

marketing matters

Urban Automotive Marketing: Ensuring the Future for Auto Dealers The Right Message and the Right Voice at the Right Time

By David Barr, Senior Writer

Southfield, Michigan — Marcus M. Martin is a man on a mission. “Today, right now, the combined African-American and Hispanic-American communities spend more than \$1 trillion a year. The sub-prime market alone represents \$140 billion a year. That’s not tomorrow or sometime down the road. That is today,” Martin says with conviction from the Southfield headquarters of Urban Automotive Marketing, LLC.

The color of car buying is changing, and Marcus M. Martin wants auto dealers to profit from it.

Consider this: The United States Census Bureau estimates that in less than forty years the minority population of the U.S. will become the majority population. This shift represents more than a change in census statistics. Over the same period economists estimate that present-day “minority” spending

“I can guarantee 1000 leads per month to any dealership within 50 miles of an urban center.”

power could increase to over \$6 trillion per year.

Marcus M. Martin, an automotive sales executive, turned actor, turned progressive marketing entrepreneur, founded Urban Automotive Marketing to help dealerships reach out to the minority community and position themselves to take advantage of the demographic shifts that are happening in America. He does this by offering a unique set of end-to-end marketing and progressive dealership services.

Prior to forming Urban Automotive marketing, Martin spent 15 years in car sales. The walls of his office are covered with nearly 30 awards from the dealerships he has served. But it was in his roles as sales and special finance manager that his true calling as a mar-



UAM President and Spokesperson, Marcus M. Martin, being interviewed by local media.

keter became clear. “I realized early on that the African-American community was underrepresented when it came to advertising, and I knew I had the right combination of understanding and abilities to target messages to the urban community.”

Through a combination of stylish television commercials, radio spots, and print ads, Martin put together a campaign that resulted in over 1,000 leads per month to the dealership. He is so confident that he can deliver this type of result to dealerships that work with UAM, he guarantees it. In writing.

Martin says that marketing effectively to the urban community requires a personal connection. One of the factors that gives him a unique perspective on the Great American Melting Pot is his combined African-American, Native-American, and Latin heritage. He credits this with giving him a competitive selling edge. “I understand the urban community. I know which messages work, and where to place them

so they will reach the audience. You can have the best advertising campaign ever devised, but if no one sees it, what good is it?”

A successful model, actor, and voice-over announcer, Martin’s face and voice are familiar to many in the Detroit Metro area. His work has appeared in several markets and has already attracted the attention of at least three Hollywood producers and talent agents. But Martin’s passion lies in the Automotive industry.

“Dealerships are like people. Every one is unique and has its own personality and style. Because I know the industry and the urban market, I can act as a bridge. I can help create effective, custom campaigns that reflect the personality of the dealership while targeting the particular group that will most benefit sales.”

In addition to marketing services, UAM offers a suite of progressive dealership services, including Ethnic Sensitivity Training, Sales Training 101, and Minority Counseling Services among others. Martin and his team also offer turnkey Public Relations, Community Liaison, and Media Representative services, so dealerships can maximize time spent selling cars rather than themselves.

“Auto dealers are in a position that only comes around once or twice in a lifetime. Those who see and respond to this opportunity will be those who develop a long-term, highly loyal, upwardly mobile clientele well into the middle of this century.”

Questions? Contact Marcus M. Martin at 866-551-8145

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