

How I-95 Toyota of Brunswick Conquered the Market

*From Ineffective
to Unstoppable*

Before working with Strong Automotive, [I-95 Toyota of Brunswick](#) was sales inefficient and struggling to meet monthly objectives. Since this partnership, this Southeast Toyota (SET) region store has seen tremendous growth, and the numbers don't lie.

Monthly Sales vs. Objective		
Month/Year	MTD Sales	Objective
April 2026	85	139.3%
March 2026	77	120.3%
February 2026	62	110.7%
January 2026	61	122.0%
December 2025	81	112.5%
November 2025	83	138.3%
October 2025	70	120.7%
September 2025	62	112.7%



Southeast Toyota Region CYTD Sales Change & Ranking				
Dealer	YTD Apr-26	YTD Apr-25	% Chg.	Rank
I-95 Toyota of Brunswick	285	195	46%	1
Toyota of North Miami	2,028	1,394	45%	2
Lake City Toyota	224	154	45%	3
Catham Parkway Toyota	610	444	37%	4
Rick Hendrick Toyota	879	649	35%	5
Toyota South Atlanta	558	415	34%	6
West Kendall Toyota	1,522	1,142	33%	7
Daytona Toyota	953	721	32%	8
Rick Hendrick Toyota Sandy Springs	643	490	31%	9
Toyota of North Charlotte	946	732	29%	10
Toyota of Easley	434	342	27%	11
Toyota of Roanoke Rapids	176	140	26%	12
South Dade Toyota	1,146	921	24%	13
Lipton Toyota	1,785	1,463	22%	14
Beaver Toyota of St. Augustine	995	819	21%	15
Doral Toyota	1,701	1,402	21%	16
Springhill Toyota	485	400	21%	17
Toyota of Dothan	366	304	20%	18
Serra Toyota	896	745	20%	19
Parks Toyota of Deland	560	466	20%	20

“See the [Toyota] report. The numbers speak for themselves.”

— Seana Gunn, Director of Operations

The [STRONG](#) team developed a comprehensive, full-funnel marketing strategy to build consistent, long-term momentum for the dealership. By combining targeted digital marketing with strategic media placements across ESPN, SEO, organic social media, Google Paid Search, and Meta advertising, we created an integrated campaign designed to maximize reach and engagement, with paid social alone driving 27.3% of all engaged sessions, more than any other channel. Custom graphics and production spots were combined with expert targeting to help create awareness, increase traffic, and deliver measurable results, including a 58.8% increase in new-vehicle inventory page views signaling deeper shopper engagement further down the purchase funnel.

I-95 Toyota of Brunswick is currently the #1 dealer in the region for calendar year-to-date growth. Outpacing competitors in growth velocity shows a successful marketing turnaround.

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

**STRONG
AUTOMOTIVE**