

DEALER.COM AND RAMEY AUTO GROUP.

How switching to a connected marketing solution
drove 2X more leads and increased digital performance.*

**Results as reported by client.*

THE CHALLENGE

A growing group sought enhanced digital marketing partnership, performance, and return-on-investment.

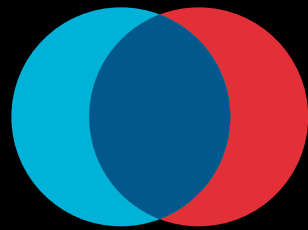
Ramey Auto Group, a family-owned dealership with stores throughout Virginia and West Virginia, had become concerned with the level of performance they were receiving from a website vendor who had promised them a high volume of leads.

The Ramey team believed that the right digital marketing partner could help them do more than just increase leadflow. They sought a combination of high-performing technology, data-driven insight, and strategic guidance to both fuel their lead pipeline and position the group for long term success in an increasingly competitive online environment.

THE SOLUTION

A partnership combining flexible digital marketing technology with data-driven strategy.

The Ramey team turned to Dealer.com to implement a solution that met their group-wide business objectives while remaining flexible enough to serve each individual store's needs. Four key goals drove their strategy:



1. BUILD A PARTNERSHIP
BASED ON INTEGRITY



2. EMPLOY AN
INTEGRATED, SCALABLE
DIGITAL STRATEGY



3. IDENTIFY AND ENGAGE
MORE HIGH QUALITY
ONLINE TRAFFIC



4. PROMOTE ACCOUNTABILITY
AND CONSISTENCY

1. A partnership built on integrity.

Ramey's Dealer.com Digital Advisor built a partnership with the Group based on honest feedback. Ramey's Digital Advisor took the time to walk them through each tool to ensure they were getting the most out of the many capabilities that make up the Dealer.com platform.

She also identified opportunities and potential challenges, providing candid feedback and guidance that helped the Ramey team create a comprehensive digital marketing strategy. Once their strategy was set, the team met regularly to review performance and make adjustments as needed. Ultimately, a partnership emerged based on mutual trust.

“Many vendors promise responsive websites and more leads. But we’ve learned that those goals are really the bare minimum in today’s world. Our new goal is to work with a true partner that makes sure our digital strategy fully aligns with our customer’s expectations—and, of course, sell more cars in the process.”

– Demetrius Moore, Marketing Manager





“In less than a year, we’ve moved our digital strategy from 15% to 40% of our overall marketing strategy, and that’s just the beginning. We wouldn’t be shifting to digital if we weren’t seeing the ROI.”

– Demetrius Moore, Marketing Manager

2. An integrated and scalable marketing strategy.

Dealer.com applied a comprehensive, data-driven strategy that informed Ramey’s digital marketing decisions and fully harnessed the power of the Dealer.com platform—including the following solutions:

- Seamless Website Core and Essential Plus
- Advertising
- Advanced SEO
- Digital Retailing
- Website Management

By looking at the current state of Ramey’s digital marketing business through comprehensive and trustworthy data and metrics, Dealer.com was able to build a holistic strategy that tied all of their digital marketing products together.

This integrated approach provided a foundation for sustained growth. Ultimately the Ramey team increased their digital marketing investment from 15% to 40%, a strategy that helped them to perform above average during a typically slow winter season for automotive sales.

