

CASE STUDY

# NeXgen Motors Case Study

From Good to Great: Strategic Partnership Drives  
Breakthrough Growth

## THE CLIENT

NeXgen Motors is a Utah-based used car dealership specializing in branded title vehicles. Through smart leadership and operational discipline, NeXgen's management had built a great business model and achieved solid growth serving value-conscious buyers throughout Utah Valley. They recognized they had reached a plateau and needed strategic expertise to break through to the next level—that's when they brought in Walkenhorst Media Group.





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# THE CHALLENGE

Despite building a successful business, NeXgen needed strategic clarity to scale further. Their messaging lacked differentiation, they had no formal positioning framework, and their value proposition wasn't clearly articulated to their target market. To break through to the next level, they needed a holistic evaluation—operations, supply chain, accounting, marketing, and competitive positioning. Their advertising spend was substantial but inefficient, their digital marketing lacked coordination, and their website platform was limiting growth potential. NeXgen had built the foundation; now they needed the strategic roadmap and execution expertise to maximize their potential.

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## THE SOLUTION

Walkenhorst Media Group deployed **"Creative That Closes"**—our **Attract. Influence. Accelerate.** methodology:

**Business Analysis & Market Research** - We evaluated NeXgen's operations, supply chain, accounting, and spending patterns. Then we conducted extensive competitive analysis and customer segmentation to identify untapped market opportunities.

**Strategic Framework** - We developed a **complete Marketing Plan and Brand Strategy** with a comprehensive Message and Brand Framework that positioned NeXgen as transparent, value-focused experts.

**Digital Marketing Execution** - We migrated to a superior website platform, implemented comprehensive SEO, launched a robust social media calendar married to messaging strategy, and launched their blog for thought leadership.

**Advertising Optimization** - We discovered enormous advertising waste and completely restructured their approach—optimizing targeting, creative, and budget allocation for dramatic ROI improvement.



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# RESULTS

Over the past year—during economic uncertainty and industry headwinds—all key metrics trended upward:

📈 **13% sales growth** while competitors struggled—proving strategic positioning and execution drive results regardless of economic conditions

📈 **23% average growth in site traffic and impressions with 9% growth across all social media channels**—demonstrating integrated digital marketing dominance with improved bounce rates and search visibility

📈 **Dramatic advertising ROI improvement** through strategic optimization, plus measurable gains in lead quality and conversion rates

*The trajectory is unmistakable: things are headed in the right direction and looking stronger every quarter.*





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# THE WALKENHORST DIFFERENCE

We don't start with creative tactics—we start with strategic truth. Business evaluation. Market research. Complete Marketing Plan and Brand Strategy. Content marketing. Digital execution. Advertising optimization. The result: Creative That Closes—strategic frameworks and flawless execution that drive monumental results.

Madison Avenue creative capabilities. Management consulting rigor. Silicon Valley execution discipline. That's how we deliver amazing work that produces measurable business growth, regardless of economic headwinds.



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