

Used Car Sale Campaign

ŠKODA Dublin | April 2025

My Role

Solely responsible for end-to-end campaign planning, content creation, cross-channel execution, asset production, media coordination, and performance tracking

Objective

Clear aging used car inventory and generate qualified leads through a fast-moving, multi-channel campaign. Secondary goal: boost local awareness and increase showroom traffic.

Assets Created

- Carousel posts (4–5 cars per post) with model name, year & price
- Short-form Reels (walkarounds with sales rep)
- Engaging Instagram Stories (polls)
- Print ad design + radio script
- Branded campaign visuals such as sale announcements

Channels Used

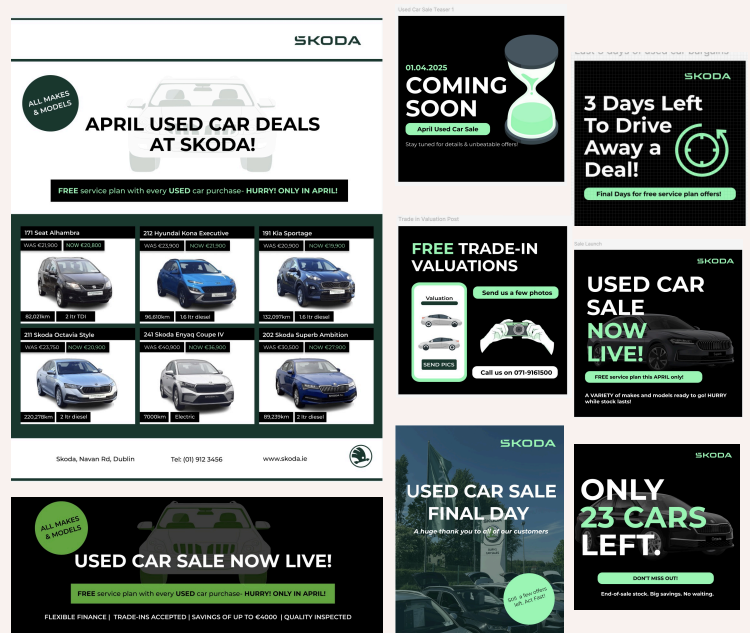
- Instagram & Facebook - boosted. content
- Local newspaper
- Local radio (30s spot aired 40x)
- Website hero banner
- Google AdWords

46 Cars Sold

April 2025 | Best April in 3 years

Results

- **46 used cars sold** in April (vs. 24 in 2024) — highest April sales in 3 years
- **Half** of the overstock list cleared
- **Higher engagement** via interactive Stories and boosted posts



Tools

Figma, Photoshop, Illustrator, Meta Business Suite