

## **ABSTRACT**

This study explores marketing strategies in dealership marketing, providing several key recommendations for enhancing effectiveness. It suggests analyzing regional variations in customer preferences and market dynamics to tailor marketing strategies and product offerings to specific local needs. Additionally, the study advocates for implementing lifecycle marketing strategies that nurture customer relationships from initial contact to post-purchase, thereby improving customer retention and increasing lifetime value. Another recommendation is to leverage data-driven personalization techniques to deliver targeted marketing messages and offers that align with individual customer preferences and behaviors, ensuring more relevant and impactful interactions. These strategies are designed to optimize customer engagement and drive long-term business success.