

The story of how a Toyota dealership in South Georgia became

#1 IN SOUTHEAST TOYOTA

FOR SIX YEARS

When Chris Matchett and Gregg Issacs became business partners in 2018, they had big plans for commanding their market. The two co-owners of Thomasville Toyota in Thomasville, Georgia, saw an opportunity to increase sales and ranking within their district, and they enlisted the help of Strong Automotive to make it happen.

Six out of the last seven years, Thomasville Toyota has ranked number one in percent of sales objective out of 177 dealerships in the Southeast Toyota region. How did they do it? The answer lies in a combination of excellent customer service and a consistent advertising strategy that has proven to work.

Upon entering Thomasville Toyota, customers are greeted by Sunny, the dealership's famed mascot. Encountering the large plush version of the mascot in-person is no surprise, as he appears in every ad the company runs. Thomasville Toyota's consistent branding is one secret to its success in building rapport with customers and setting itself apart from competing dealerships.



But Sunny isn't the only personality at the dealership. Thomasville Toyota employs STRONG's talent models, known colloquially as The Twins, to serve as brand spokespeople. Adding welcoming, consistently-featured faces to all advertising has only furthered the brand's reach and market penetration.

Direct mail performs exceptionally well for the dealership. It is enhanced by TV and streaming placements, digital ads, and geofencing. A key strategy of the dealership is running your-choice lease payment ads. These involve featuring two similar models with the same lease price, allowing customers to make their pick and feel empowered in the deal being offered.

While advertising is essential to driving traffic, the deals are made inside the dealership. Thomasville Toyota consistently ranks high in customer satisfaction. This is reflected in its online reviews and is bolstered by a series of customer testimonials STRONG filmed at the dealership in late 2020.

"We are very focused and driven on what we want to accomplish when we walk into the dealership every day," Matchett said. "We put the customer first in both sales and service, and we are very attentive to the customer's needs."

While Matchett entered the business in 2018, Issacs has been its owner for more than 20 years. In addition to the store's number one ranking, Thomasville Toyota is also an eight-time recipient of Toyota's President's Award, honoring dealerships that excel in all facets of their operations. The store has also earned the Elite Dealer status numerous times.

It takes both a targeted advertising strategy and a commitment to customer service to earn the top spot like Thomasville Toyota. Strong Automotive is passionate about helping clients dominate their markets by focusing on strategies that have proven results.

**LET US HELP YOU
ON YOUR WAY TO
THE TOP.**

**STRONG
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