

# Driving Their Brand Forward With A Traditional & Digital Transformation Roll Out

Automotive client reinvents the wheel with a brand refresh using a mix of touchpoints



As a family-oriented used car dealership offering in-house financing for all credit types on a large selection of quality vehicles with one goal: driving the customer happy. Each high-quality pre-owned car goes through a multi-point inspection, has a vehicle history report, complimentary oil changes, and a limited warranty. The car dealership offers a comfortable, friendly, and low-pressure car buying experience and is located throughout Texas with locations in Dallas, Waco, and Fort Worth.

As part of the ever-evolving customer buying journey, **80% of customers** now do the majority of their shopping for a new vehicle digitally. It is estimated by **2025** that **over 25% of global auto sales** will be conducted online

“We needed to build a cohesive, multilingual brand presence that worked as well offline as it did online. DGTLsuite developed consistent visuals for every customer touchpoint.”

- MARKETING MANAGER

## CHALLENGES

- With a limited marketing team the client needed consistent visuals for every customer touchpoint from mailers and billboards to social and digital advertising as well as building a larger digital audience.
- Struggling to keep up with customers on social media, the auto dealership needed a new strategy to improve customer service, build a positive online reputation, drive foot traffic to their locations, and increase credit applications.

## OBJECTIVES

- Create a unified branded community to grow the dealerships overall brand recognition through traditional marketing, online engagement, digital content development, SEO, and social advertising.
- Funnel all marketing activity and digital customer experience efforts into one tool for quick implementation of brand transformation in new marketing materials and digital strategy to increase credit applications, inventory sales and revenue, as well as expand operations to new markets.

TOTAL AUDIENCE GROWTH

110%

INCREASE IN ENGAGEMENT

227%

WEBSITE VISIT

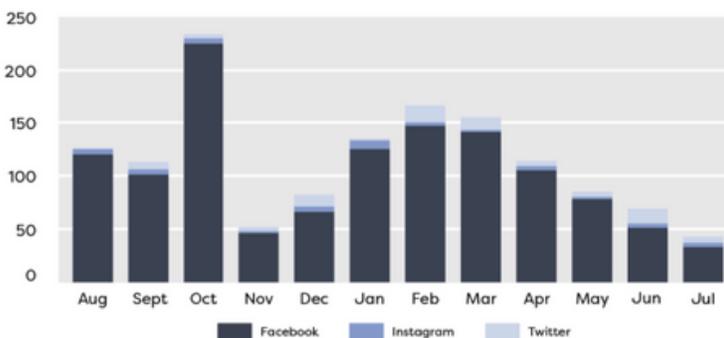
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RESULTS IN FIRST YEAR

**SOLUTION** With DGTLsuite's proprietary SaaS platform each tool and solution provided the client with a streamlined process for marketing and digital transformation across multiple channels; the possibility to develop, produce and publish content; create social advertising campaigns; and discover actionable insights to improve strategies that resonated with the dealerships customers. This strategy enhanced the client's overall brand reach and engagement which in turn increased foot traffic, online audience, and sales allowing the brand to increase its number of locations.

DGTL Engage	SPS DGTL: BPO Service Powered by SPS DGTL	DGTL Create	DGTL Analyze
 <p><b>Engage</b></p> <p>Engage allowed the client to manage all inbound and outbound digital engagements from a centralized hub and bridged the gap between the digital, marketing, and customer service teams to work cross-functionally. Engage also enabled the dealership to manage inbound Facebook and Google Reviews. This empowered the brand to use the customer feedback loop to convert more potential buyers through review responses and avoid reputation risks through faster response time and improvements to local SEO.</p>	 <p>SPS DGTL's BPO services provided unique digital customer service solutions where each digital item was ingested, assessed, and provided a response by our team of bilingual digital natives 24x7x365. SPS DGTL agents worked seamlessly in unison with the client to ensure that every message was carefully tailored to each customer's question and the brand's unique voice.</p>	 <p><b>Create</b></p> <p>The Create tool funneled content development, creation, approval, publication, and amplification all in one place for the client to build brand symmetry and consistent visual identity across traditional marketing materials and social platform content.</p>	 <p><b>Analyze</b></p> <p>With increased responses and overall volume on each digital platform came increased visibility and insight to data. Analyze allowed reporting to become simplified and streamlined. and the Analyze platform consolidated all relevant information in one place and provided the client with reporting on keywords, trending topics, and hyper-local insights for each business location that led to digital success.</p>

## NEW AUDIENCE GROWTH BY CHANNEL



## TOTAL AUDIENCE GROWTH OVER TIME

