



# Automotive Dealerships

## Search Marketing

### Case Study

2015 to 2016

# 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

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## Expectations

“The first step to exceeding your customer’s expectations, is to 2016 those expectations.”

Roy H Williams

## Nature of Business

- ❖ Automotive website promoting new and used vehicles on behalf of its own dealerships.
- ❖ Business to Consumer
- ❖ Target location: South Africa
- ❖ Campaign Duration: 12 Months

# Original Expectations & Objectives

- ✓ Increase quality search traffic (Organic & Paid) to the website
- ✓ Increase organic rankings for relevant and high volume search terms on Google
- ✓ Drive more visitors to the Dealerships website to search for a vehicle and enquire via the relevant dealership
- ✓ Social Media was sold as an 'outreach' strategy to support the SEO efforts. A full Social Media engagement strategy was not part of the original services.




## Services

“The man who stops marketing to save money is the man who stops the clock to save time.”


Henry Ford



## Overview of Search Marketing Services

-  On-going on-page SEO & health checks to retain rankings.
-  Targeted PPC advertising strategy to address the competitive market.
-  Blog content plan to assist in attracting potential visitors to the website through organic search.
  - Social media sharing of blog content support off-page ranking on Google.

## Overview of Social Media Services

-  A full social media strategy was not part of the original agreement. Social Sharing was sold as an 'outreach' strategy to support the SEO efforts. BlueMagnet did however provide additional value add through additional social media engagement.

**The initial Facebook & LinkedIn Advertising budget was repurposed to Google AdSpent (At client's request)**

## Performance

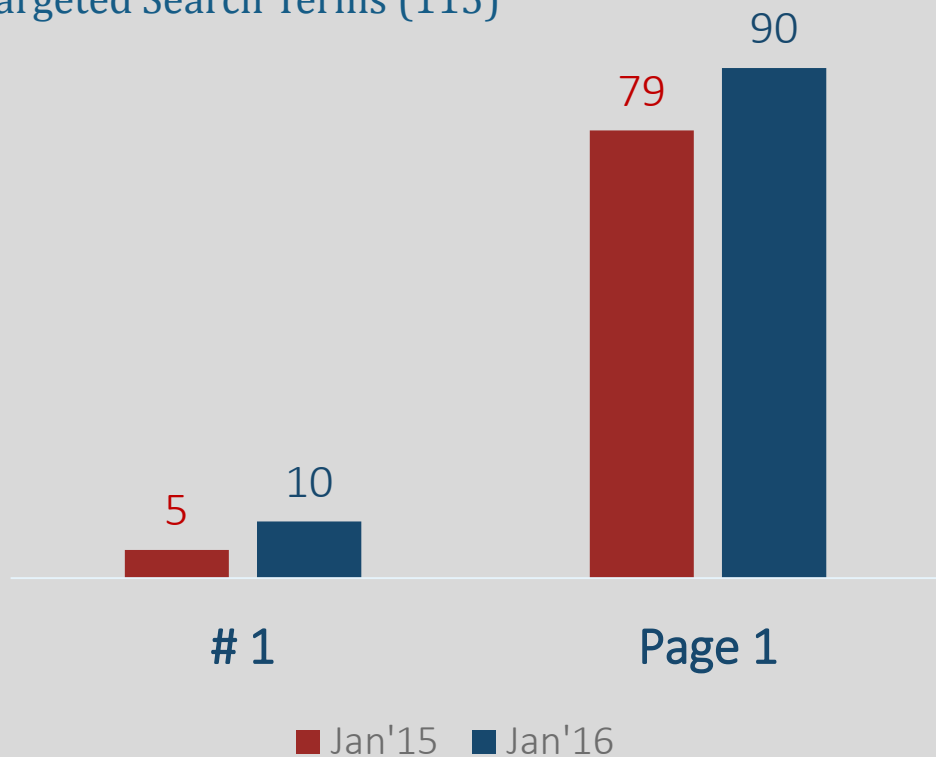
“Marketing without  
measurement is futile.”

