



## Quick Results

- + 9,500 New Fans
- + 1,000,000 Impressions
- + 105,000 Friend Invites
- + 32,000 Contest Votes



[DolanAutoGroup.com](http://DolanAutoGroup.com)

[Facebook.com/DolanAutomotiveGroup](https://Facebook.com/DolanAutomotiveGroup)

[BausermanGroup.com](http://BausermanGroup.com)

[Facebook.com/BausermanGroup](https://Facebook.com/BausermanGroup)

## Who is Dolan Automotive?

Dolan Automotive Group consists of five car franchises: Toyota, Lexus, Scion, Mazda and Kia at three automotive dealerships: Reno Toyota/Reno Scion, Lexus of Reno, and Reno Mazda Kia. It has been family-owned and operated in Reno, Nev. for more than 30 years. Reno Toyota is currently the largest Toyota automotive complex on the West Coast. Dolan Automotive works with the Bauserman Group, a full-service communications agency dedicated to helping clients achieve their business goals through strategic thinking, award-winning creativity and results-driven marketing solutions for their Facebook efforts. The Bauserman Group has been using ShortStack since November 2010 for a variety of clients with different social media goals. ShortStack is a tool that enables them to create social media campaigns that help their clients reach these goals.

## Why ShortStack?

The Bauserman Group has used ShortStack for apps on Dolan Automotive's Page since 2011. ShortStack enables The Bauserman Group to create distinctive and effective social campaigns quickly and efficiently, so they knew it was the perfect platform for Dolan Automotive's upcoming promotion: giving away \$30,000 worth of funding towards local school upgrade projects. It was the second time Dolan Automotive had sponsored the giveaway. The goal of the promotion was to support the local education system and increase engagement among customers and the community on Facebook. Since creating the Dolan Automotive Facebook Page and incorporating ShortStack, Bauserman Group has watched the company's fan count grow to more than 37,000 in just 18 months with a high level of engagement.

## What were the results?

For the competition, schools were divided into three categories (elementary, middle and high school) with a three-week entry period followed by a three-week voting period. More than 30 schools entered to win the contest and the app impressions reached more than one million Facebook users. During the three week competition the app received nearly 32,000 votes, more than 105,000 friend invites, 97,831 app views and 9,500 new fans. Each division winner received a \$10,000 check, totalling \$30,000, to use for local school upgrades.



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