

39% More Sales. 100% Digital.

Progressive strategy, partnership, and results
at Terry Henricks Chrysler Dodge Jeep Ram.

Terry Henricks Chrysler/Dodge/Jeep/Ram proves that progressive strategy can complement timeless values, and increase sales in the process.

One of four Chrysler dealerships west of a busy Toledo, OH market, Terry Henricks continually faces stiff competition. Yet its strong reputation, deep business values, and commitment to customer service set it apart from the competition and drive lifelong relationships.

General Manager Garry Mosier sought to carry this longstanding belief in customer relationships into a progressive marketing strategy that attracted new business and increased the store's overall online visibility.



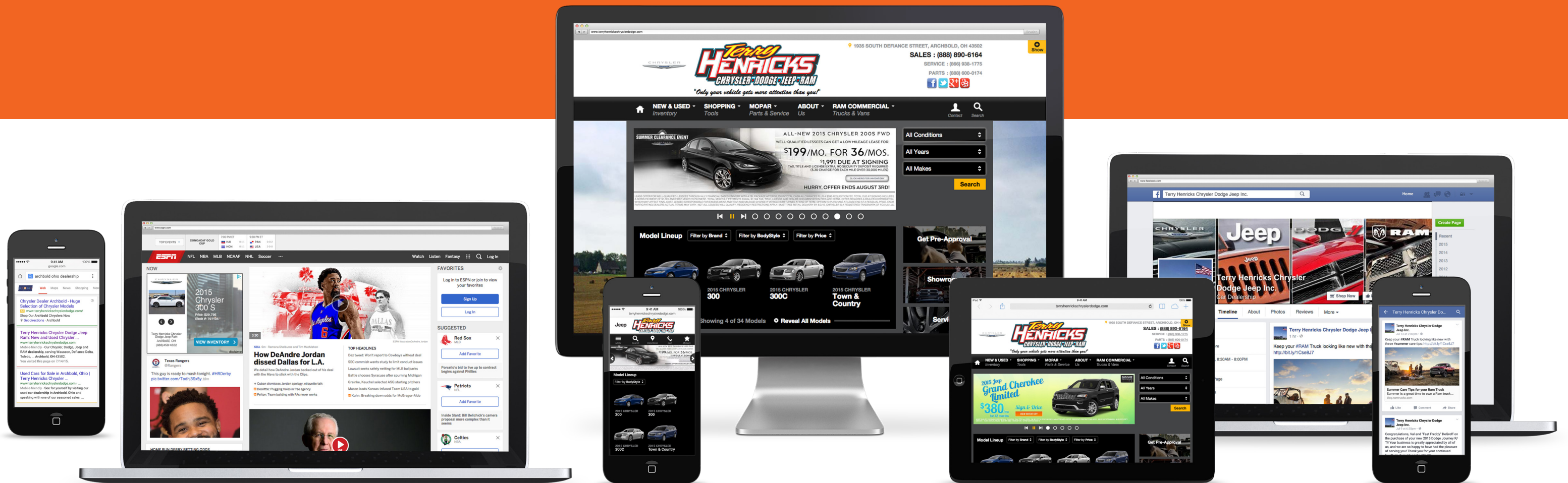
Digital solutions for digital times.

Mosier turned to digital to transcend traditional tactics, amplify the dealership's sterling reputation, and position it for future success. "Nothing had changed in the 11 years before I arrived," said Mosier. "The techniques used to reach the customer base had stayed the same. We needed something different."

Moreover, Mosier viewed digital as a potentially transformative opportunity. "There's a limit to what you can do with TV, radio, direct mail, billboards, and merchandise like placemats and coffee mugs," said Mosier.

"Our customers are online. And with today's online opportunities in advertising and campaigning, we could really extend our reach beyond any limits."

-Garry Mosier,
General Manager, Terry Henricks Chrysler Dodge Jeep Ram



Centralized strategy.

Working in partnership with his Dealer.com team, Mosier focused his strategy on advertising, improved website content, and mobile. Shifting virtually all his marketing investment from disparate traditional marketing tactics to this integrated digital approach, he and his team took four key steps using Dealer.com Products and Services:

- 1 A “mobile-first” strategy
- 2 Locally-targeted advertising
- 3 Integrated digital campaigns
- 4 Social marketing

1 A “mobile-first” strategy

Mosier’s team tailored his mobile strategy to deliver optimal shopping for mobile visitors. This included configuring his Dealer.com Seamless Website to maximize mobile engagement and SEO, and investing in mobile search ads.



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2 Local shopper targeting with digital advertising

To drive more traffic to a mobile-optimized website—and reach more aggressively into the competitive Northwest Ohio market—the team created an ad strategy built around paid search and locally targeted display.



