



Hoselton
Nissan

HOW HOSELTON NISSAN MAXIMIZES MARKETING PERFORMANCE THROUGH **SMARTER STRATEGY & AUTOMATION**

Overview

Winning Rochester (NY) Nissan Dealer of the Year for volume in 2024 wasn't the result of simply spending more on advertising. It was the outcome of a disciplined marketing strategy focused on efficiency, optimization, and continuous improvement.

Working with Dealer Teamwork for more than two years, Hoselton Nissan has refined its digital advertising strategy, automated offer management, and maximized every marketing dollar—all while competing against five other Nissan dealerships in the Rochester market.

The Challenge

As Marketing Manager for Hoselton Auto Mall, JP Hastings oversees marketing for four rooftops: Nissan, Toyota, Chevrolet, and a used vehicle super center. With multiple Nissan competitors nearby, the dealership needed a strategy that emphasized efficiency over increased spending.

Key challenges included:

- ✓ Competing against five nearby Nissan dealerships
- ✓ Maximizing ROI without increasing marketing spend
- ✓ Improving the effectiveness of paid search campaigns
- ✓ Eliminating time-consuming manual processes for managing offers

"We're always looking at efficiency. It's not about spending more. It's about making sure every dollar is working as hard as it can." - **JP Hastings, Marketing Manager**

The Solution

Dealer Teamwork partnered with Hoselton Nissan to improve both marketing performance and day-to-day operations.

SMARTER ADVERTISING STRATEGY

After reviewing campaign performance, the teams shifted budget away from Google Performance Max and invested more heavily in:

- Brand-focused paid search campaigns
- Google Shopping ads
- Higher-intent search strategies aligned with the customer buying journey

The goal was simple: improve efficiency by investing where the dealership saw the strongest return.

MPOP® OFFER PAGES

Hoselton Nissan also implemented Dealer Teamwork's MPOP® Offer Pages, replacing a manual process for managing incentives.

Instead of maintaining spreadsheets and manually building pages, the dealership now has a centralized dashboard that automatically pulls OEM offers and makes it easy to update both sales incentives and service coupons.

The Results

Dealer Teamwork's combination of strategic guidance and automation has created measurable improvements across the dealership

HIGHLIGHTS

- 2024 Rochester Nissan Dealer of the Year for volume
- More efficient digital advertising through optimized paid search and Google Shopping campaigns
- Simplified management of sales and service offers
- Significant time savings by eliminating manual offer updates
- Stronger collaboration with a proactive marketing partner focused on measurable ROI

A True Partnership

For Hastings, technology is only part of the equation. Choosing the right marketing partner also means having a team that's responsive, proactive, and willing to continuously evaluate what's working and what isn't. Dealer Teamwork has become an extension of Hoselton Nissan's marketing team, helping identify opportunities, adjust strategies, and ensure every marketing dollar delivers maximum value.



"The MPOP® Offer Pages have been one of the biggest wins for us. What used to take a lot of manual work with spreadsheets is now incredibly simple. We can pull in OEM offers, update specials quickly, and keep everything current without the hassle."

JP Hastings, Marketing Manager