



288%

market share
increase

928%

traffic increase to
dealership website

SUPERIOR KIA

ABOUT

Superior Kia was hoping to increase market share in its assigned sales area (ASA).

CHALLENGES

The dealership turned to the LOCALiQ AUTOMOTIVE team for a dealership marketing strategy focused on increasing brand awareness.

SOLUTIONS

The LOCALiQ AUTOMOTIVE team dug deep into IHS/Polk data and dealership information to uncover key areas where the dealership was losing share in the ASA. Using data from the in-depth analysis, we were able to pinpoint the best opportunities to increase market share and develop a highly geographic- and demo-targeted automotive marketing strategy that included:

- Targeted Display
- YouTube Ads
- Social Ads
- Targeted Email Marketing

RESULTS

The campaign was designed to drive traffic to the Kia dealership website while raising Superior Kia's brand visibility in the market. The dealership was pleased with the success of the LOCALiQ AUTOMOTIVE marketing strategy, with a total 288% market increase and 928% traffic increase to the dealership's website. The brand's dramatic turnaround caught Kia Corporate's attention, and the top executives visited to learn more about the dealership's custom automotive marketing strategy.