

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



## Challenges

Germain Honda of Beavercreek 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 Beavercreek 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 Beavercreek. 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.



[dealeromg.com](http://dealeromg.com)

512-436-9677

[info@dealeromg.com](mailto:info@dealeromg.com)



Certified Facebook Experts



Customized vinAMP Technology



Sales Marketing Strategy



10X MORE  
SERVICE SCHEDULES



35%  
INCREASE IN TRADE  
EVALUATIONS



28%  
RETURN RATE