



THIS AUTOMOTIVE GROUP SOLD NEARLY 400 CARS WITHIN THE FIRST TWO MONTHS OF PARTNERING WITH LOCALiQ AUTOMOTIVE.

MULTIPLE ROOFTOP AUTOMOTIVE GROUP

ABOUT

A multiple-rooftop automotive group hoping to drive new car shoppers to their dealerships.

CHALLENGES

This automotive group was having difficulty attracting new shoppers, especially at its Ford, Lincoln, and Toyota dealerships, and getting customers to stay and buy from their neighborhood dealer.

SOLUTIONS

LOCALiQ AUTOMOTIVE first conducted a comprehensive needs evaluation which included an in-depth analysis of HIS/Polk new vehicle registration data. We then launched a targeted auto marketing strategy designed to attract and convert auto intenders in zip codes closest to the group's dealerships. The strategy included:

- Print Ads
- Targeted Display
- Social Ads
- Targeted Email Marketing

RESULTS

After just two months, this auto group started seeing results from their LOCALiQ AUTOMOTIVE marketing campaign. Within the first six months, the auto group sold 396 new cars in target zip codes. Despite overall brand declines for the market, the auto group experienced positive market share movement across the dealerships.

LOCALiQ AUTOMOTIVE's marketing strategy and ongoing optimization process ensured an efficient advertising investment for this auto group.