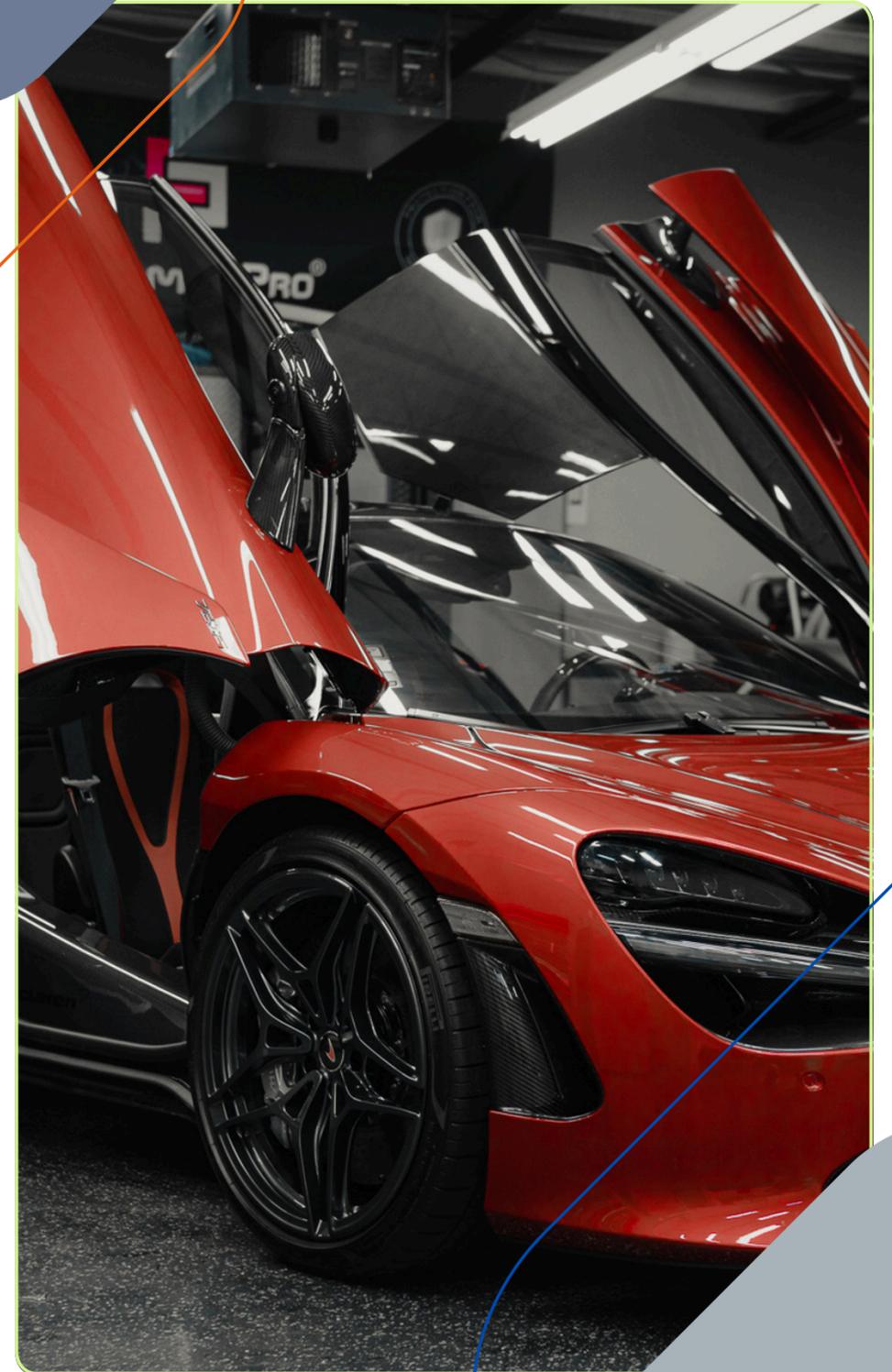




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High-Intent Lead Generation + Sales = ROI

Silver Star Auto Sales





Understanding the Background and Challenges Faced

Silver Star Auto Sales Overview

A luxury dealership run by Rob Silver for over a decade.

