



CASE STUDY

Don Hattan Ford
Augusta, KS

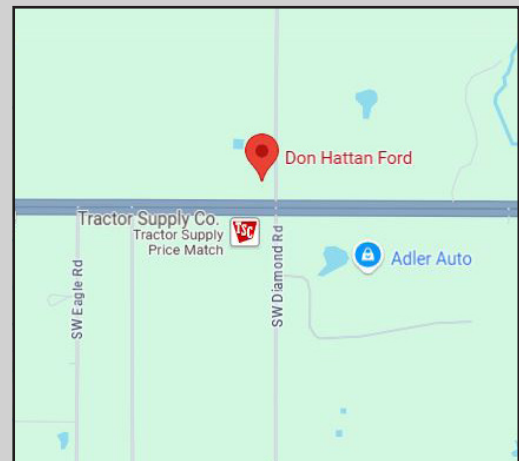
Overview

Don Hattan Ford in Augusta, Kansas, has built a strong reputation for providing high-quality vehicles and excellent customer service. As part of their strategy to enhance customer engagement and stay competitive in a fast-paced automotive market, the dealership decided to invest in a digital sign from **Next LED Signs**.

The goal was to create a more dynamic way of communicating promotions, events, and real-time updates to both new and returning customers.



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|-----------------------|-----------------|
| CLIENT : | Don Hattan Ford |
| PITCH : | ONYX 10MM |
| PIXEL MATRIX : | 576px x 192px |



Challenge

Don Hattan Ford faced several challenges before deciding to install a digital sign:

- **Limited Flexibility**

Traditional signage required manual changes and often limited the ability to communicate frequent updates or time-sensitive promotions. This resulted in missed opportunities for timely advertising and customer engagement.

- **Inconsistent Messaging**

With multiple promotions running simultaneously, it was difficult to consistently present up-to-date, clear messaging. Static signs could only show one message at a time, and changing them often took time and effort.

- **Increased Competition**

With numerous dealerships in the area, Don Hattan Ford needed a way to stand out and capture the attention of passing drivers. Traditional signage lacked the ability to display dynamic content that could differentiate their dealership in a crowded market.

Solution

After thorough research, Don Hattan Ford chose **Next LED Signs** to provide a digital sign at their dealership. The team at **Next LED Signs** worked closely with Don Hattan Ford to design a custom solution that met their specific needs.

- **Increased Visibility**

The digital sign was strategically placed at the entrance of the dealership, ensuring maximum visibility from both the road and parking lot. Equipped with high-definition LED displays, the sign is capable of displaying dynamic content, including text, images, videos, and animations.

- **Improved Communication**

Additionally, the dealership had access to user-friendly software that allowed for easy content updates, helping them communicate real-time information to customers.



"Our experience with Next LED has been outstanding. For the past six years, our digital billboards have been a key piece of our marketing efforts at Don Hattan Chevrolet and Don Hattan Ford. The ability to easily update messaging and showcase new offers each month is essential for attracting customers in today's fast-paced market. What truly sets Next LED apart is its exceptional customer service. They are incredibly responsive and always prioritize our needs. We are incredibly grateful for their partnership."

— Erika Maley, Don Hattan Ford

Results

Since installing the Next LED sign, Don Hatton Ford has experienced a number of positive outcomes, including:

Increased Customer Engagement

The digital sign has become a key tool for attracting the attention of drivers passing by the dealership. With dynamic, eye-catching visuals, the sign engages potential customers and encourages them to stop by the dealership.

Customers are now more likely to notice important promotions, such as limited-time sales events and financing offers. This has led to increased foot traffic and more inquiries about current inventory.

Improved Communication of Promotions

Don Hattan Ford can now update their messaging instantly, allowing them to promote flash sales, vehicle inventory changes, and financing specials in real-time. Whether it's announcing a clearance event or showcasing a featured vehicle, the dealership has the flexibility to communicate new offers quickly.

LED sign advertising has helped the dealership communicate more effectively with a broader audience, from local residents to out-of-town customers, ensuring everyone is aware of the latest promotions.

Enhanced Brand Visibility

The visibility of Don Hatton Ford's digital sign has significantly increased their presence in the local area. Positioned on a high-traffic road, the sign grabs attention with its bright, vibrant displays, making it impossible for drivers to miss.

The dealership now has the ability to showcase their brand in a modern, professional way, using custom graphics and high-quality visuals to reinforce their brand identity and message. The sign provides a polished, tech-savvy image that helps set Don Hatton Ford apart from competitors.

Real-Time Updates for Customer Convenience

With the digital sign, Don Hatton Ford is able to communicate critical, time-sensitive information to customers in real-time. For example, they can notify customers of last-minute changes in hours, special events, or even weather-related announcements (e.g., test drive opportunities, weather promotions).

This real-time communication enhances the customer experience by keeping them informed and reducing any potential confusion.

Cost-Effective and Time-Efficient

Updating the digital sign has proven to be much more efficient than traditional signage methods. The dealership no longer needs to manually change letters or print new materials for each promotion. Content can be updated quickly through the easy-to-use software, saving both time and money.

The ability to schedule content in advance also ensures that promotions are shown at the right time, further optimizing the dealership's marketing efforts.



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