

SUMMIT CREW DIGITAL AGENCY

CASE STUDY

NUTLEY KIA, NUTLEY NJ

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SummitCrew.com



Understanding the Client

ABOUT NUTLEY AUTO KIA

Nutley Kia is a family-owned Kia dealership in New Jersey. They have been 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 to utilize Local SEO to gain more reach. Unfortunately, they are a small non-freeway dealership tucked away in a small community. Their goal was to show their local area they were different and drive more out-of-town customers to their location based on service and honesty. However, their campaigns seemed similar to many other brands, and their reach and messaging were insufficient.

THE CHALLENGE

Summit Crew had to take on the task of increasing brand awareness, increasing sales, building brand loyalty and engagement, and managing 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 and sales goals and provide value to bring more customers through their doors.



**ACTION
STEPS**

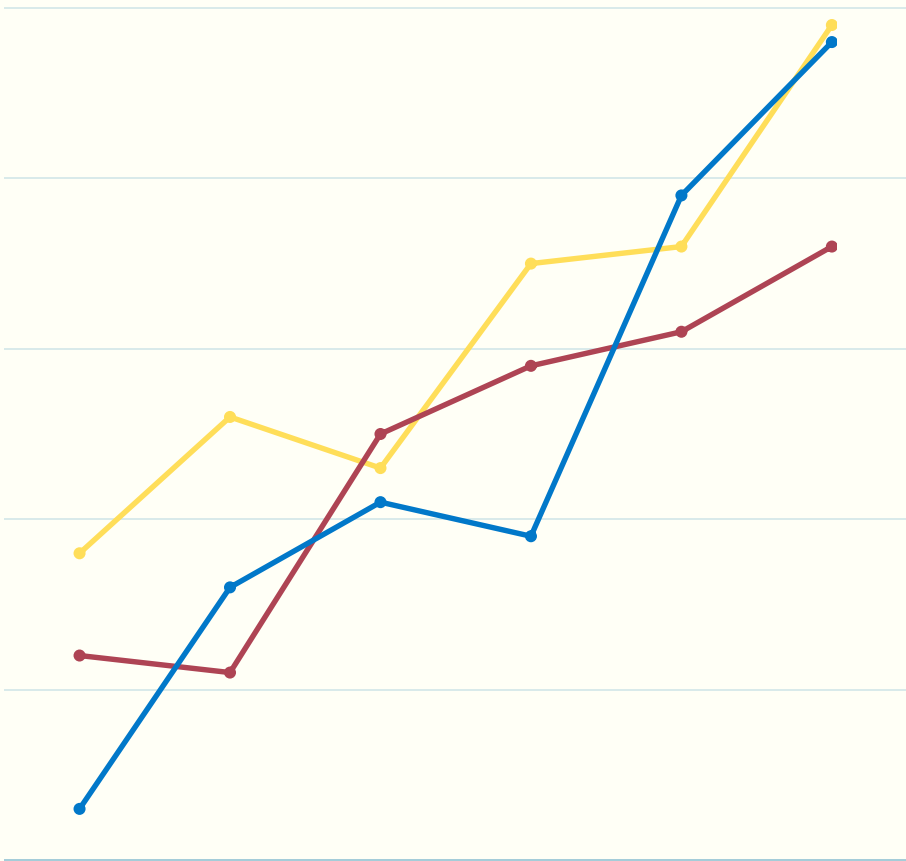
177%

INCREASE IN ORGANIC TRAFFIC

497%

INCREASE IN CUSTOMER ACQUISITION

The Results



NUMBERS ON THE RISE

With the help of Summit Crew's unique approach to proactively target and speak to the dealership's local area customers, Nutley Kia has become one of the top dealerships in the Northeast! Summit Crew successfully drove organic traffic up 297% by increasing visibility by over 482%. Users across channels grew 295%, and Goal Completions were up 735%, which turned into more sales and happy customers. Nutley Kia continues to grow yearly, and their customer reach expands further.