



Auto Repair

Digital Marketing Strategy Case Study

2015-2016

BlueMagnet 
serve·empower·optimise

A performance digital marketing consultancy & training academy.





Our team comprises of digital researchers, strategists, consultants, usability experts, search specialists and trainers across all digital marketing channels.



25+

years SEO experience



45+

years digital experience



50+

top performing campaigns

AGENDA



Review

“The first step to exceeding your customer’s expectations, is to know those expectations.”

Roy H Williams

Nature of Business

- ❖ A group of auto repair franchises across the country offering non-structural repairs to vehicles.
- ❖ Business to Consumer / Business to Business
- ❖ Target location: South Africa (National)
- ❖ Campaign Duration: 12 Months (Search) / 6 Months (Social)

Original Expectations – Key Considerations & Objectives

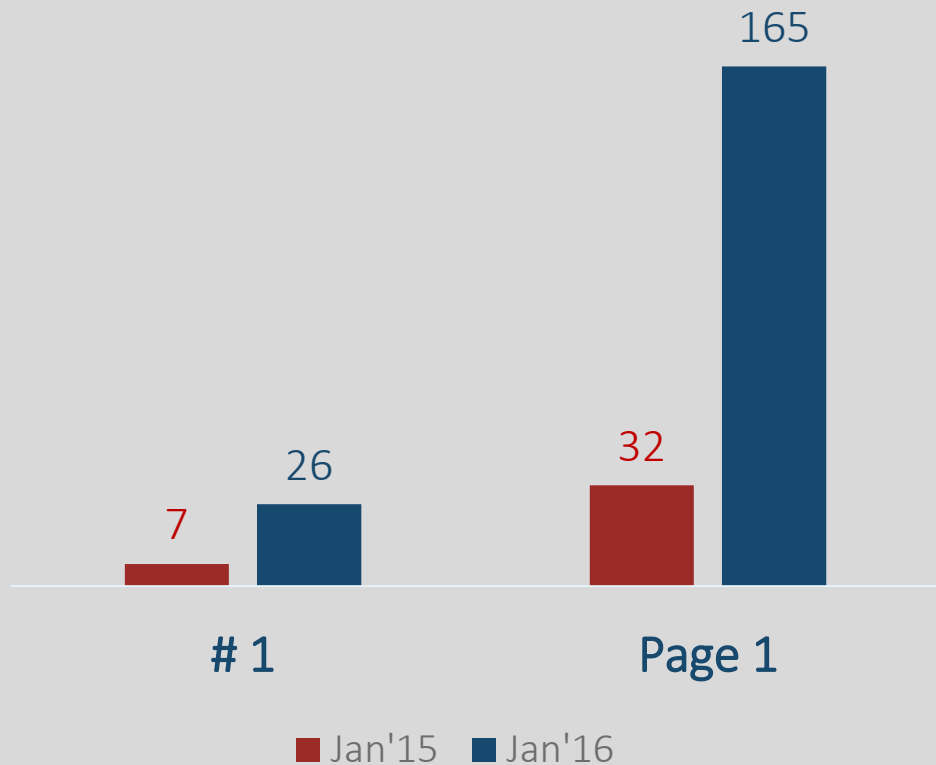
- ✓ Shift focus from B2C (End User) to B2B (Underwriter, Claims Manager, Brokerage).

- ✓ Website, content & digital marketing strategy needs to be repositioned to address these markets.
 - 75% B2B: Underwriters, Brokers & Insurance Companies Insurance Companies
 - 5% B2G: Government Departments (Fleet)
 - 20% B2C: Consumers (Both Un-insured & insured)

- ✓ Marketing Goals:
 - Increase Brand Awareness amongst new markets
 - Maintain existing Google Rankings & retain current market share on digital platforms
 - Website focus should shift from vehicle owners to companies (insurance/underwriters)