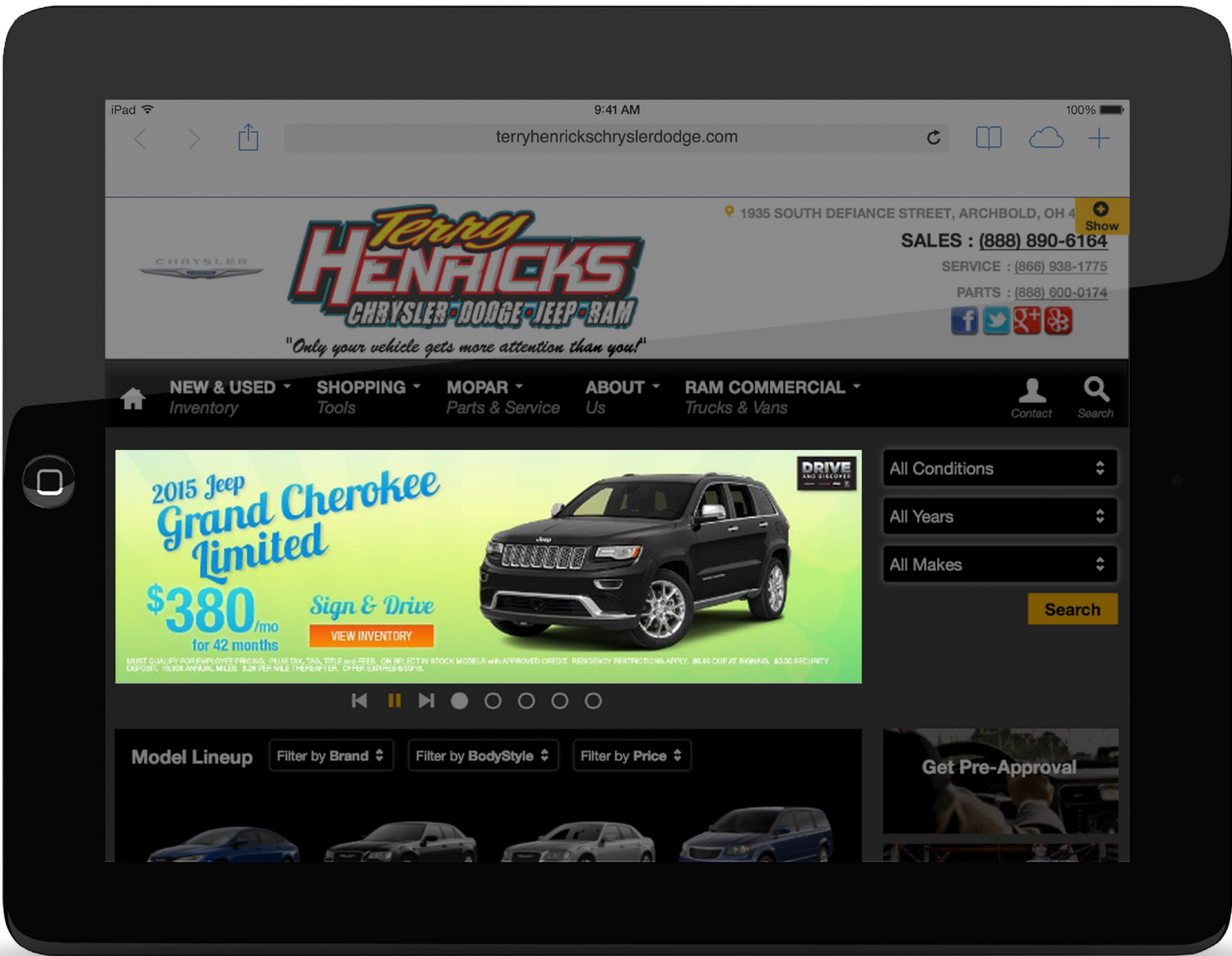
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3 Integrated digital campaigns

The team invested in both Dealer.com SEO and Managed Content and Creative services to build compelling campaigns, showcase their brand values, and amplify search engine visibility.



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4 Social marketing

Recognizing the branding potential of Facebook, Mosier invested in social marketing to reinforce his store’s values and bolster dealership loyalty and referrals.



Wider reach and increased sales.

The team's "all in" digital investment led to across-the-board results—from increased digital traffic and engagement, to wider market penetration, and elevated sales. Since adopting its new digital strategy in May 2014, the dealership has experienced:

Engagement
and conversion—
on every device:

117%
More mobile traffic.

127%
More website
conversions.

Improved
advertising
efficiency:

256%
More advertising leads.

.66¢
Cost per VDP view.

Elevated
reputation:

4.8
Out of 5-star rating
on Facebook.

64
Facebook reviews.

Increased
Sales—in every
profit center:

39%
More new unit sales.

49%
Increase in Fixed
Operations revenue.

“Digital is the future, so it’s great to see the website and advertising performance. But what most excites me is the increase in market reach. We looked at sales from varying zip codes and saw that more shoppers were coming from farther away. In a competitive market like Toledo, that really matters. Digital is helping me build a much bigger customer base.”

- Garry Mosier,
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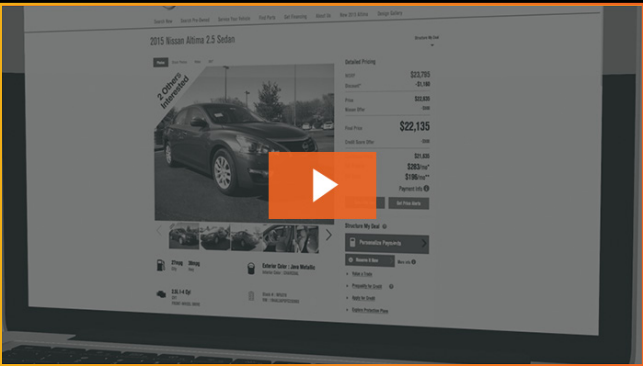
Transforming Automotive Retail

Dealer.com is a Dealertrack Solution, helping drive progress in North America’s retail auto industry. Dealertrack 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. Dealertrack 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.

Dealer.com

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Watch the Video and Learn More About Digital Retailing:



Watch the Video and Learn More About Advertising:

