

# ThumbStopper Dealers Experience 7X Better Fan Growth



**698%**

**Better Facebook  
Fan growth**

**112%**

**Better Organic  
Reach**

**A top manufacturer of powersports products including off road vehicles, snowmobiles, motorcycles, and ATVs came to ThumbStopper in 2018. Their portfolio includes over 30 brands and they're represented in over 100 countries.**

While they are well-known as a leader in the powersports industry, they knew there was an opportunity to attract new customers on behalf of their local dealers.

They recognized the value of assisting their dealers in increasing their local online presence and the impact this strategy would have on driving in-store sales growth.

In 2018, they turned to ThumbStopper to scale their digital presence across over 400 dealer Facebook pages.

## The Challenge

The brand was already leveraging their high quality marketing assets on their own social pages, but they faced several challenges in disseminating their content at the local level.

For starters, creating a central hub where dealers could access the marketing resources was possible, but there would be a barrier for the dealers in finding time to log in, download the assets, and post on their social pages.

With an overall goal of increasing brand sales for their dealers, the process had to allow dealers to post high quality digital assets with no added work. Additionally, not all dealers carried all product lines, so the products had to be segmented and allow dealers to only subscribe to the content that represented the products that they sold in store.

## The Solution

Using the ThumbStopper Brand Manager, the brand launched social media syndication to a key group of initial participating dealers. Each dealer was set up to only receive brand content and assets for the product lines that they carried.

The brand leveraged the Brand Manager to aggregate assets for each product line, and set content expiration dates so that none of their dealers would receive outdated or out-of-season content.

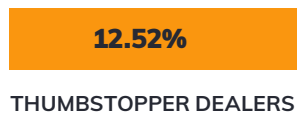
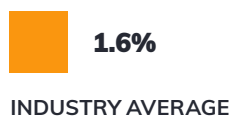
This automation, syndication, and segmentation improved the brand experience at the local level, and above all else, the customer experience, ensuring that every dealer social feed was consistently publishing quality content to their dealers' customer base.



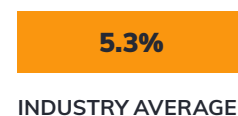
**“ThumbStopper has demonstrated that they understand our business and we appreciate the easy-to-use dashboard for creating, approving and distributing content to our dealer partners.”**

## The Results

Over the past year, since implementing the ThumbStopper platform, dealers have experienced an average of **45,115** post impressions, **1,770** post engagements and have gained an average of **333** Facebook fans from an average of **108** posts per dealer.



For businesses without ThumbStopper, the average fan increase is 1.6%<sup>1</sup> over a year. Participating ThumbStopper dealers have experienced a **12.5%** increase in fans.



For businesses without ThumbStopper, the average organic reach for a post is 5.3%<sup>1</sup>. Participating ThumbStopper dealers have experience an **average organic reach of 11.3%**.

<sup>1</sup> Hootsuite Global Report 2019 (Q4 Update)