

GERMAIN HONDA OF BEAVERCREEK INCREASES SALES BY FOCUSING ON CUSTOMER EXPERIENCE EFFORTS



Germain
Honda of Beaver Creek

Challenges

Germain Honda of Beaver Creek faced the challenge of increasing service business without making a large investment. They needed to identify key audiences, including "sold not serviced" and conquest audiences of Honda owners with under warranty vehicles who were not Germain customers.

Solutions

To address these challenges, Dealer OMG worked with Germain Honda of Beaver Creek to identify key audiences using first-party data. The company created a strong creative strategy that focused on the experience and expertise rather than specials or offers. The strategy included service schedules, phone calls, website traffic that also led to sales opportunities, trade tool completions, and other results from the campaigns.

Results

Dealer OMG's efforts resulted in a definitive return on ad spend (ROAS) for Germain Honda of Beaver Creek. The strategy also resulted in additional sales opportunities as website visitors began to shop on the website. The success of the campaign demonstrated the effectiveness of the approach, with a minimal investment of only \$2000.00 over six months.

 **DEALER OMG**

 dealeromg.com

 512-436-9677

 info@dealeromg.com



**Certified
Facebook
Experts**



**Customized
vinAMP
Technology**



**Sales
Marketing
Strategy**



10X MORE
SERVICE SCHEDULES



35%
INCREASE IN TRADE
EVALUATIONS



28%
RETURN RATE