

Katie Horseman  
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Katie,

At Harte Family Motors, we used to do a lot of our marketing efforts in-house. I was responsible for monitoring our reputation through Google alerts and checking various social media sites. Another person was responsible for updating Facebook and Twitter. After awhile, the person updating Facebook and Twitter left the company and I became overwhelmed. We decided to move our marketing efforts to the store level, and our marketing got even worse. Websites were not being updated regularly, we received non-compliant strike letters from our OEMs, and no one knew what verbiage people were putting on our sites. Overall, our in-house marketing efforts were not meeting our goals so we decided to shop around.

We decided to try Naked Lime Targeted Marketing and AutoRevenue at two different stores. The store with AutoRevenue was a disaster. People's appointments were getting approved who didn't have them. Appointments were getting cancelled. People were receiving five confirmation emails or five phone calls. It was disastrous. No one brought the team together and brainstormed ideas like Naked Lime Marketing and no one gave us the level of customer support as Naked Lime. This is why we migrated all of our stores to Naked Lime and added Advertising, Mobile, Targeted Marketing, SEO and Social, and Reputation Management services.

With Naked Lime Marketing, I setup one conference call with everyone involved in the process, including managers. In one call I can share one message for all mediums. That way I don't have to repeat myself and everyone is on the same page and moving in the same direction. It creates synergy and excitement for the monthly message. Thanks to this process, our website traffic alone has increased 25-60% for all stores. **You just can't get this level of consistency, efficiency and these types of results when you piecemeal companies together.**

The other thing you don't get with most companies is full disclosure in reports. With Naked Lime we have exclusive access to Polk reports to know what our competitors are selling in our area, and what consumers are buying, thus eliminating wasted ad dollars. We can actually drill down to see what offer brought a customer in for service. In one year, I can attribute:

- \$323,341 increase in service gross profit and
- \$94,267 increase in sales gross profit

The results validate and build the return for the group which is especially important to Mr. Harte who cares most about dollars and cents. He wants to see what return we are getting and if we are able to connect the line between our marketing efforts and our results. **The marketing we are doing now is based on fact and not gut instinct.** You just can't get that anywhere else, we've tried!

The overall benefit we get out of Naked Lime Marketing is extraordinary. From the statistics which allow us to make educated decisions based on fact, to the teaming which gives us consistency across all mediums. We can bombard our customers with the right message at the right time based on fact and I like that!

Sincerely,

Erin Touponse  
Director of Communications  
Harte Family Motors  
Meriden, CT