

DEALER.COM

Buy happy
Brown's
CAR STORES

DEALER.COM AND BROWN'S AUTOMOTIVE GROUP

How collaboration, creativity and communication made a strong brand stronger and elevated its digital performance.

A STORIED BRAND, CONTINUING ITS PUSH FOR EXCELLENCE.

Brown Automotive Group approached Dealer.com with an excellent challenge: to make an exceptional brand even better.

Brown's has been privately owned since forming Mid-Atlantic's Cars in 1972, and continues to evolve in the 21st century as one of the strongest dealership groups in the mid-Atlantic region. A Dealer.com website customer since 2007, the Brown's name is synonymous with "Buy Happy," the company philosophy, which guarantees a transparent, personal, and satisfying shopping experience that creates customer loyalty across multiple generations and brands.



COMPLETE PARTNERSHIP, POWERED BY CENTRALIZED CREATIVE AND SEO SERVICES.

For many years, Brown's worked with an ad agency to help facilitate campaigns. Although the results were satisfactory, Brown's knew it wanted to do better.

Brown's was looking for opportunities to streamline campaign management, optimize visibility online, and further enhance the group's brand name. Additionally, Brown's hoped to explore greater opportunities to excel given the challenges that successful groups like itself continually face, including the complexity of managing multiple franchises, compliance, regulations, and multiple vendors.

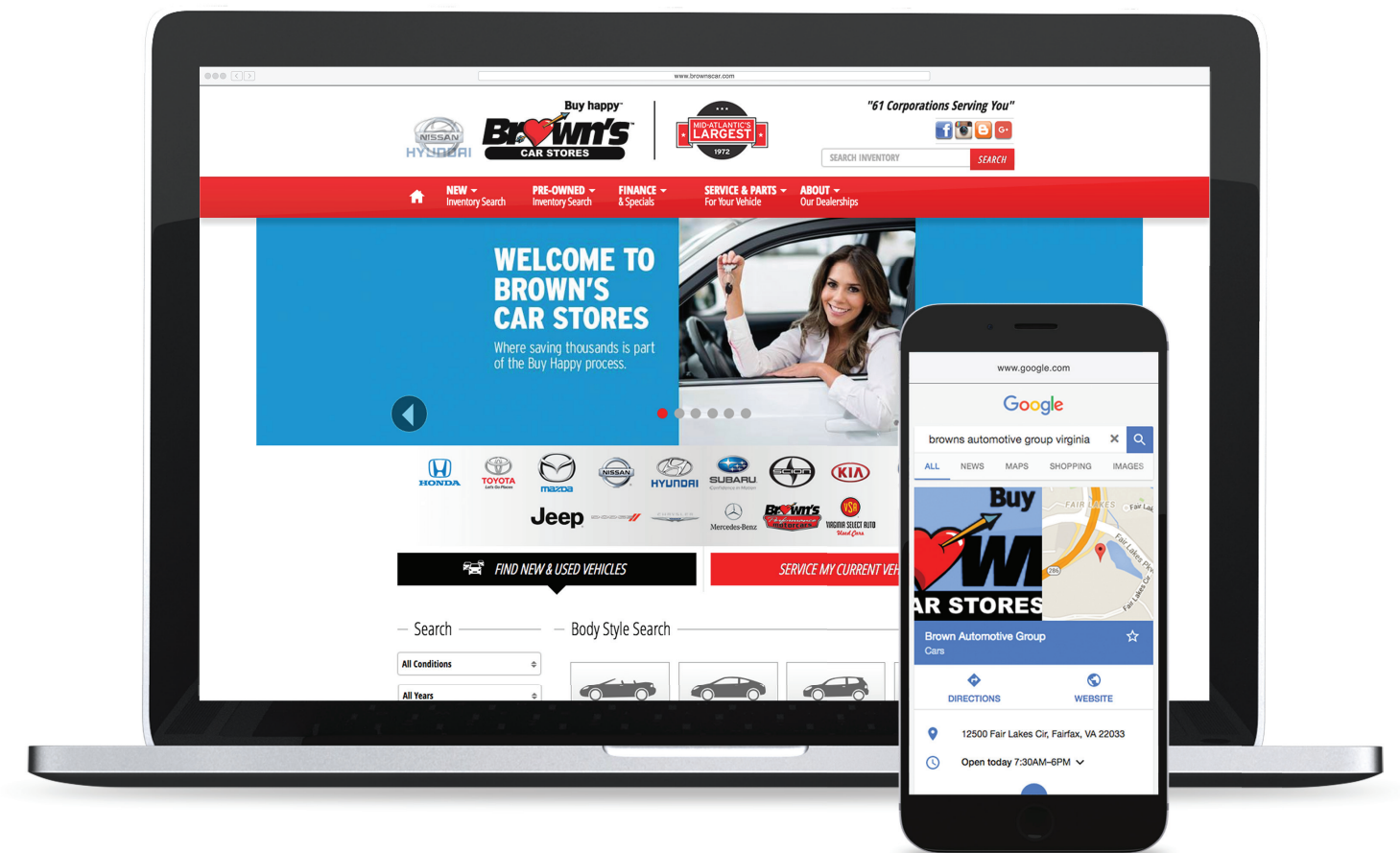
"We believe in our brand, and so we needed a partner who understood it and could help us express it across our digital marketplace," said Rachel Pullen, Vice President of New Car Operations at Brown Automotive Group.

