



## Northland Ford Dealers

Social Media  
2019

The Northland Ford Dealers represent dozens of Ford dealers across the Upper Midwest. In support of their marketing strategy, Nemer Fieger developed a one-year social media calendar designed to grow page likes and engagement, support key selling periods, and highlight localized content.

Content ranged from national marketing campaigns such as Truck Month, to local trends including the Minnesota Fishing Opener and the Minnesota State Fair. Giveaways were planned to incentivize post interactions: one Minnesota Vikings ticket giveaway reached over 250,000 people – seven times the number of page followers. Other content included throwback pictures of classic cars and interactive posts engaging loyal Ford families.

**9.8 million**  
UNIQUE IMPRESSIONS

**19 million**  
PAGE IMPRESSIONS

**11.7%**  
INCREASE IN TOTAL  
PAGE LIKES

