



150

phone calls and web form fills per month

+20K

total website visitors

USED CAR AUTO GROUP

ABOUT

This used vehicle automotive group is the largest in the Metro Louisville market and consists of six locations spanning across Kentucky and Indiana.

CHALLENGES

The auto group was looking to increase sales of their used vehicle inventory with the help of a new search marketing provider, LOCALiQ AUTOMOTIVE.

SOLUTIONS

The LOCALiQ AUTOMOTIVE team conducted an in-depth analysis to understand the dealership's current search marketing strategy and determine the best solutions to recommend. After conducting this research, we were able to determine the following necessary solutions for their search marketing strategy:

- Search Marketing
- Social Ads
- Targeted Display
- Email Marketing

RESULTS

The automotive marketing campaign was designed to increase leads for the used vehicle automotive group. With over 20,000 total website visitors and an average of 150 phone calls and web form fills per month, every element of the five-month campaign performed above what was expected. Geofencing around competitors with a "come here instead" call to action made a big impression, with customers saying they were at a different dealership when they saw the ad.

This auto group increased leads during their five-month campaign with LOCALiQ AUTOMOTIVE.