

MARKETING CASE STUDY

Driving High-Value Customers for a Local Automotive Services Provider

 HAGADONE MEDIA GROUP



OVERVIEW

This locally owned automotive service shop has served the community for years, offering honest, high-quality repairs and maintenance. While the shop had a loyal base of longtime customers, it wanted to expand its reach—particularly to newer residents and vehicle owners who had the means to invest in larger repairs and long-term service relationships. In a growing and increasingly competitive market, our goal was to increase visibility among the right customers using trusted, uncluttered local platforms.

THE CHALLENGE

Attracting High-Value Clients:

The shop didn't just want more customers—it wanted the right customers: drivers who prioritize quality service and are able to pay for more extensive repair needs.

Saturated Digital Landscape:

While digital ads were part of the strategy, the online environment is crowded and noisy. Competing with national chains, dealership service centers, and aggressive digital advertisers made it hard for a local shop to stand out.

Area Growth = Increased Competition:

Rapid growth in the region brought new residents and more vehicles on the road—but also more options for service. To stand out, the shop needed stronger branding and a consistent local presence.

STRATEGIC SOLUTION

We worked with the shop to create a campaign that emphasized reputation, trust, and value—and ran across platforms that reached quality-focused local customers without being lost in the digital clutter.

Print Advertising:

Strategically placed ads in the local newspaper focused on services that matter most to high-value customers: engine diagnostics, brake work, AC repair, and preventative maintenance packages. These placements built credibility with readers who prefer to do business locally and are more likely to invest in quality.

Newspaper Website & Digital Display:

While many assume digital equals Google or Facebook, the newspaper's website and digital properties outperformed expectations—delivering more of the right kind of customers. Visitors were local, engaged, and responsive to messaging that emphasized professionalism and trust.

Direct Mail:

We used data to target nearby homeowners likely to be driving newer or higher-mileage vehicles, promoting maintenance packages and higher-ticket services.





CONSISTENT CREATIVE & MESSAGING:

Our design team built sharp, authentic creatives that were regularly refreshed—ensuring consistency across print, digital, and mail. Messaging focused on quality care, fair pricing, and expert diagnostics.

RESULTS & IMPACT

- Noticeable increase in high-ticket repair inquiries and appointments
- Customers commented that they saw the shop's name "everywhere lately"
- Print and newspaper digital placements surprisingly drove more of the ideal clients than expected
- Improved brand awareness in newly developed neighborhoods and with new residents
- Steady growth in appointments and inquiries from customers who were previously going to dealerships

CONCLUSION

In a noisy, competitive digital market, local trust and visibility matter more than ever. For this shop, a focused campaign across print, digital, direct mail, and targeted digital helped them rise above the noise and connect with customers who value expertise and personal service. As the area continues to grow, so does the importance of local branding—and the newspaper's platform has proven to be a powerful ally in reaching customers who care about quality and are willing to invest in keeping their vehicles running right.

CLIENT FEEDBACK

"We thought all the action would come from social or Google, but honestly, we've had better leads come from the newspaper and the newspaper's website. It's been surprising—in a good way. The people who call from those ads tend to understand the value of real service, and they're not just chasing the cheapest oil change."



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