Results

Organic (Earned) Google Rankings

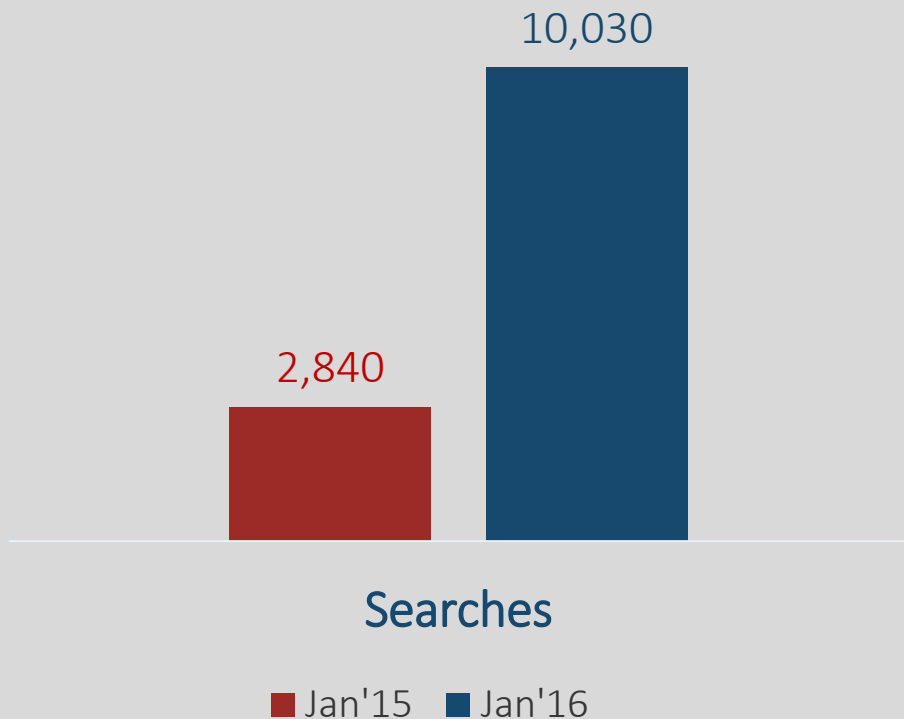


517%

Increase in Google Rankings
(172 Targeted Search Terms)

Results

Organic (Earned) Google Market Share

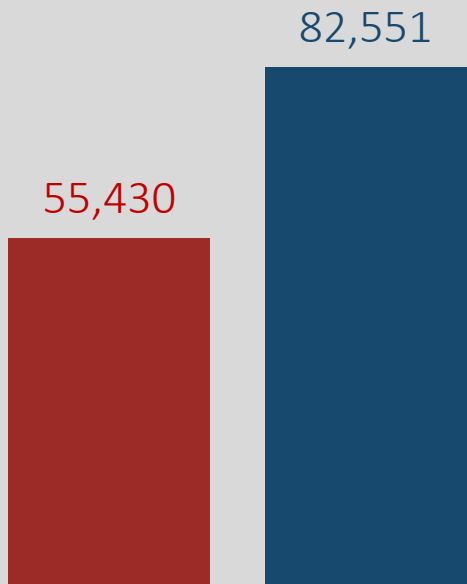


353%

Increase in Google Market Share
(172 Targeted Search Terms)

