

Coon Rapids Chrysler Drives Sales and Increases ROI with Search Optics Digital Marketing Solutions.

Overview

Coon Rapids Chrysler partnered with Search Optics to optimize existing marketing efforts to increase the dealers overall return on investment (ROI) through integrated digital solutions.

A digital marketing strategy was launched to run over a period of twelve months with a focus on driving traffic and quality leads. The objective was to increase new vehicle sales, while creating ad spend efficiencies to improve ROI. An integrated program consisting of paid search, SEO, local search and social media solutions was developed to accomplish objectives.

Highlights

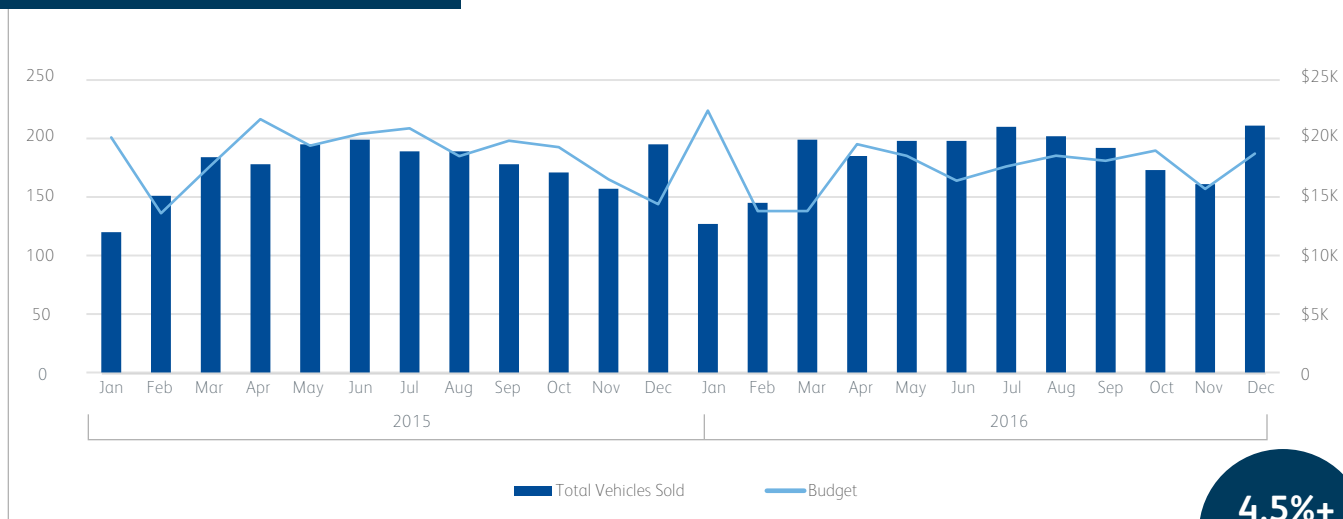
- + Ran branding and event focused campaigns, with advertising heavy-up during peak sales periods
- + Developed a timeline for each digital solution to accurately track results and the effectiveness of individual strategies
- + Drove high-quality leads to increase sales with implementation of zip code level targeting for SEM
- + Continuously optimized SEM, SEO and local business listings to maximize advertising spend while increasing vehicle sales

