



THIS CORVETTE DEALER SAW AN INCREASE IN WEBSITE VISITORS AND SHOWROOM TRAFFIC FROM LOCALiQ AUTOMOTIVE CAMPAIGNS.

CORVETTE DEALER

ABOUT

With the largest selection of new and used Corvettes in the region and a dedicated showroom, this local Chevrolet dealer wanted to grow market share even more.

CHALLENGES

This Chevrolet dealer was ready to take on more leads, customers, and sales, but needed sophisticated audience targeting as well as an efficient digital marketing plan.

SOLUTIONS

The LOCALiQ AUTOMOTIVE team did a deep dive into Corvette sales to identify the specific buyer persona of those who purchase Corvettes. After collecting data and insights from local to national, new to used, and demographics to geography, we put together a digital marketing strategy that included:

- Social Ads
- Cars.com Digital Ads
- Targeted Display
- Targeted Email Marketing

RESULTS

The campaign performance was outstanding, including above-average clickthrough rates and impressive social engagement that brought more website visitors and showroom traffic. Engagement from social ads also increased reach and impressions after users shared the sponsored posts.

The Chevrolet dealer was pleased with the performance of their LOCALiQ AUTOMOTIVE marketing campaign and the direction taken to increase engagement with specific audiences.