



### Jenkins Nissan

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## Jenkins Nissan Increases New Car Sales 455% by Going All In With Netsertive

### Introduction

Jenkins Nissan in Lakeland, Florida, has achieved such strong records of sales and service, that they have been consistently recognized with multiple prestigious awards in the last few years. The dealership has rightfully established itself as the top ranking Nissan dealer not only in the southeast, but also in the nation.

Jenkins Nissan attributes much of its success to their partnership with Netsertive, a partnership that began in 2012 and has grown stronger every year.

### Challenge

Glen McGuire, General Manager at Jenkins Nissan, remembers meeting with a Netsertive representative a few years ago fondly. At the time, he had been running an undistinguished digital marketing campaign among other marketing strategies. Netsertive had approached him with a persistence that he admired, so Glen gave Netsertive a chance to convince and prove to him that they would be able to produce the results he desired:

- Improve their regional ranking from #3 to #1
- Increase their sales for specific models and inventory
- Extend their reach to other cities in their target market

### Solution

Following a strong consultation with Netsertive, Jenkins Nissan sought the partnership of the company, and asked Netsertive to develop and manage a highly targeted and differentiated digital marketing campaign through its StreetWise™ solution.

**Netsertive's StreetWise™ for Automotive Dealers** empowers local dealerships to outsmart the competition through data-driven insights that deliver better qualified customers and more sales opportunities. StreetWise™ leverages a proprietary digital marketing intelligence platform that learns 24 x 7 from the successes of hundreds of dealerships and translates it back to you, giving you the upper hand to win your local market.

### Netsertive's Digital Marketing Intelligence helps Jenkins Nissan

#### STRATEGY

Target the most strategic inventory and services in the market area they desire to own with unique strategies to build lifetime customer value.

#### TECHNOLOGY

Gain the upperhand through Netsertive's proprietary digital marketing intelligence platform which learns from hundreds of dealerships and translates it back to each dealer.

#### SPEED

See faster marketing results without the guesswork, powered by Netsertive's learning engine technology. Approved brand assets and messaging are ready to embed into their campaign, customized to each unique dealer to break out of the cookie cutter mold.





## Netsertive drives quality traffic.

Comparing units sold in 2012 and 2015, Jenkins Nissan saw a 455% increase in new car sales, and has risen to the top ranking Nissan dealer in the nation.

### GAIN QUALITY BUYERS IN YOUR LOCAL MARKET

Contact Netsertive today

1.800.940.4351

[www.netsertive.com/automotive](http://www.netsertive.com/automotive) to find out more

## Results

As their digital marketing campaign with Netsertive launched, Jenkins Nissan started to feel an increase in web and foot traffic immediately. Soon after, the dealership saw monthly sales increase 51%, and Jenkins Nissan leaped to the #1 regional ranking.

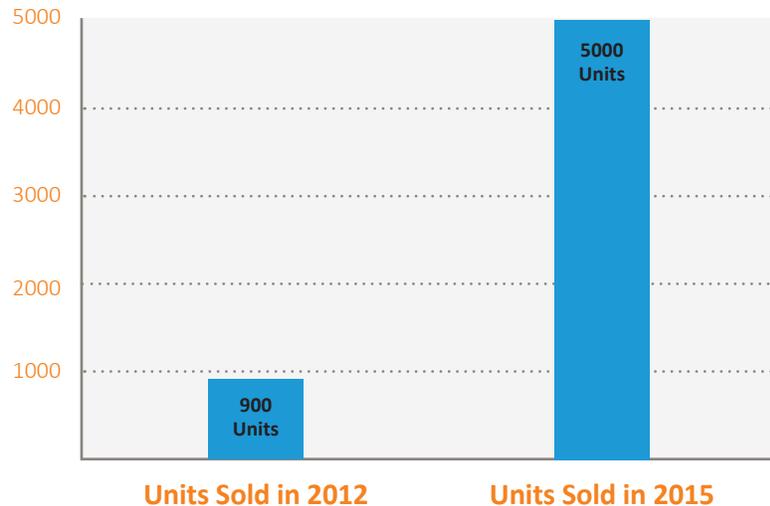
Glen, feeling the success of their digital marketing campaign, began to invest more and more of the dealership's advertising budget into their partnership with Netsertive every year. With every additional investment, Jenkins Nissan saw an increase in their market share, and a higher return on investment. Now, the dealership invests its entire advertising budget in their Netsertive campaign, and has risen to the top ranking Nissan dealer in the nation.

*"Since we started the partnership with Netsertive almost four years ago, we have grown our volume of new car units sold from 900 in 2012 to 5,000 new vehicles this year. We are 100% digital with them, and have invested our entire advertising budget with Netsertive."*

- Glen McGuire, General Manager at Jenkins Nissan

In 2012, Jenkins Nissan sold 900 units of new cars. In 2015, Jenkins Nissan is on track to sell 5,000 units of new cars - a 455% growth in new car sales.

### 455% INCREASE IN NEW CAR SALES 2012 to 2015



## Conclusion

What seemingly started out as a gamble, Jenkins Nissan's partnership with Netsertive exploded into years of consistent growth in sales and national dominance for the dealership. Everytime Glen invested more of their advertising budget into their Netsertive campaign, he saw a higher return on investment in measurable sales and market share, which led him to make the decision to go all in with Netsertive.

*"Our Netsertive campaign has been a great success. Netsertive is a partner working towards the same goals with us. I definitely would recommend to anybody to join their team."*

- Glen McGuire, General Manager at Jenkins Nissan