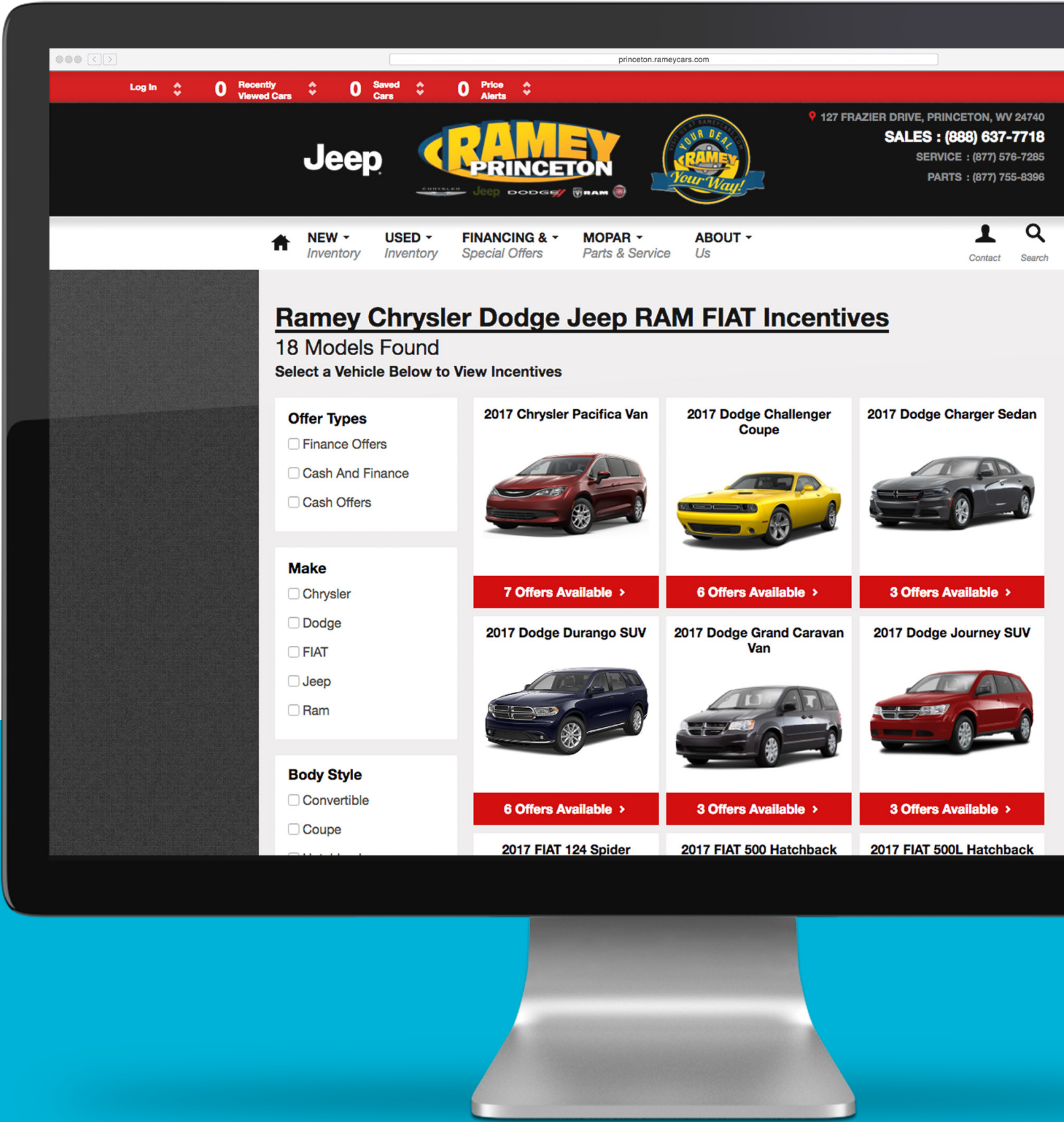
3. Quality engagement, powered by flexibility and connectivity.

As car shoppers trend toward shopping across multiple devices, websites need to be more flexible than ever before. Dealer.com Seamless Websites offered Ramey a mobile- and desktop-friendly experience that automatically synced with other Dealer.com solutions, including Advertising and SEO, to create a consistent and targeted online car buying journey for each consumer.

In addition, Dealer.com provided scalable tools and resources that helped bridge gaps between Ramey and their manufacturer’s digital strategy. This stronger connection allowed Ramey Auto Group to thrive as their own “brand within a brand” while adhering to their manufacturer’s compliance parameters.

