



+\$12K

market share
increase

400

clicks on
social ads

KIA DEALERSHIP

ABOUT

This Kia Dealership is a top competitor for many local Kia rooftops because they currently hold the most market share in the county.

CHALLENGES

This dealership is located on a road with several cross-brand competitors and was looking for a way to maintain market share and prevent competitors from stealing share in their backyard.

SOLUTIONS

The LOCALiQ AUTOMOTIVE team used insights to determine which dealers the client was losing market share and unit opportunities to as well as analyze the dealership's overall market share. We then created an integrated marketing strategy that included:

- Social Ads
- Cars.com Digital Ads
- Print Ads

RESULTS

The LOCALiQ AUTOMOTIVE-led marketing campaign grew exposure for key specials and incentives through focused targeting on Facebook with 12K more unique impressions month-over-month, which resulted in 400 clicks on their social ads. The majority of their engagement was on mobile, and this opened up the opportunity to incorporate mobile geofencing to reach the target auto shoppers when they were near the Kia dealership.

This dealership maintained their brand presence in a busy local market with LOCALiQ AUTOMOTIVE's marketing strategy.