CASE STUDY

Bringing Marketing Clarity to a Growing Automotive Services Organization

Marketing governance, visibility, and strategic oversight across a multi-brand organization.

5	4	1	6+
Brands Managed	Locations	Unified Framework	Service Lines

CLIENT OVERVIEW

About the Organization

A growing New Jersey automotive services group operated four locations and five distinct brands serving both consumer and commercial markets. Their offerings spanned automotive window tinting, paint protection film, detailing, graphics, vehicle wraps, architectural film, and large-format visual solutions.

As the business expanded, marketing efforts grew increasingly complex. Multiple brands, locations, service lines, and reporting sources made it difficult for leadership to maintain a clear view of performance — or confidently align marketing activities with business objectives.

THE CHALLENGE

Growth Creates Complexity

As the organization grew to encompass five brands across four locations, marketing complexity increased significantly. Leadership faced a familiar challenge: marketing activity was being executed, but without a centralized framework, it was difficult to evaluate what was working, what wasn't, and where future investment should be focused.

- Marketing activity occurring across multiple brands and service lines
- Inconsistent reporting and limited performance visibility
- Limited insight into which initiatives were driving business outcomes
- Fragmented messaging between brands
- Difficulty evaluating marketing investments across the organization
- Accountability gaps with an external marketing partner

> ***“The organization wasn’t struggling because of a lack of marketing activity. It was struggling to clearly understand what was working, what wasn’t, and where future investment should be focused.”***

WHAT WE FOUND

Key Opportunities Identified

Following a structured review of existing marketing efforts, four consistent themes emerged across the organization.

Multiple Brands, Different Stories

Each business unit evolved independently, creating inconsistencies in how services were presented to customers and prospects.

Limited Cross-Brand Visibility

Performance was evaluated at the individual campaign level rather than through a broader organizational lens.

Reporting Without Context

Data existed, but there was no consistent structure connecting marketing activities to larger business objectives.

Vendor Oversight Gaps

With an external partner managing execution, additional strategic alignment was needed to ensure campaigns supported overall goals.

OUR APPROACH

Visibility Before Scale

Rather than focusing solely on campaign execution, the initiative centered on creating greater visibility, alignment, and accountability across the organization's marketing function. Five core workstreams structured the engagement:

01

Centralized Marketing Leadership

Unified strategy across 5 brands, 4 locations, and multiple service lines — creating consistency in planning, prioritization, and performance evaluation.

02

KPI Development & Performance Tracking

Standardized key performance indicators established a common framework for evaluating marketing effectiveness across the organization.

03 **Reporting & Accountability Structure**

A structured reporting cadence improved communication between leadership and all marketing stakeholders.

04 **Brand Alignment**

Positioning and messaging were reviewed to ensure each brand maintained its unique identity while supporting the broader organization.

05 **Agency Relationship Management**

Strategic oversight and coordination with the external marketing partner aligned campaign execution with business objectives.

THE OUTCOME

From Fragmented to Framework

The organization transitioned from managing marketing through disconnected activities and reports to operating with a centralized framework for visibility and informed decision-making.

- ✓ Improved visibility across five brands and four locations
- ✓ More consistent performance reporting
- ✓ Greater accountability around marketing initiatives
- ✓ Stronger alignment between business goals and marketing activities
- ✓ Improved collaboration between leadership and marketing stakeholders
- ✓ Better-informed decisions regarding future marketing investments

> ***“This is one of the most common patterns we encounter in multi-location, multi-brand organizations: individual campaigns are performing, but leadership is flying blind at the organizational level. The fix isn’t more marketing — it’s better architecture.”***
>
> **— Lyriden Studio**

KEY TAKEAWAY

Many Growing Businesses Don't Have a Marketing Problem.

They have a visibility problem.

As organizations expand, marketing often becomes more complex than ineffective. Without clear reporting, consistent measurement, and strategic oversight, it becomes difficult to know where to invest, what to improve, and how to scale.

Before increasing marketing spend, businesses need confidence in what their current marketing efforts are producing. That’s where clarity creates momentum.

Looking for Greater Visibility Into Your Marketing?

If you're investing in marketing but aren't sure what's driving results, a structured marketing diagnostic can help uncover gaps, identify opportunities, and provide a clearer path forward.

Learn more about the Lyriden Studio Marketing Diagnostic →

lyridenstudio.com/marketing-diagnostic