Competitive Landscape Analysis

Increased competition led to a need for better-qualified leads.

Traffic and Sales Challenges

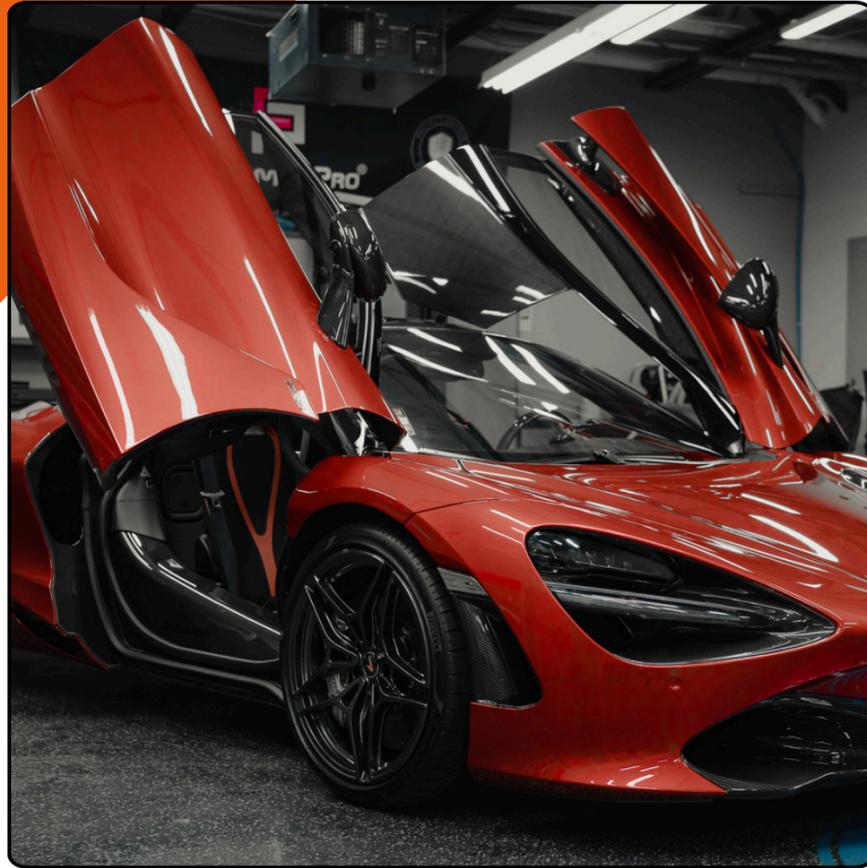
Walk-in traffic alone was insufficient for boosting sales.

Need for Digital Marketing Solutions

Innovative strategies were essential to attract serious buyers.



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Define Target Audience

Identify those most likely to purchase luxury vehicles.



Create Engaging Content

Develop tailored ads that speak to high-end shoppers.



Optimize Conversion Funnel

Streamline the process from lead generation to sales.



Strategy & Execution Overview

Targeting Business Owners and Luxury Car Enthusiasts

Our **data-driven approach** focuses on engaging business owners and luxury car enthusiasts within a 25-mile radius to maximize sales and conversion rates through tailored marketing efforts.





