ASHEBORO HONDA:
HOW THE RIGHT STRATEGIES, NETWORK, AND UNITY CAN CREATE REMARKABLE ACHIEVEMENTS

THE CHALLENGES

Asheboro Honda, for a large portion of its history, didn't emphasize their digital presence. To complicate matters, their history with nontransparent vendors created trust issues, which caused tension, questions, and battles over decision-making. Our challenge was to develop a foundational strategy with strong technical pieces and restore their faith in a digital marketing partner.

THE RESULTS

YEAR OVER YEAR

40% Increase in Units Sold

46% Increase in Used Sales

$3.04
CPC Average

31% Increase in New Sales

84% Increase in Organic Traffic Growth

"Of course we like the savings and efficiencies that Reunion has made possible, but we especially value the fact that Reunion doesn't collect commissions dependent upon how much we spend. This ensures that the analysis and recommendations are totally unbiased, and we know that we're getting objective opinions. Our advertising expense has been cut by more than 60% while our sales have increased dramatically."

- Dan Lackey, Owner and Dealer Principal

THE SOLUTIONS

Smart Consultation That Leverages Our Automotive Network
Our team leveraged industry data and background in automotive to cut nonperforming third-party expenses, keeping only vendors that yield the best results. By 2017, Asheboro cut traditional media completely out of their budget. By slashing the correct 50% of their budget, we were able to optimize their spend as they've continued to increase sales. A major contributor to this progress was staying in contact with Asheboro's decision-makers, walking them through each data point to explain the reason behind each strategy.

Genuine Digital Marketing Strategies – Asheboro Honda's First
Lacking a comprehensive digital marketing strategy, some of the key priorities were to find a better website provider and to begin building new, relevant content that leveraged high-volume keywords and a scheduled roll-out to best increase traffic and conversions. As with all of our partners, they had a single point of contact who coordinated among various departments to deliver and communicate data-driven strategies.