Results

Organic (Earned) Google Market Share



Search Traffic

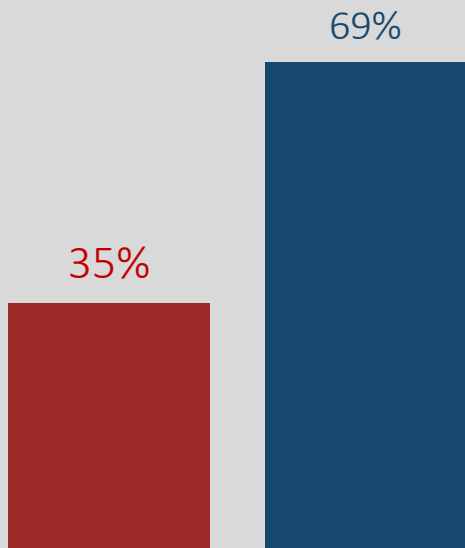
■ Jan'15 ■ Jan'16

49%

Increase in Organic Search Traffic

Results

Google Paid Search Market Share



Average Impression Share

■ Jan'14-Dec'14 ■ Jan15-Jan'16

198%

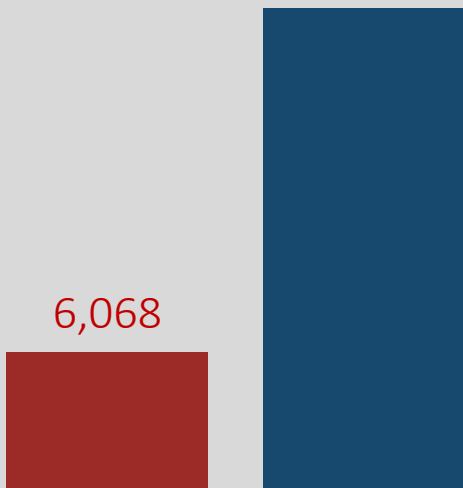
Increase in reach on Google paid search

Results

Google Paid Search Engagement

21,246

6,068



Google Ad Clicks to Website

■ Jan'14-Dec'14

■ Jan15-Jan'16

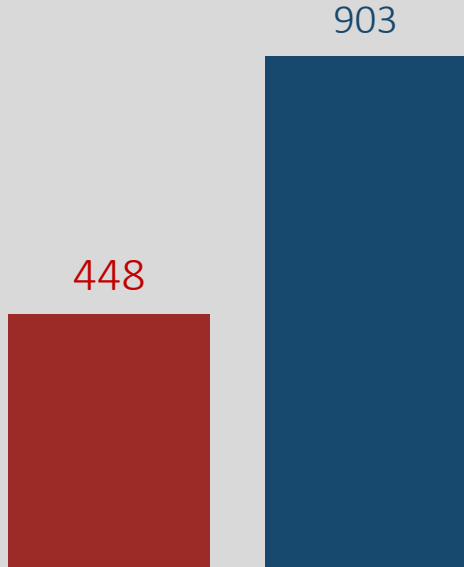
350%

Increase in Paid Search Engagement

Average cost per click: R6,90

Results

Google Paid Advertising Performance



101%

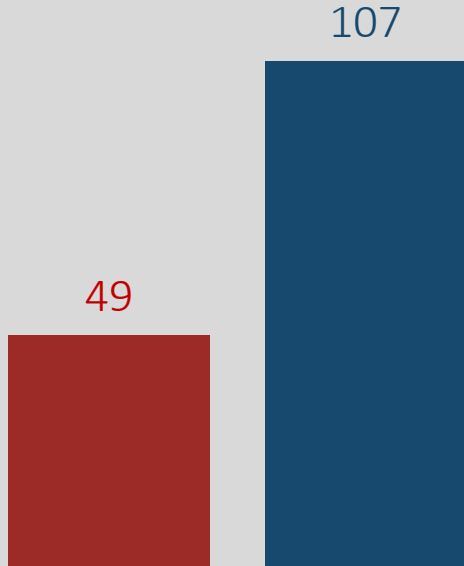
Increase in conversions from paid search

Web Conversions from Paid Search

■ Jan'14-Dec'14 ■ Jan15-Jan'16

Results

Social Media Reach (Organic)



Average Reach Per Post (Facebook)

■ May'15 ■ Jan'16

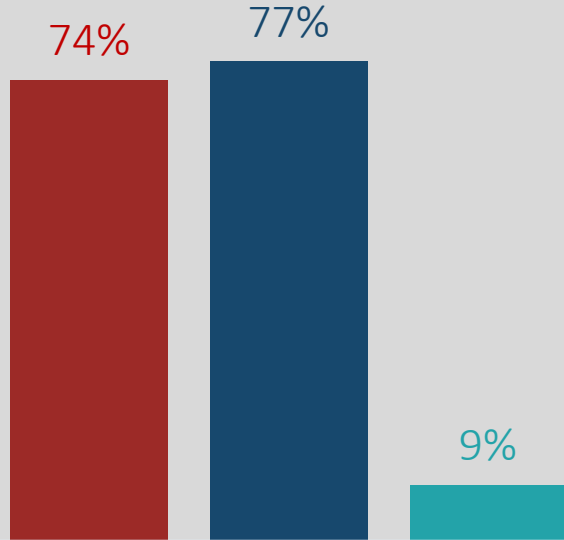
110%

Increase in Social Media Reach

**Social Media Strategy commenced May'15*

Results

Social Media Reach (Twitter)



Increase in Engagement (Twitter)

■ Reach ■ Visits ■ Followers

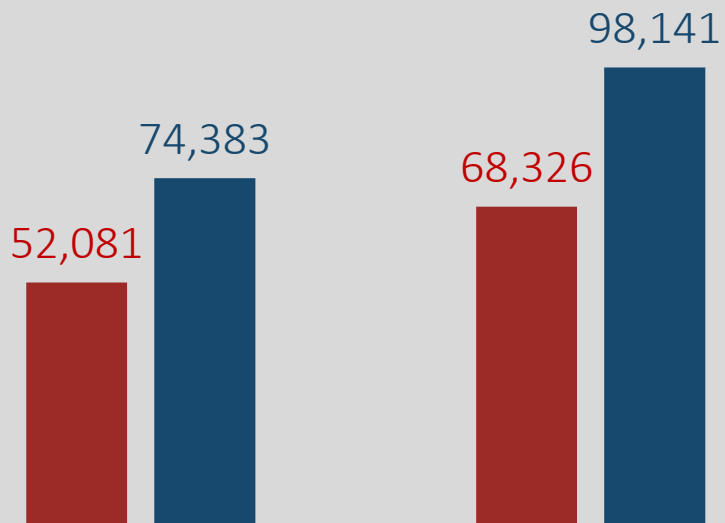
70%

Increase in Twitter Engagement

**Social Media Strategy commenced May'15*

Results

Website Performance



Users to site

Visits to site

■ Jan'14-Dec'14

■ Jan'15-Feb'16

44%

Increase in visits to site

Objective

“Know thy customer for they
are not you.”

Human Factors International

THANK YOU!