



CLIENT CASE STUDY **Norm Reeves Honda**





NORM REEVES Honda SUPERSTORE CERRITOS AUTO SQUARE

CASE STUDY Norm Reeves Honda

In business for over 56 years, Norm Reeves Honda Superstore in Cerritos is one of the top Honda dealerships in the country. With a promise to provide super prices, super selection and super service, the dealership prides itself of offering an exceptional car buying experience for every customer.



The Challenge:

As the largest Honda dealership in the country, Norm Reeves Honda Superstore has built a strong community presence among their southern California customers. Within the digital space, however, their social community was either stagnant or dwindling.

In February 2014, Norm Reeves Honda Superstore in Cerritos partnered with Stream Companies to help establish their social presence and build a community of loyal followers.

During the same month, Stream Companies conducted a social media Facebook audit to measure their existing social presence and activity and discovered the following issues: total page Likes had remained static for months, recent posts were only seeing an average of about 2 likes, 1 comment, and 0 shares, and the page's overall content lacked engagement as well as a voice consistent with the thriving presence and excitement of the physical dealership.

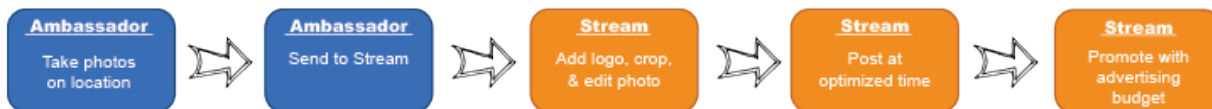


The Solution:

To attack these issues, Stream Companies created a Facebook strategy designed to build the dealership's page of current and potential customers within their local community. The proposed Facebook strategy also included a content plan as well as a social ambassador program.

Stream teamed up with a dedicated employee from Honda Cerritos to bridge the gap between the things that happen on-location and the things we share with the online community. This person became known as the team's social ambassador.

The social ambassador process was simple:

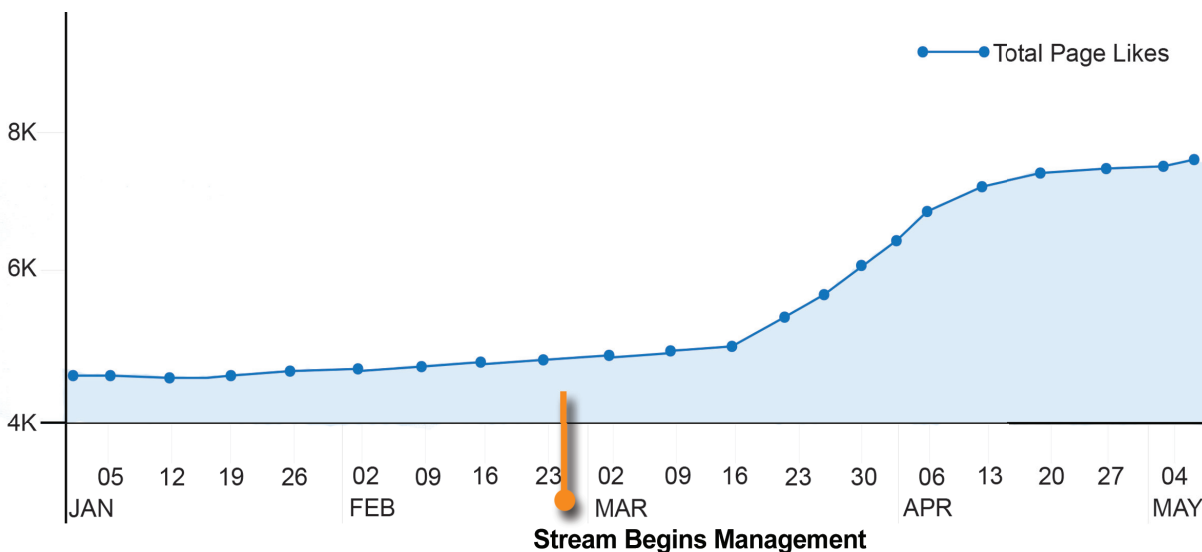


Ad·nomics Accountability in Advertising

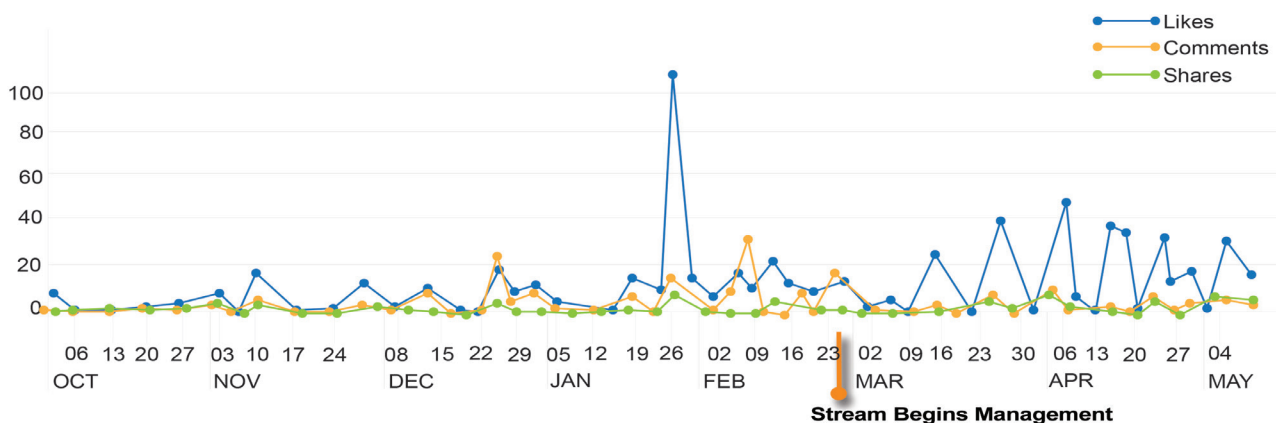
The Results:

Less than two months after beginning their partnership with Stream Companies, Norm Reeves Honda Superstore saw a 45% growth in total Facebook Page Likes.

Between March and May, Stream grew the Norm Reeves Honda page from 4,900 Page Likes to 7,080 Page Likes

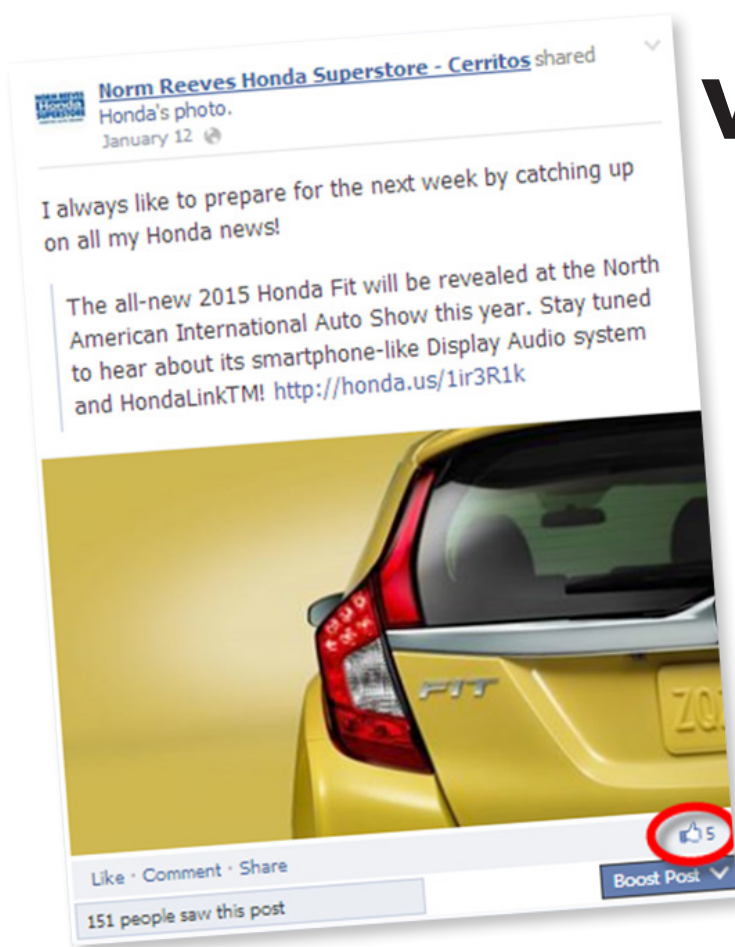


Before February 2014, posts were seeing an average of **2 likes, 1 comment, and 0 shares**. After Stream's Facebook strategy was implemented, these averages shifted to about **20 likes, 4 comments, and 2 shares** per post.

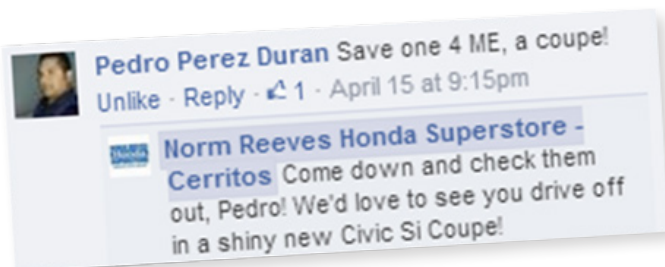


The difference is all about **ownership**.

VS.



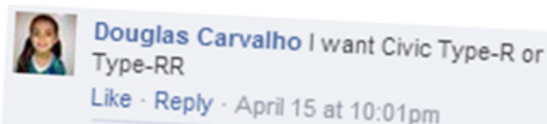
Ignite Conversations and Lead the Discussion



Norm Reeves Honda Superstore - Cerritos Come down and check them out, Pedro! We'd love to see you drive off in a shiny new Civic Si Coupe!



Norm Reeves Honda Superstore - Cerritos Hi Gilberto and Alonso - We have one 2014 blue Honda Civic Si sedan in stock. Come by for a test drive when you have a chance!