With these goals in mind, Brown's partnered with Dealer.com Managed Services beginning in July 2014. Managed Services comprises professional specialists

that ensure successful digital campaigns through integrated digital content coordination, execution, and management.

"We realized that we would rather communicate with a centralized team of people under one roof to get things done more efficiently and consistently," said Ernie Frate, Vice President of Marketing for the Group. With Managed Services, the partnership between Brown's and Dealer.com became one of collaboration and excellence. Monthly meetings were less about logistics and more about strategy and optimization.

"We know their business and how they operate," said Jina Couture, Brown's Dealer.com Campaign Coordinator. "We strategize together, we understand their business and their expectations."



BRAND ALIGNMENT, PLUS VISIBILITY, TRAFFIC, AND LEADS

Brown's Richmond Jaguar results between July 2014 and February 2015:

104%

Increase in visits to the
Specials Page generated
by on-site campaign ads.

40%

Increase in search
engine leads.

62%

Increase in top Google
search ranking frequency.

27%

Increase in search
engine visits.

37%

Increase in search engine
visit form submissions.

86%

Of search engine visitors
in the last eight months were
first-time website visitors.

(up 5% from previous eight months)

The group quickly realized one of its goals: greater alignment across all of its stores. But the results were more impressive than just that. At the beginning of its partnership with Dealer.com Managed Services, the group first began using Content and

Creative and Premium SEO services. Results were significant, particularly at Brown's Jaguar store, and the group quickly discovered that the strength of the partnership could keep pace with the speed and complexity of automotive retail.

“For any dealer group out there that has the opportunity, Dealer.com Managed Services can absolutely amplify what your business can do.”

- Rachel Pullen,
Vice President of New Car Operations, Brown Automotive Group

Brown’s has never been more visible since partnering with Dealer.com Managed Services.

The relationship has aligned campaigns, drastically increased search engine ranking, and created a progressive synergy between the two companies as they both collaborated to achieve the Group’s goals. More partnership equipped Brown’s with the analytical insight, time, and energy to focus on what it has always done best: creating lifelong customers that “Buy Happy.” If MyCars isn’t yet a part of your digital strategy, activate it. Once you have, track MyCars engagements as a leading indicator of inventory turnover.



TRANSFORMING AUTOMOTIVE RETAIL

Dealer.com is helping drive progress in North America's retail auto industry. Dealer.com provides customers with the technology tools and services they need to manage inventory, transact vehicle sales, and operate their businesses with maximum effectiveness and efficiency. Dealer.com is continuously improving the unification of three key workflows—vehicle marketing, car-buying transactions, and dealership operations. Our aim is to add clarity, confidence, and pleasure to the car-buying experience. We are proud to support the economic well-being of our nation's dealerships and the communities they serve.

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