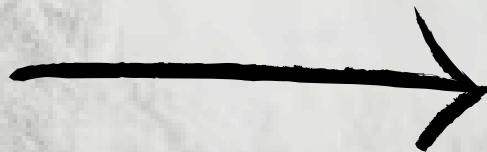


Inside the LAB

Waking Up A Sleeping Dog...

**The dealership wasn't failing.
They were invisible.**

SWIPE TO LEARN MORE



FAB FOUR LABS
MARKETING

Inside the LAB

A local car dealership had gone quiet in the market.

- Brand awareness was flat
- Sales had plateaued

They weren't bad.

They just weren't being noticed.



FAB FOUR LABS
MARKETING

Inside the LAB

FFL built a multi-channel program to reintroduce the brand with purpose:

- **Influencers** to build trust and familiarity
- **Radio** to create broad, memorable local presence
- **Local sports partnerships** to establish community credibility
- **Digital audio + email conquest** to reach buyers where they already pay attention

One story.

Multiple places.

Consistent over time.



FAB FOUR LABS
MARKETING

Inside the LAB

**By month
three, the
dealership
had:**

Their best sales month in five years.

Momentum didn't spike, it was built.



FAB FOUR LABS
MARKETING

Inside the LAB

The
breakthrough
didn't happen
in week one.

It happened when the *same story* met people
in different contexts.

Consistency creates confidence.

Confidence drives action.



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MARKETING

Inside the LAB



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