

# Reliable Motors Stands Out from Competitors with a Paid Search and Display Advertising Strategy



29K+ DELIVERED  
IMPRESSIONS



IMPROVED  
CLICK-THROUGH-RATE



INCREASED  
ONLINE TRAFFIC



VEHICLE  
SALES GROWTH

Source: Ryan Gillis - Reliable Motors

## Overview

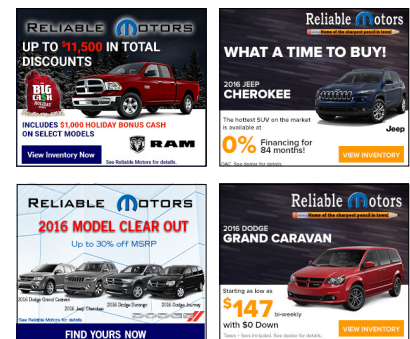
Located in the province of PEI, Reliable Motors faced high competition for market share. With a limited population and a strong draw from neighbouring Nova Scotia & New Brunswick dealers, the dealer saw the need to maximize leads through SEM & re-targeting.

## Objectives

- + Maintain and grow market share
- + Increase the number of high-quality leads
- + Develop brand strategy and build awareness
- + Improve Cost-Per-Lead (CPL)

## Solution

- + Search Optics developed a Paid Search strategy to drive online traffic, competing against local and in-land dealerships for share of market.
- + To further expand the dealership's reach and boost results, a Display Advertising solution was incorporated to the existing marketing efforts.



Personalized Display Ad Creative

## Paid Search and Digital Advertising Tactics

- + Created bid strategies to increase Paid Search efficiencies
- + Focused on brand, make-geo, make and then model keywords to improve CPL
- + Personalized ad copy with strong call-to-actions
- + Customized ad creative to develop brand equity and build customer loyalty
- + Built targeted display audiences, focusing on retargeting and behavioral targeting, to drive high-quality leads
- + Promoted brand and dealer incentives through Display Advertising across thousands of top performing websites
- + Monitored advertising results to identify areas for marketing optimization

## Client Testimonial

“We are extremely happy with the success we are seeing from utilizing Search Optics. Prior to Search Optics we were involved with another SEO/SEM business that we thought were providing quality services, however, we quickly realized that we had much more potential and that our cost per lead should be significantly lower. With the landscape changing in car buying, we are seeing a huge decrease in foot traffic and a huge increase in online traffic and we need to be able to keep top of mind with potential customers in a business that is very competitive.”

Ryan Gillis  
Marketing Manager, Reliable Motors