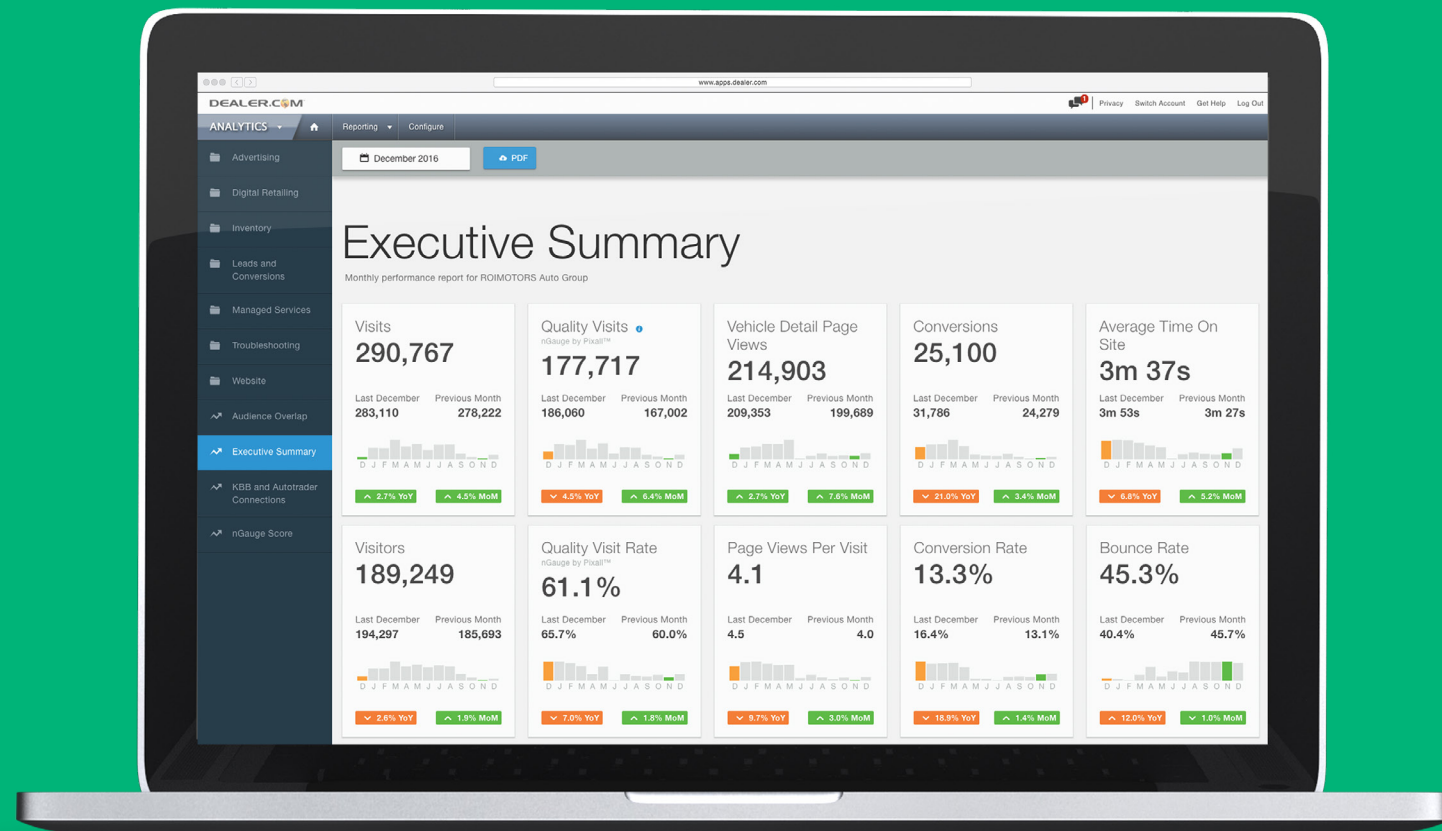
“We tried smaller vendors, but needed to think bigger. Dealer.com has the capability to help us do that. We’re seeing measurable results, more flexibility, and more consistency across our entire digital strategy.”

– Demetrius Moore, Marketing Manager



4. Superior analytics and accountability.

Through Dealer.com's ControlCenter, Ramey gained 24/7 access to a robust set of comprehensive analytics tools to track progress and keep their digital strategy aligned with business goals. This visibility helped ensure accountability and performance as the group's strategy evolved.



“There is an analytics tool in ControlCenter for every question we need answered. And when we aren’t sure, our Digital Advisor is there to help us understand the tool and get the answers we need. It saves us time, keeps us on track to hit our goals, and holds our stores accountable.”

– Demetrius Moore, Marketing Manager

THE RESULTS

Improved efficiency, better digital performance, and more deal-ready traffic.

2x

Increase in BDC high quality leads when compared to their previous website provider*

SPEED

Site changes are seamless, user-friendly and easy to make.

PERFORMANCE

Ramey's overall site performance has increased, including faster inventory updates and quicker support response time.

CONSISTENCY

Dealer.com makes it easy for Ramey to ensure consistent design and formatting throughout their OEM program and retail websites.

**Results as reported by client.*

A plan to lead their market into the future.

Ramey Auto Group is an early adopter of Digital Retailing in their local markets, and are just getting started. Their sites are now fully equipped with Dealer.com's integrated Digital Retailing workflow toolkit that provides online shoppers with the power to start and make deals on Ramey's Seamless Website. It's today's way to engage with online car shoppers during their path to purchase—and captures demand like never before.



“Our Dealer.com partnership has elevated our ability to compete in a changing industry. We now feel more confident about the future of our business.”

– Demetrius Moore, Marketing Manager



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 digital retailing products that help you start and make deals faster than ever, 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

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