

SoCal Buick GMC Breaks Digital Agency Ranks, Becomes Fastest Growing Region in the U.S.

After changing digital agencies in December, 2014, the SoCal Buick GMC LMA is crediting Flash Point Communications with helping it achieve the fastest regional growth rate in North America.

Costa Mesa, CA ([PRWEB](#)) April 14, 2016 -- “Last year, we were pretty much in the middle of the pack,” said Greg Heath, Chairman of the Southern California Buick dealers. “Now SoCal is the second fastest growing region in the country for Buick. And our GMC dealers now rank number one in the U.S. for growth.

“Our [digital marketing](#) was a major contributor to our success,” Heath continued. “Flash Point doesn’t just come in selling an ad network, website, pre-roll, impressions, or nebulous stuff like “outcomes.” They come in with a well-defined digital/social strategy for our LMA, as well as our individual Dealers, one complementing the other.

“Plus, they were the first vendor that started their presentation with an estimate of leads and sales they’d deliver,” said Heath. “That was a first. Bottom line was, they take responsibility for every marketing dollar they spend.”

The [SoCal Buick GMC LMA](#) actually went outside the roster of preferred GM agencies to select Flash Point.

“We had presentations from three GM roster agencies,” continued Heath. “Flash Point was just [more sophisticated](#). They measure everything. They deliver leads to dealers in real time. On so many levels, they just blew the other agencies away.”

“We made a big bet on a non-roster agency and it paid off big-time,” concluded Heath.

In related news, Flash Point Communications has just been named the digital/social media agency of record for the SoCal Cadillac LMA.

For over fifteen years, [Flash Point Communications](#) has been a leading innovator in social media software, marketing, and retail network engagement. Based in Costa Mesa, California, Flash Point serves many of the globe’s most respected automotive brands from four offices nationwide. For more information, go to <http://blog.flashpointcommunications.com>.



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