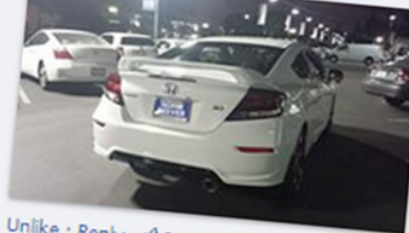
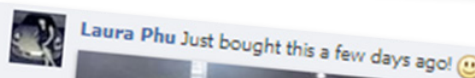
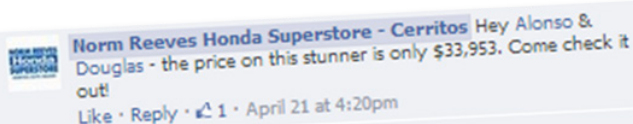


Norm Reeves Honda Superstore - Cerritos Unfortunately those are only available in Japan, Douglas. But we'd be happy to help you look through our selection here in the U.S.! Check out our inventory here: <http://bit.ly/NRHCinventory>



New Cars Cerritos California | Honda - Norm Reeves Honda Superstore Cerritos
www.normreeveshondacerritos.com

Searching for Honda New Cars with at Norm Reeves Honda Superstore Cerritos, California



Unlike · Reply · 2 · April 27 at 12:23pm

Norm Reeves Honda Superstore - Cerritos Enjoy, Laura! You're sure to turn plenty of heads in that beauty!

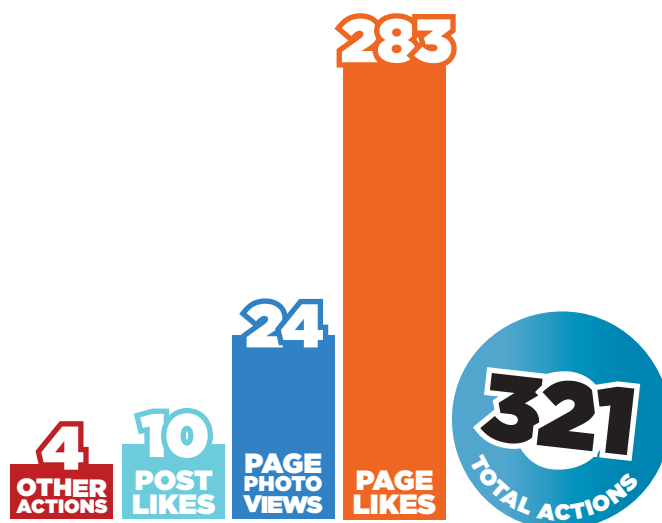
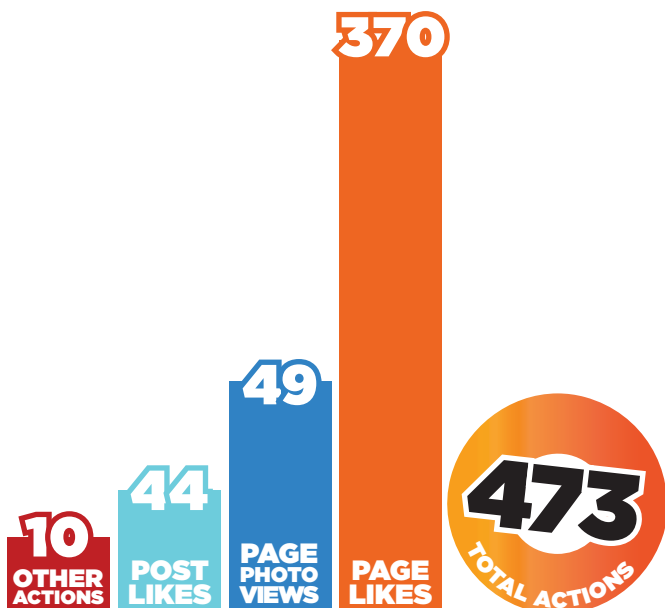


Supporting the Content

In-Depth Advertisting Campaigns

Potential Audience for this ad: 1,500,000 people

- Location: Cerritos (+50 mi), California, United States
- Age: 17 and older
- Interests: Honda CR-V, Cerritos College, Honda CR-Z, Honda, Hunda Odyssey (North America). Cerritos, California, Honda Pilot, Honda Civic, Los Angeles County, California, Honda Accord, Honda Element, Los Cerritos Center or Honda Fit
- Not connected to: Norm Reeves Honda Superstore - Cerritos



“When we started working with Norm Reeves Honda Superstore, we knew there was an incredible opportunity to take their Facebook presence to another level, but we had to do it carefully to ensure we were attracting and engaging with the right audience,” said Amol Waishampayan, Digital Creative Director at Stream Companies. “Immediately after implementing the strategy and the social ambassador program, we started seeing results. From there, it was about capitalizing on the engagement and analyzing each individual success to continue driving real, measurable results for the dealership. Norm Reeves Honda Superstore is true social success story and we look forward to continuing our partnership.”