11 out of 100

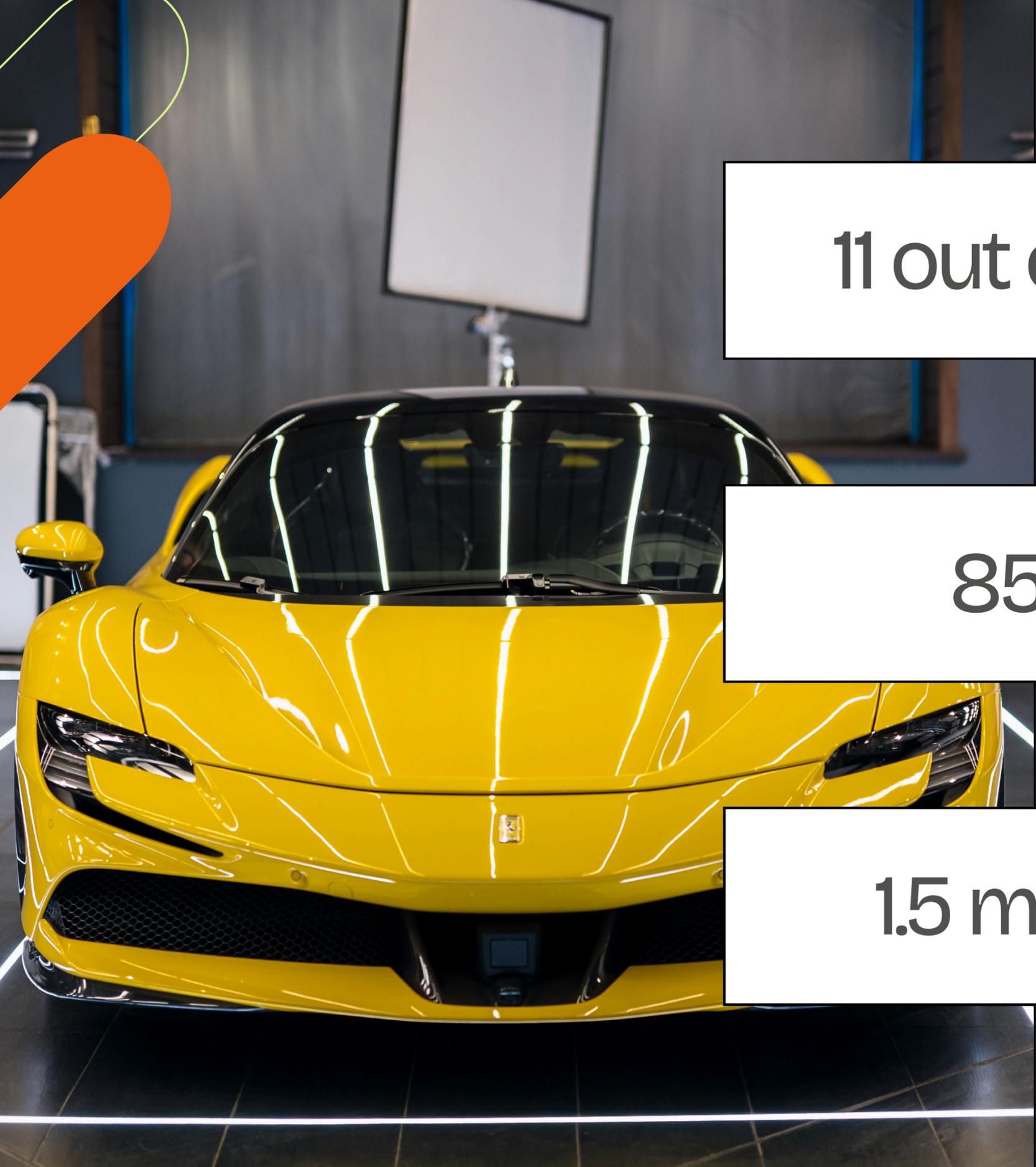
Extra cars sold in 60 days exceeded expectations.

85%

High closing rate showcases effective targeting strategies.

1.5 million

ROI achieved reflects successful campaign investments.





60-Day Lead Generation Progression

Initial Consultation

Discussed goals and tailored the package for Rob's needs.

Campaign Launch

Implemented targeted ads across digital platforms to attract leads.

Lead Nurturing

Engaged leads through personalized outreach and financing offers.

Successful Reorder

Silver Star Auto reorders the package based on outstanding results.





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“Through targeted lead generation, Rob transformed Silver Star Auto Sales' summer car-buying season into a record breaker.”

— ROB SILVER



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Previous Campaign Insights

Past efforts yielded moderate results, highlighting the need for enhanced targeting and multi-channel strategies for maximum impact.

Current Campaign Results

Measurable outcomes demonstrate a significant boost in profitability and sales growth, solidifying our lead generation approach's effectiveness.