



# How Marketing consulting **SAVED** a Struggling Small Business

## CASE STUDY

## SMALL BUSINESS MARKETING

### THE COMPANY

Gold Coast Detailing, LLC is a vehicle reconditioning company in Ventura County. GCD specializes in high end brands such as Bentley, Maserati, Mercedes Benz, and Jaguar as well as vintage and classics such as Corvair, Ferrari, Porsche GT, Skylark, and more.

### THE SITUATION

After 8 years in business, the owners struggled to grow the business beyond their base. A lack of consistent growth combined with natural attrition meant the business was contracting. Management had tried several different marketing

### THE SOLUTION

Working with management, I performed a needs assessment, developed a budget, and mapped out a 90-day plan to set the business on the right track. In the process of consulting we uncovered a few areas in operations where management was over-spending. We managed to reduce those costs and move the dollars over to marketing. The result was a near-zero cost increase of their marketing budget. We identified key verticals on which to focus marketing efforts, redesigned the logo, and planned a corporate-style marketing campaign.



### INDUSTRY

Automotive Reconditioning

### BUSINESS PROFILE

- >\$1M Annual Revenue
- 10+ Years in Business
- \$50,000 Mktg Budget
- 5 Employees

### SKILLS DEMONSTRATED

- Marketing Strategy
- Budget Planning
- Media Planning
- Project Management
- Cost-Benefit Analysis
- Lead Generation
- Website Design
- Social Media Management
- PPC Campaign
- Data Analysis
- SEO
- SEM

### APPLICATIONS USED

- Google AdWords
- HootSuite
- MS Office
- Constant Contact

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“We were having a hard time maintaining revenues. Then we worked with Kevin. He was knowledgeable, kind, and patient. He took the time to explain the necessary changes and the next steps, then he managed the project. Within months we were back on track.”

Eric Burnett President, Gold Coast Detailing

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ideas but were unable to move the needle. “We didn’t know why we were failing to meet our quarterly goals. We needed help,” recalls Eric Burnett President of GCD. After years of placing marketing resources into disparate advertising and promotional programs without much success they finally, reached out for business & marketing consulting assistance.

### THE RESULTS

Within 90 days, the business added 12 clients in the two new verticals identified in the discovery phase. After one year of implementation, the marketing campaign helped the business grow by 30%. Total cost of the annual campaign was recovered in the first 90 days. Life-time value of clients increased by 14% and new business was up 87%.



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