



Auto Industry Case Study **Kia Dealer**

Increased brand awareness, social presence, and reputation

Nutley Auto Kia

Company:

Nutley Kia is a family-owned Kia dealership in New Jersey. They are very heavily involved in the local community since 2005. Specializing in new and pre-owned vehicle sales, service and parts.

The Situation:

Nutley Kia came to Summit Crew looking for assistance in growing their reach in their local area. They wanted their presence to be felt in their local community. Unfortunately, their social media presence didn't do much more than showcase their sales offers. Their content wasn't consistent with the audience of their brand, and they weren't providing anything of value to keep people coming back or to engage them. Their goal was to show their local area that they are different, however, their campaigns seemed similar to many other brands out there.

They hoped to increase brand awareness, build brand loyalty and engagement as well as manage their brand reputation.

The Solution:

Summit Crew took on this task with enthusiasm. Knowing that extensive research and planning would be involved in understanding the local market's unique needs and the brand's unique voice. Summit Crew put together a plan to hit engagement goals and provide value that would bring more fans and followers to their social pages as well as increase the engagement of those followers. Below is how Summit Crew tackled the situation:

- Extensive research to understand the target geographically, age, interests, gender and an intimate understanding of the dealership and the people behind the brand
- Built a full plan and strategy to focus on social media platforms most relevant to the brand's target audience
- Created an extensive editorial calendar to identify content opportunities custom for Nutley Kia's audience including educational information and tips. Then implemented and tested engagement elements.
- Targeted by design, built custom interactive elements and engaging imaging and content
- Built a custom advertising campaign used to expand reach.
- Connected social media efforts between platforms
- Partnered with complementary businesses to cross-promote and build awareness in the local community
- Created engaging programs, sweepstakes and offers to get the local target excited, willing to participate and spread the word

The Results:

Nutley Kia's social media platform soon became a customer service platform. Serving a dissatisfied customer and changing her into a loyal fan after a situation from a bad Facebook post, the company was able to successfully connect with this customer and resolve her issue.

After only a few short months, social media engagement from fans and followers increased to over 5,000 Facebook fans and over 300 followers on Twitter from the local area. Summit Crew turned inconsistent, 'sales' social focus into a presence that provides valuable information, updates and influence in the area.

With the help of Summit Crew's unique approach to proactively target and speak to the dealership's local area, Nutley Kia is becoming a place for locals to tune into for updates on events, local happenings as well as a trusted source for businesses they've partnered with. Nutley Kia is now excited about the opportunities coming their way and becoming more and more a recognized name in their local area.