Sales Results: January 2015 - December 2016

8%

DECREASE IN THE AVERAGE
ACQUISITION COST PER VEHICLE SOLD

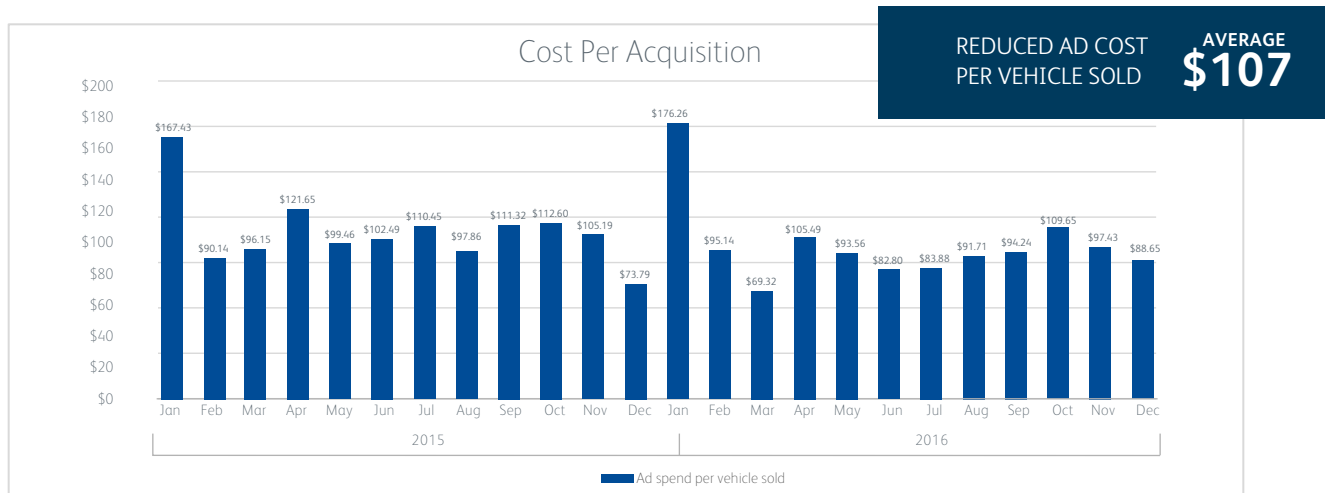
Vehicle Sales vs. Advertising Budget



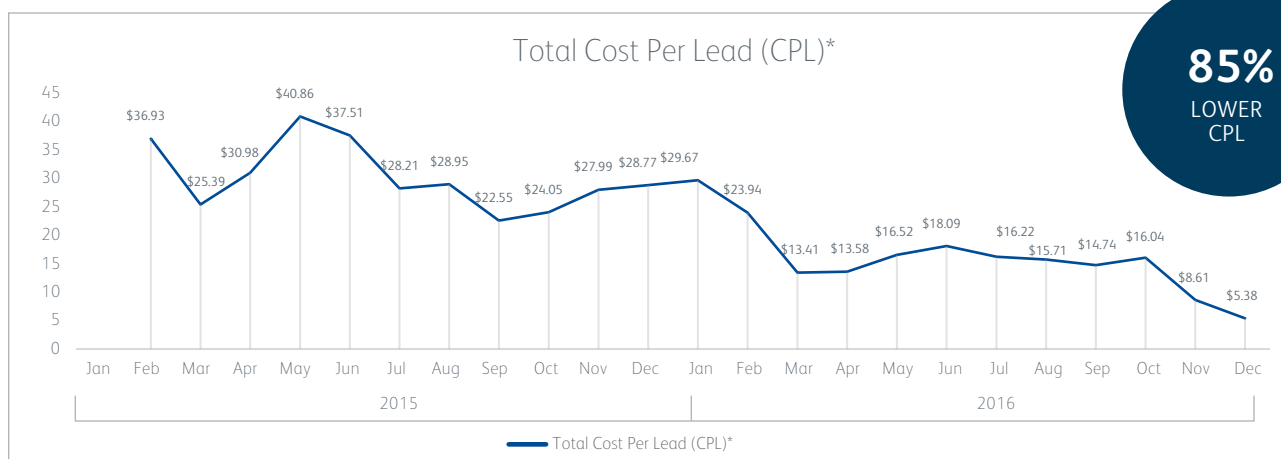
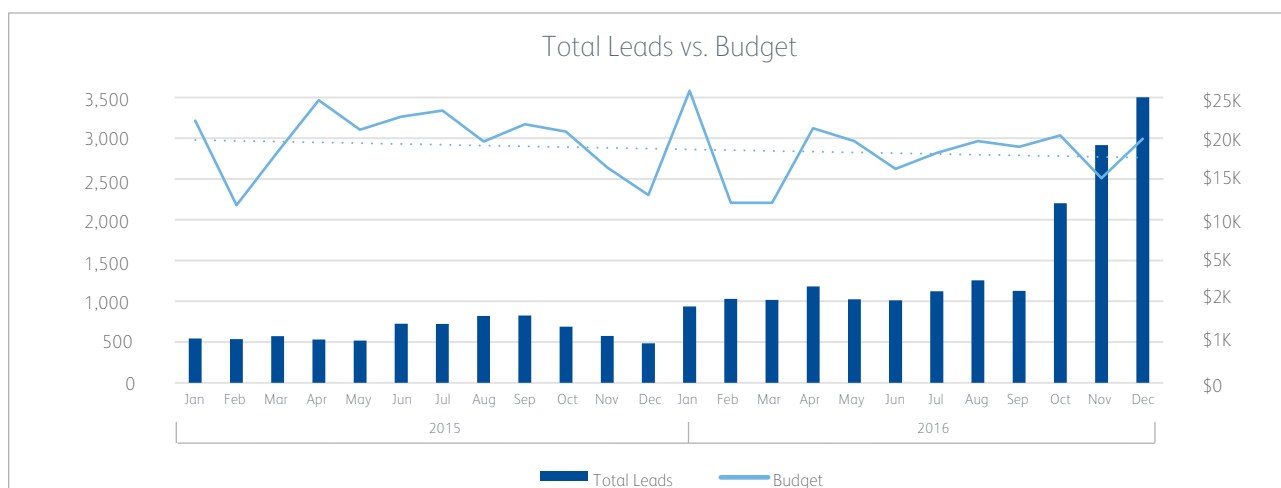
4.5%+
VEHICLES
SOLD

