



Kia of Augusta, GA

Challenges

- Solved the following business challenges with Naked Lime Marketing Services:
 - Reduced the number of digital marketing vendors to call
 - Eliminated the struggle to justify digital marketing
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Background

- Sells on average 53 new and 78 used cars per month
 - Franchise(s): Kia
 - Uses the following Naked Lime Marketing Services:
 - Aptus Websites
 - Optimized Search and Social
 - Digital Advertising
 - Digital Reputation Management
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Results

- Prefers the following features/functions :
 - Working with Naked Lime Marketing Specialist
 - Having one place to call for all digital marketing needs
 - Achieved the following results since implementing Naked Lime Marketing Services:
 - Increased new website visitors by 60%
 - Increased Facebook 'likes' by 800%
 - Increased Twitter followers from 55 to 110
 - Received 1,198 leads from digital advertising
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Testimonial

“Naked Lime has everything I need in one place. I’m no longer wasting my time chasing down multiple vendors to solve problems. Now, I call Naked Lime and my questions are answered. They always treat me with a level of urgency and helpfulness that lets me know we are not just another client. We have a working relationship with them like we have with no one else.” ~ Thomas McDonald, Internet Manager
