


Success Story

integrated

2016	
SAVE UP TO \$6,576	
MSRP:	\$38,640.00
PKG DISCOUNT:	-\$1,250.00
REBATE:	-\$3,000.00
CREDIT:	-\$500.00
DIS:	-\$1,826.00
LEASE FOR \$299/MO X 36 MOS*	PRICE \$32,064
<small>*LEASE 10,500 MILES, 36 MONTHS \$2,995 DUE AT SIGNING. FIRST PAYMENT, TAX AND FEES EXTRA.</small>	



Integrated Campaign Drives 100% Increase in Car Sales for

“ We work with GateHouse Auto because they understand the professionalism and trustworthiness we expect and they really back up the quality & effectiveness of their products. We look forward to continuing our relationship with them and the loyal, local audience they bring into our dealerships.. ”

~Sean, General Manager

BACKGROUND:

██████████ is a new and used car dealer in ██████████ Ma. ██████████ was advertising exclusively in print (with GateHouse Media) for 15 years. Recently they noticed their program became stale. Sales were lagging, their brand was not top of mind with customers and they were behind their competition in the digital landscape.

OBJECTIVES & GOALS:

In the competitive and crowded Massachusetts marketplace ██████████ needed to re-engage the market with their brand. They needed solutions to help their inventory stand out and attract potential customers. They had to increase new and used car sales by driving customers to their dealership, both online and in person. It was time to refresh their advertising strategy.

SOLUTIONS:

Their GateHouse Media team put together a marketing solution to invigorate the business. It addressed their branding concerns and was designed to increase sales leads for them. The integrated solution included print, online inventory marketing, On Target display advertising, Facebook ads, and email campaigns.

PRODUCTS:

- Print
- On Target Digital Display
- Social Media Advertising
- Email Marketing
- BestRide.com

RESULTS:

██████████ car sales increased by 100%.