

# DRIVING SALES WITH DIGITAL TRAFFIC

DEALER.COM

COX AUTOMOTIVE

## THE CHALLENGE

### New Roads Create New Issues

For 54 years Carl Cannon Chevrolet Buick GMC Cadillac was one of the largest Chevrolet, Buick, GMC, and Cadillac dealerships in the greater Birmingham, AL area. Even though it was located in rural Jasper, the location saw a significant amount of traffic, particularly for used vehicles. But after a major interstate was built in the area, a dramatic shift in the region's traffic patterns ensued, resulting in a drop off in foot traffic to the dealership.

The team at Carl Cannon Chevrolet Buick GMC Cadillac knew they needed a comprehensive online marketing plan to find another way to engage with qualified, in-market shoppers who were ready to buy their next vehicle. They determined that a cost-effective way to drive shoppers to their showroom would be to start by bringing them to their virtual showroom.



## Seeking a Partnership

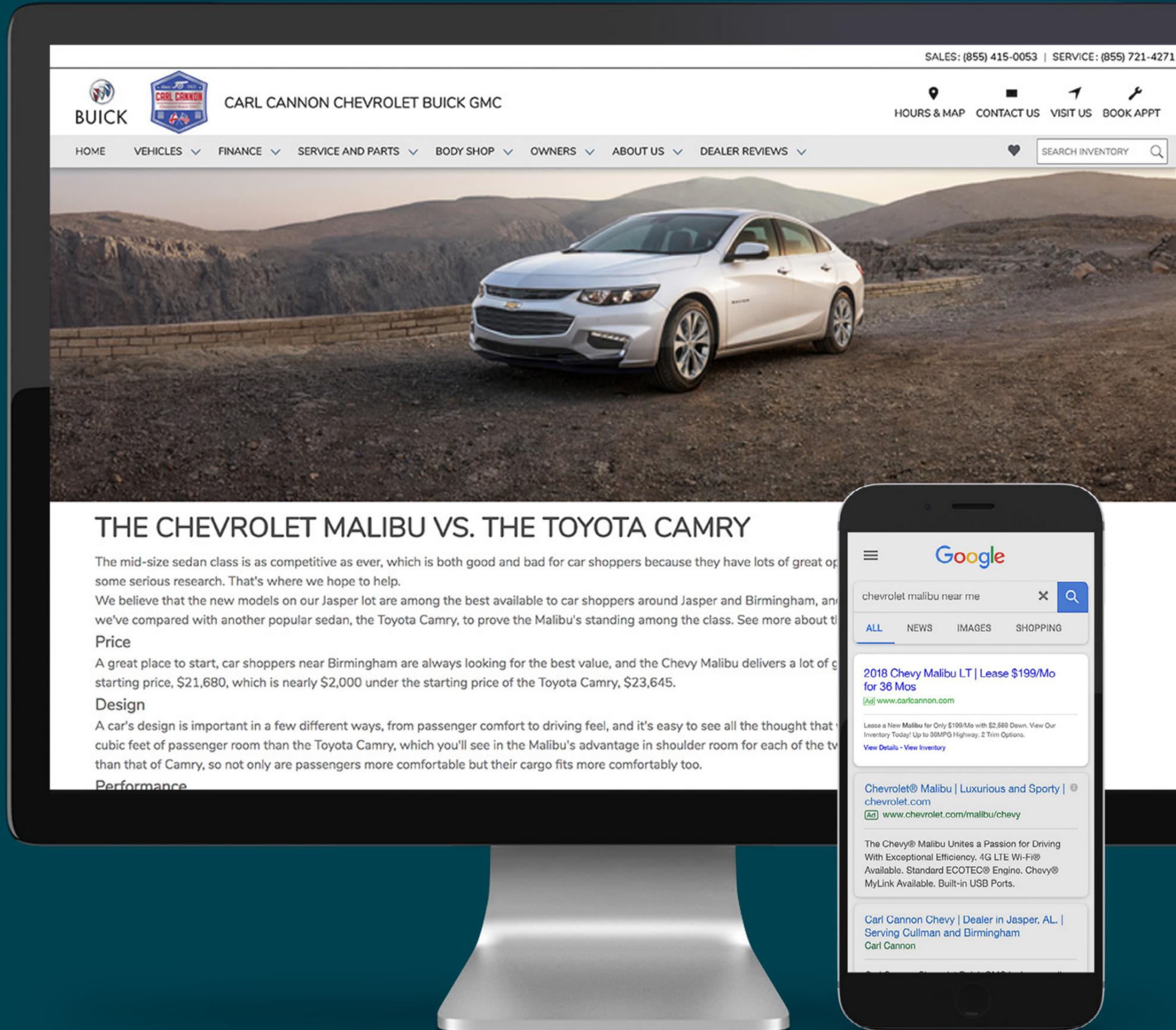
In late 2017, Curt Ballard, Executive Manager and Josh Salter, Digital Director at Carl Cannon Chevrolet Buick GMC Cadillac began searching for a digital marketing partner. As a tightly held, family run business, they were seeking a partner that would be as invested in the dealership's success as they were, as well as one that could offer smart solutions designed to elevate the dealership's overall digital presence, including both organic and paid search engine results and efficient demand generation techniques.

## THE SOLUTION

Impressed by their existing strong partnership with Cox Automotive, the dealership chose to partner with Dealer.com.

They chose Dealer.com based on their transparency, data-driven focus, and customer-first approach. Dealer.com structured a holistic digital strategy to address the dealership's specific challenges and boost their online and in-store business.

Through a partnership with their dedicated SEO Analyst and Digital Strategist, the dealership was able to create a strong foundation with SEO, leveraging their organic results for key search terms while utilizing digital advertising to broaden their reach and ensure their search engine presence was complete.



## Expanding The Digital Presence

The dealership quickly recognized the power of digital marketing and its ability to create site traffic that could replace the drive-by traffic that it had lost. Seeing that they could now cost-effectively target certain local markets using digital that they never could have through broadcast, they shifted their entire marketing budget to digital.

Here again the partnership with Dealer.com was integral, as their dedicated SEO Analyst and Digital Strategist were able to create a plan that targeted emerging markets, while generating new demand and awareness for both vehicles sales and service.



“

**I depend on my SEO Analyst and Digital Strategist to provide me with consistent, clear monthly reporting. This reporting combined with their insight during our recurring digital strategy calls makes me confident that we are shaping our digital marketing strategy in a data-driven, informed manner.”**

– Curt Ballard, Executive Manager

## THE RESULTS

Almost immediately, the dealership noticed substantial increases in their website traffic. Along with increased traffic came increased sales compared to the same time period in the previous year.

**+22%**  
Increase in  
site traffic.

**+14%**  
Increase  
in sales

“

I wanted to take a moment to thank all of you for the role you played in our digital efforts last month. There is no doubt that our overall digital presence played a huge role in the month we just had, especially the first two weeks when none of our TV marketing had even hit the air. The result... Was the best month in sales (new and used combined, and in total gross) that our store has had since 2006.”

– Curt Ballard, Executive Manager

*Source: Dealership Google Analytics comparing the same time periods year-over-year.*

# COMPLETE AND CONNECTED

At Dealer.com, we believe that the automotive industry thrives when dealers, consumers, and manufacturers are completely connected. This philosophy drives us to engineer a uniquely integrated digital marketing platform, backed by strategic partnership and support.

From digital advertising that automatically connects your inventory to likely buyers, to strategic advisory and managed services, we're forever committed to helping you connect more successfully with your online consumers. We look forward to earning your partnership.

GO

Dealer.com | 888.894.8989 | 1 Howard Street, Burlington, VT 05401

**DEALER.COM**

COX AUTOMOTIVE™