Increasing Primary Market Share & Conquering the Competition

Dominating with Digital Drive

In a highly competitive automotive landscape, Kendall Hyundai sought to break through the noise, expand its footprint beyond its immediate Primary Market Area (PMA), and capitalize on the growing demand for the 2026 Hyundai lineup. The goal was to achieve aggressive growth using a custom-tailored digital marketing strategy.

Kendall Hyundai partnered with STRONG in January 2026 to overhaul their digital approach. By increasing the overall digital investment by 45% year-over-year, the dealership shifted to a conquest-driven strategy focused on market saturation and competitor displacement.

The growth impact shows the increase in digital investment has been effective and scaled dealership opportunity, driving an 82% increase in total sales volume year-to-date. Sales volume outpaced lead volume, up 31% over the same period, proof the team is closing leads and not just generating more volume. Kendall Hyundai's 5.1% market share jump shows a massive local outperformance, dominating in their southeast region.

By pumping out units from their competitors' backyard, the dealership didn't just grow the market. They took sales directly away from the competition.

Metric (YTD since inception of strategy)	Growth Impact
Total Lead Volume	↑ 31%
Total Sales Volume	↑ 82%
New Hyundai Market Share	↑ 5.1% (510 Base Points)

The success of Kendall Hyundai's 2026 strategy proves that aggressive investment, when paired with an expert team and custom digital strategy, can lead to impactful growth and measurable dominance. The dealership has moved beyond traditional marketing boundaries and set up a new gold-standard for how dealers can leverage digital strategy to own their backyard and beyond.

LET US HELP YOU ON YOUR WAY TO THE TOP.

STRONG AUTOMOTIVE