CASE STUDY

Interstate 69 Motorsports

SNAPSHOT OF I69
Interstate 69 Motorsports is an authorized Honda® and Polaris® powersport dealership in Union City, TN. Also offering boats, watercrafts, motorcycles, and many other vehicles, Interstate 69 has a wide inventory to help buyers find an option they love. The Interstate 69 team believes that anyone who walks through their door is family, and they pride themselves on treating customers as such.

MARKETING CHALLENGE
Interstate 69 was looking to stay top-of-mind with customers in a highly competitive market. Interstate 69 needed expert guidance they could trust to lead them in the right digital marketing direction.

MARKETING GOALS
The Interstate 69 team wanted to increase brand awareness and ultimately drive sales. Plus, they needed a transparent and reliable marketing platform they could have confidence in.

LOCALiQ’S SOLUTION
LOCALiQ was able to lift I69’s brand from the ground up using:
• Search Marketing
• Targeted Display Advertising
• Social Ads
• SEO
• YouTube Ads

Plus, as those products bring in leads, I69 nurtures them with automated emails through LOCALiQ’s Client Center.
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RESULTS

The I69 team used LOCALiQ’s database for an in-depth audience analysis that ensured they were targeting the best locations possible. This strategy brought a 114% YoY increase in clicks to the brand’s website.

Not only did I69’s Search Marketing bring the business 5.1 million impressions, but the campaign also retained a 189% YoY increase in click-through rate. With that, I69’s Search Marketing CTR consistently stays 2x higher than industry average.

It’s clear LOCALiQ helps I69 stand out from competition. I69 has maintained a 42% above average CTR for their Targeted Display Ads and a 96% above average view rate on YouTube Ads. The impressions, views, and clicks don’t stop there, as I69 has seen a total of 389,000 engagements on its Social Ads.

All this contributed to the business’s primary goal of increasing brand awareness and leads without breaking the bank. Overall, I69 saw a 53% YoY increase in impressions, plus 9,400 calls to the business.

LOCALiQ transformed I69’s strategy and the brand did a complete 180.

“When we dug into our previous strategy, it felt like we were throwing marketing dollars out there to see what would stick. We knew the only way to be more successful was to have the best expertise in place instead of relying on what we had in-house. We turned it over to LOCALiQ to take us to the next level.”

- Jonathan Turner, Owner

The transparent reporting within the LOCALiQ platform made a difference for the I69 team. They’re now able to continuously finetune their strategy to keep up with their ever-changing market.

For us, it was important to not just pay for ads but also have the data and research to see what markets work or what areas we could be missing. Having access to metrics behind the scenes through LOCALiQ is a big deal.

— Jonathan Turner, Owner