Ceri G James

# Results

## Organic (Earned) Google Rankings

Targeted Search Terms (115)



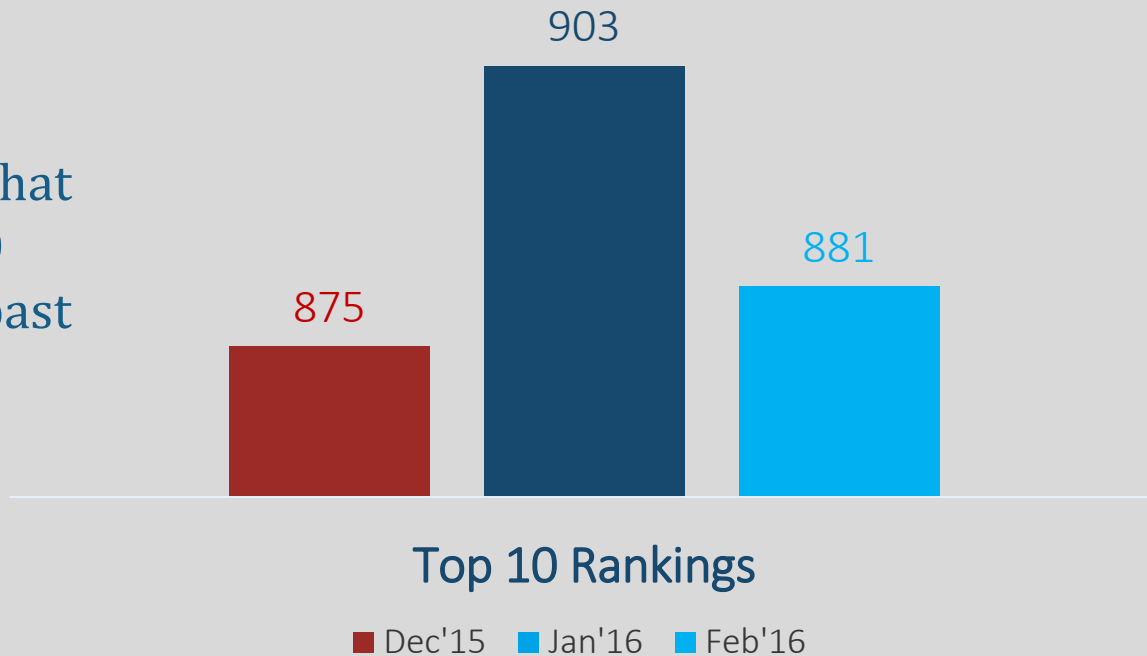
# 138%

Overall Increase in Rankings

## Results

## Google Rankings in past 3 months

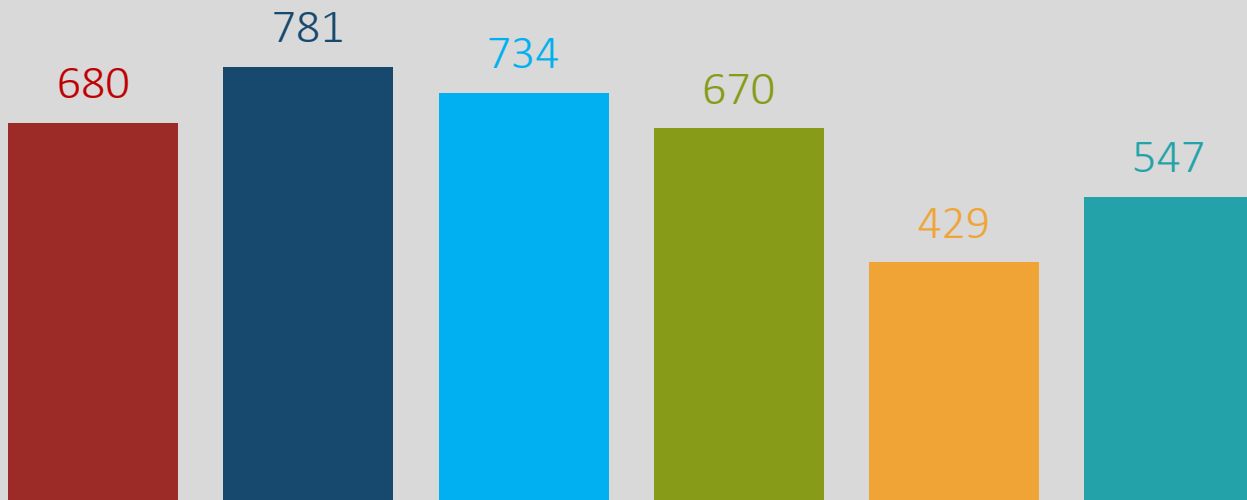
No. Search term combinations on Google that resulted in top organic 10 (page 1) rankings in the past 3 months.



