

What's A Company Like You Doing In A Space Like This?

By Carey Paul Honda

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In a bold move and certain sign of the times, Carey Paul Honda has shifted much of their marketing budget, effort and energy to online venues. Nothing really radical there. What IS a little more unusual is the entry into popular social networking spaces. Why would a car dealership want a presence on Facebook, Myspace or YouTube? Simple. That's where the people are.

"Social networking is now the most popular online activity," explains Henry Diller, Chief Technology Officer for Carey Paul Honda's marketing firm, Carroll White. "Social media channels appeal to a broad set of demographics with non-invasive, user centric, engaging, even addictive environments. They're the perfect channels to discuss and show products that people are passionate about – automobiles."

Carey Paul Honda will provide pertinent information on Honda products, dealership services, special promotions and service tips along with some light hearted, conversational, entertaining videos. It's a whole different way of thinking about the auto industry. Who says you can't teach old dog new tricks? Carey Paul Honda is the oldest Honda dealership in Atlanta. Located on HWY 78 in Snellville, it's ironic that the oldest dealership would invoke some of the newest technology. For a whole new way to buy Hondas, Y'all Call Paul!

Category	Automotive, Multimedia, Technology
Tags	carey paul honda, Online, social networking, car, dealership, facebook, myspace, youtube, social media
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