

Friendly Kia

New Port Richey, Florida



CLICK HERE TO SEE WHY WE ARE TAMPA BAY'S PRICE LEADER!

SALES: 844-658-5743
 SERVICE/PARTS: 844-505-3106
 5819 US-19
 New Port Richey, FL 34652
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- USED
- VS. THE COMPETITION
- SPECIALS
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- PARTS
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ALL-NEW 2018 KIA STINGER NOW IN STOCK

VIEW INVENTORY

Find My Kia

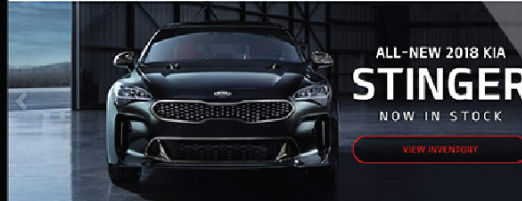
Get Approved



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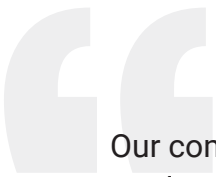


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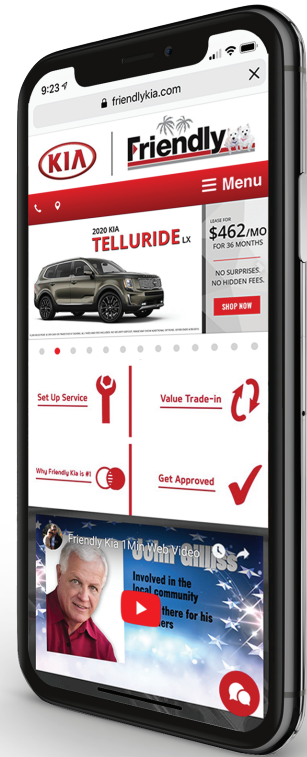


John Gilliss



Our competitive edge has grown every month thanks to DealerFire website and digital marketing integrations, in addition to the white-glove approach to our account. As a direct result, our sales have been recognized nationally and are now #1 in the state.

Tyler Holt
 Internet Marketing Director
 Friendly Kia



About the Dealer

Friendly Kia is a new and used Kia sales and service center located an hour north of Tampa Bay, Fla., in New Port Richey, where the dealership enjoys a steady stream of business from both the Bay Area cities of Tampa, St. Petersburg, Clearwater and the smaller bedroom communities that surround it.

Background

Having served these communities for more than 20 years, John Gilliss and his staff at Friendly Kia place significant emphasis on the customer satisfaction record of the dealership and their dog-friendly facilities. This commitment to customer satisfaction is evidenced by exclusive awards from Kia, which counts the operation among its Top 30 dealerships in the United States.

Gillis has owned and operated Friendly Kia since 1998 with care and compassion. It's why he's often referred to as Mr. Friendly. He wants to make the car buying experience fun, and customers can certainly tell the difference. He and his two favorite dogs, Elly and Gilly, are permanent fixtures around the dealership.

Gillis provides his cell number in his TV ads. He is highly involved in the community and strives to make New Port Richey the best place it can possibly be. By sponsoring the annual KIAFEST, Friendly Kia raises money for the Main Street Fund in downtown New Port Richey. Gillis also supplies their *Friendly Kia Trolley* for other various nonprofit events in the community.

Customer Since
 2015

Product Suite
 Websites
 Digital Marketing

The Solution

Friendly Kia was looking for “superior sales in the suburbs,” and DealerFire knew that required more than just targeted promotions. In coordination with Kia’s own positioning as a challenger brand, DealerSocket sought to highlight the advantages Kia models have over competing brands and put those findings in front of shoppers. Secondly, they had to show the tangible benefits of choosing Friendly Kia over other dealerships, even those located closer to shoppers.

Working closely with the Friendly Kia staff, DealerFire’s pay-per-click (PPC) specialists and content writers conducted tireless research into the models and brands shoppers were choosing instead of Kia, and they also examined Kia models consistently popular with Friendly’s customers.

Next, DealerFire experts matched up the four best-selling models at Friendly Kia with the four most popular brands sold by its closest competitors. The DealerFire content specialist created a custom template and model-vs-model landing pages that compared the benefits Kia models had over comparable models from Kia’s biggest competitors.

In addition to comparing the advantages Kia had over those four brands, these pages also featured tangible data demonstrating the value of working with Friendly Kia over other area Kia dealerships.

The Results

Built to target lead forms rather than clicks, the paid-search campaign now earns an average of 30 new sales leads a month with an average cost of \$31 for each lead. DealerFire content is allowing shoppers who may not have considered Kia to see the benefits of these models. Friendly Kia has surpassed its local competitors and many national ones as a result.



In 2018, Friendly Kia was No. 1 in the entire Southern U.S. region for sales. It also ranked as high as No. 3 nationally, just behind two Los Angeles dealerships.

+218%

INCREASE IN
BLOG TRAFFIC

+45%

INCREASE IN
CONVERSIONS ON
LANDING PAGES

+129%

INCREASE IN
LOCAL MARKET
AREA TRAFFIC

+15%

INCREASE IN
LOCAL MARKET
AREA LEADS