



3.7%

market share
point increase

2.4%

Facebook CTR (205%
above benchmark)

10.6%

email CTR (31%
above benchmark)

MIDWEST AUTO GROUP

ABOUT

This Midwest auto group is comprised of Chevrolet, Ford, CDJR, Cadillac, and Lincoln brands.

CHALLENGES

The auto group experienced a sharp decline in sales over the course of 2017 and needed to find an area of focus to get back on track with their dealership digital marketing strategy.

SOLUTIONS

The LOCALiQ AUTOMOTIVE team developed a digital marketing strategy that included Social Ads, Targeted Email Marketing, and Search Marketing. After an in-depth analysis of auto intelligence and vehicle registration data, we were able to highlight the right areas of concern for maximum impact.

RESULTS

We targeted key zip codes around the auto group for Chevrolet, Ford, and CDJR and were able to increase overall visibility within the market as well as increase overall unit sales growth. The total share of targeted zip codes increased by 3.7% in the first three months.