



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

We've used SEO and Social from Naked Lime for a few years, and recently expanded our partnership because it was working so well. In the car business, it all comes down to more sales, and we were confident that we'd get those working with Naked Lime. Now we have the complete package from a company that had already provided good results in one area.

With Naked Lime, I don't feel like just another dealership. They understand me I will sometimes panic and throw something at them, and they just get it done. The team fully understands the car business and they know what I'm looking for. From email campaigns and social media to our website and our new newsletter, they all work together so we have a consistent theme. And the reporting is phenomenal – I'm able to see exactly what is working and the ROI of everything we do.

At the beginning of last year, we consolidated a few of our other dealerships and brought the entire used inventory here. With our Naked Lime team, we put together campaigns around the extra used inventory to help sell it. We ended up increasing our used car sales 41% from 2013 to 2014. In that same time, our total revenue went up 13.9% and our total market share increased by 6.97%.

We have looked at other vendors, and we obviously think Naked Lime is superior. Going back to our old way would drive me crazy because then there are different companies to track and manage and make sure everything is covered. Now I know everything every month will be done.

Sincerely,

*Melissa Franklin*

Melissa Franklin  
Internet Manager  
Suski Chevrolet Buick  
Birch Run, MI