# Results

## Conversions from Google Organic

Unique Goal Conversions (enquiries/goals) as a result of Google search in the past 6 months.



*Note: December / January dip is consistent with drop in Google trends due to festive season.*

■ Aug'15

■ Sep'15

■ Oct'16

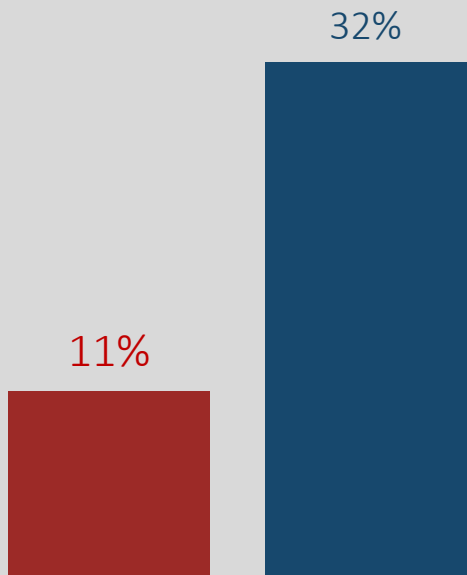
■ Nov'15

■ Dec'15

■ Jan'16

# Results

## Google Paid Search Market Share



Average Impression Share

■ 2014

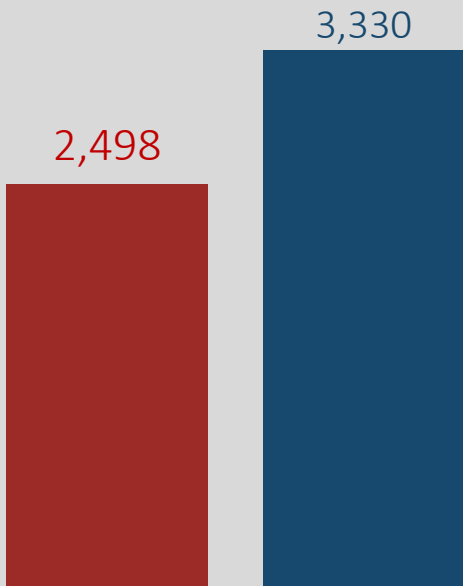
■ Now

# 291%

Increase in reach on Google paid search

# Results

## Google Paid Search Engagement



Google Ad Clicks to Website

■ 2014

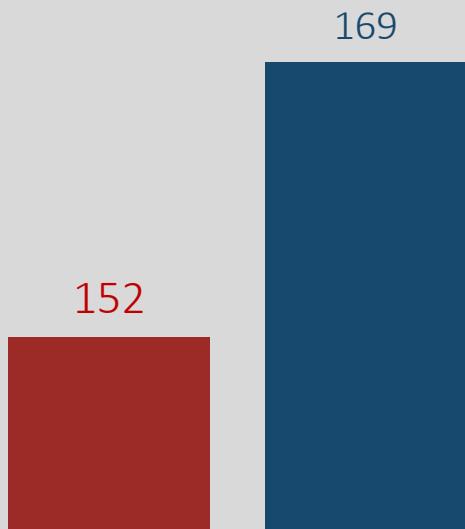
■ Now

# 133%

Increase in Paid Search Engagement

# Results

## Google Paid Advertising Performance



Web Conversions from Paid Search

