



Casey Sheen
Naked Lime Marketing
2405 County Line Rd.
Kettering, OH 45430

Dear Casey,

Of course, we are a GM dealer. In our market, we have four Chevy dealers. We really wanted a way to differentiate ourselves from all the others because everything looked the same. That is initially what led us down the path to Naked Lime.

From the beginning, it was nice to work with one company to do everything – web, social, content writing, reputation, email marketing. To me, that's Marketing 101 – if you're not sending the same message across every platform, you're making a grave mistake.

Over time, our relationship with Naked Lime has evolved. I'm a hands-on marketing director. When I have a plan, or need a plan, I go to our account strategist at Naked Lime. He can help me even when I want something different but I don't know what it is. He is the contact between me and all my Naked Lime services and helps me get everything done.

Our account strategist really dives into our results to make suggestions and measure the effects when we do something different. Our email targeting has been very cost effective at helping us move the buying cycle forward with customers. It is all managed by Naked Lime, which is a huge load off me. We've also successfully grown our Facebook audience, which is important for our reputation and our remarketing abilities.

In the end, there are other, maybe cheaper, ways we could do what Naked Lime does. But then we wouldn't have the management aspect. That strategy element is what I would tell other dealers to pay for.

Sincerely,

Curt Allison

Curt Allison
Marketing Director
Atzenhoffer Chevrolet, TX