¹UPTRACS Analytics Jan. 2015 - Dec. 2016





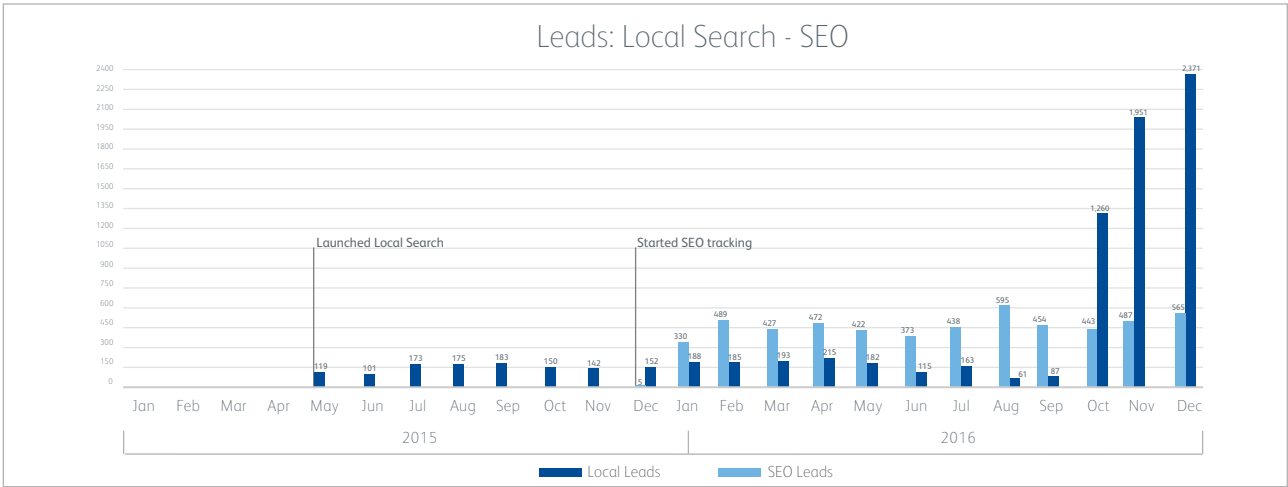
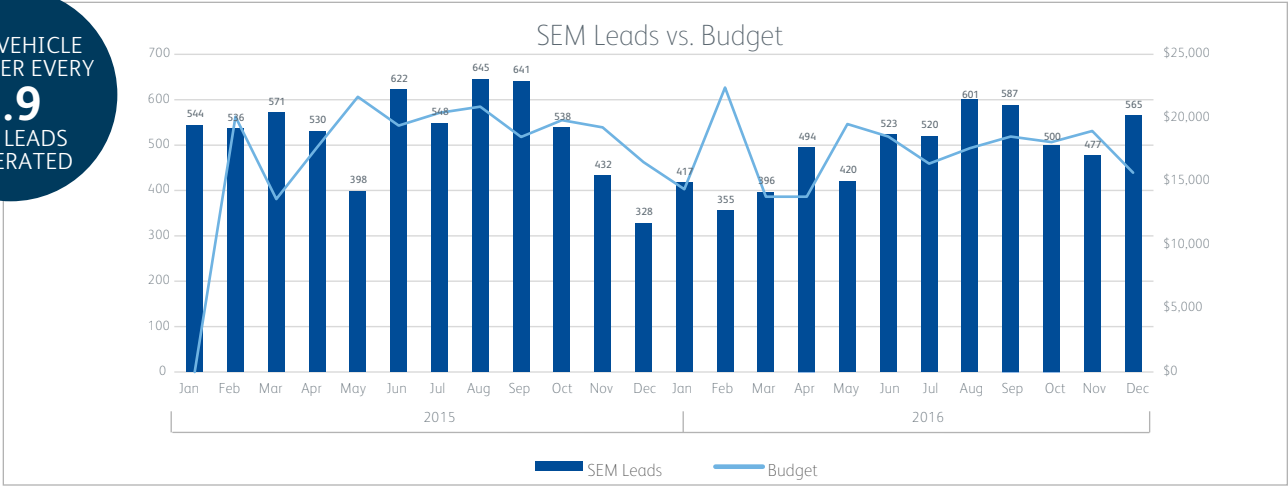
Total Leads Summary: January 2015 - December 2016



*UPTRACS Analytics Jan. 2015 - Dec. 2016

Leads Summary: January 2015 - December 2016

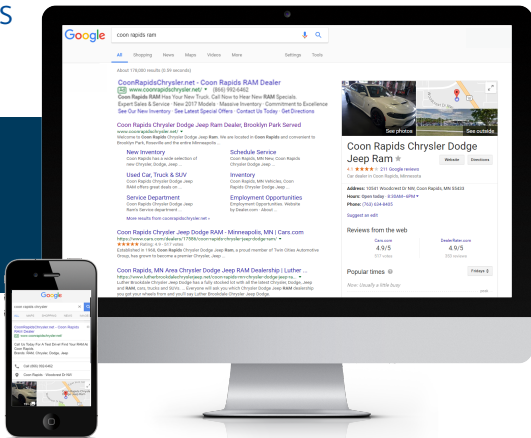
ONE VEHICLE
SOLD PER EVERY
2.9
SEM LEADS
GENERATED



Customized Solutions Drive Results

2.3x
MORE
SITE VISITS

2MM
ONLINE
ACTIVITIES



6x+
LEADS FROM
LOCAL SEARCH

