



LOCALiQ AUTOMOTIVE HELPED THIS DEALERSHIP  
INCREASE THEIR PROFITS BY \$434K.

## HONDA DEALERSHIP

### ABOUT

This large volume Honda dealership was looking to increase sales with a custom auto marketing strategy.

### CHALLENGES

The dealership noticed their previous end-of-year sales were not doing as well as they hoped, so they wanted to combat that trend and make room for new inventory by promoting end-of-year discounts for current-year Honda models. They needed a marketing strategy to drive their plan into action.

### SOLUTIONS

The LOCALiQ AUTOMOTIVE team performed an in-depth analysis to discover how this dealership could best capture the interest of Honda shoppers during this key end-of-year shopping period. We recommended a customer car dealership advertising strategy with compelling take-action messages using solutions that included:

- Print Ads
- Targeted Display
- Cars.com Digital Ads

### RESULTS

LOCALiQ AUTOMOTIVE was able to help the dealership break out of the economic pressures they experienced the previous year. The multi-channel auto marketing approach drove a 42% sales increase year over year with a total sales increase of \$434K over the same quarter the previous year.