumers a real-time opportunity to interact with Ford. Using a complex AD LIFE workflow engine, consumers engaged with Ford via SMS to determine their vehicles of interest. Once the workflow was completed, the lead was delivered to the local dealership, where a sales representative followed up with the prospect. If the workflow was not completed, consumers received a message reminding them to complete their inquiry.

Ford activated numerous traditional marketing channels to engage with potential leads, including television and print ads. Through the use of a nationwide call to action, the AD LIFE workflow engine determined the user's zip code, allowing for hyper-local classification of the lead.

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## Results

The conversion rate of leads generated from this campaign exceeded other marketing channels for lead conversions. Accomplishments included:

- 15.4 percent conversion rate — one of the highest tracked conversion rates of marketing channels
- Rapid response: collected leads were delivered to local dealers and followed up within minutes of users submitting their expressed interest

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## Source

"Ford SMS Lead Generation." 2013 MMA Smarties Submission Lead Generation/Direct Response/Conversion. Brand: Ford. Lead Agency: Hipcricket.