

CLIENT CASE STUDY Norm Reeves Honda







NORM REEVES LICITED SUPERSTORE

CERRITOS AUTO SQUARE

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.



E Browning

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:





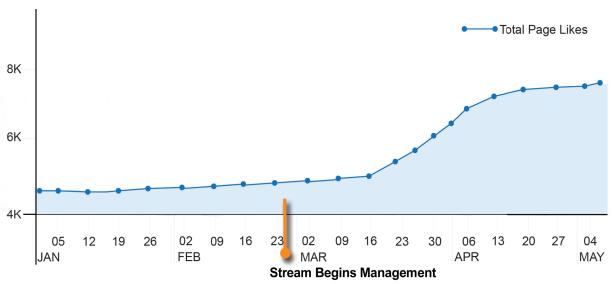




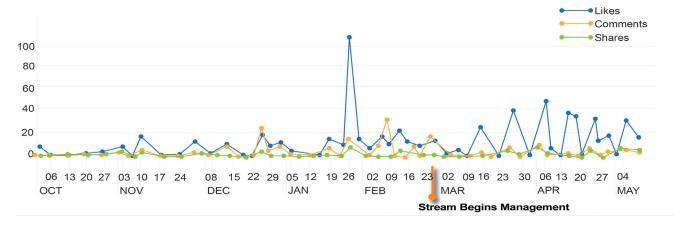
The Results:

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.









<u>Norm Reeves Honda Superstore - Cerritos</u> shared Honda's photo.

January 12 @

I always like to prepare for the next week by catching up on all my Honda news!

The all-new 2015 Honda Fit will be revealed at the North American International Auto Show this year. Stay tuned to hear about its smartphone-like Display Audio system and HondaLinkTM! http://honda.us/1ir3R1k











Ignite Conversations and Lead the Discussion



Pedro Perez Duran Save one 4 ME, a coupe!

Unlike - Reply - 1 - April 15 at 9:15pm



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!



Gilberto Trejo What about the sedan

Like - Reply - April 15 at 10:51pm



Alonso Germz Montelongo What about the sedan si?

Like - Reply - April 15 at 8:31pm



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 Hey Alonso & Douglas - the price on this stunner is only \$33,953. Come check it out

Like · Reply · £ 1 · April 21 at 4:20pm



Randy Singh Vossen Wheels! Like · Reply · € 2 · April 21 at 4:31pm



Hondapro Jason This is one nice set up! Unlike · Reply · € 2 · April 21 at 9:15pm



Douglas Carvalho I rather get Type-RR if they ever come to



Like · Reply · April 21 at 4:23pm



Alonso Germz Montelongo How much?

Like · Reply · April 21 at 3:24pm



DeafRow Caracicatriz Mariano Nuñez

Like · Reply · April 21 at 2:49pm



Jimmy Lim Angjaya I need to drift this car and speed up to 150mph..lol..sport edition..

Like · Reply · April 21 at 2:47pm



Douglas Carvalho what the sticker asking price?

Like · Reply · April 21 at 2:33pm



Douglas Carvalho I want Civic Type-R or Type-RR

Like - Reply - April 15 at 10:01pm



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.normreeveshond acerritos.com

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



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







Supporting the Content

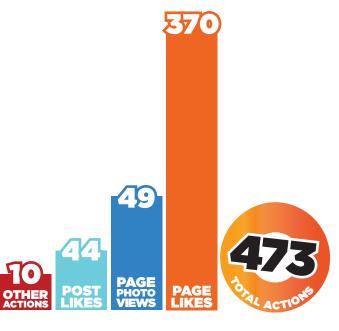
In-Depth Advertisting Campaigns

Potenial 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 Angelos County, California, Honda Accord, Honda Element, Los Cerritos Center or Honda Fit
- Not connected to: Norm Reeves Honda Superstore Cerritos









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"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 attrating 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, measureable results for the dealership. Norm Reeves Honda Superstore is true social success story and we look forward to continuing our partnership."



Ad.nomics Accountability in Advertising

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