■ 2014

■ Now

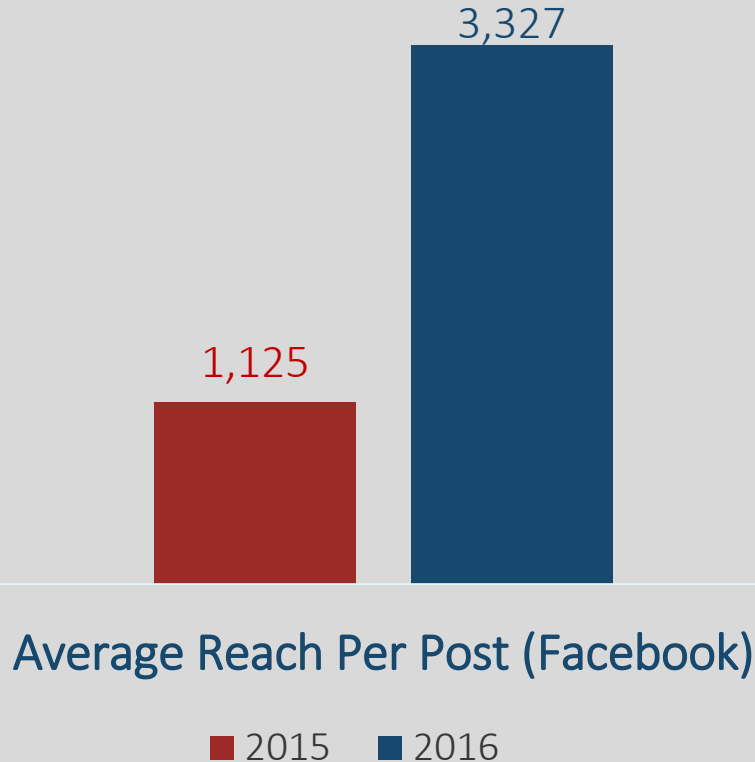
111%

Increase in conversions from paid search



# Results

## Social Media Likes (Organic) \*Value Add



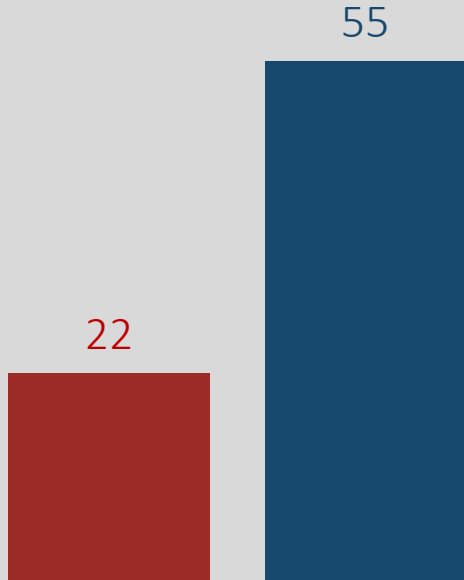
# 296%

Increase in Social Media Reach

\*This result was achieved from BlueMagnet content sharing, without a formal social media strategy in place.

# Results

## Social Media Reach (Organic)



Average Reach Per Post (Facebook)

■ 2015 ■ 2016

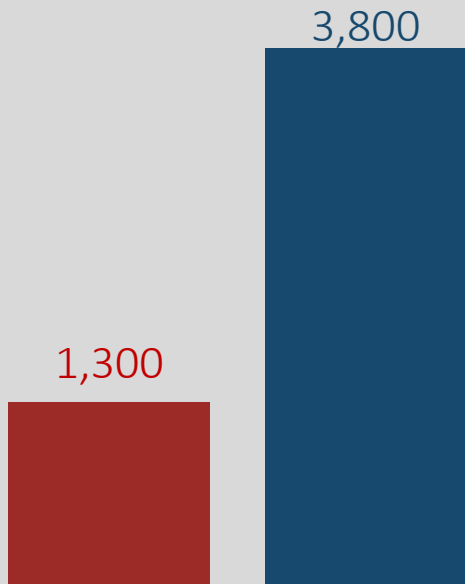
# 110%

Increase in Social Media Reach

\*This result was achieved from BlueMagnet content sharing, without a formal social media strategy in place.

## Results

# Social Media Impressions (Organic)



Average Impressions Per Post (Twitter)

■ 2015 ■ 2016

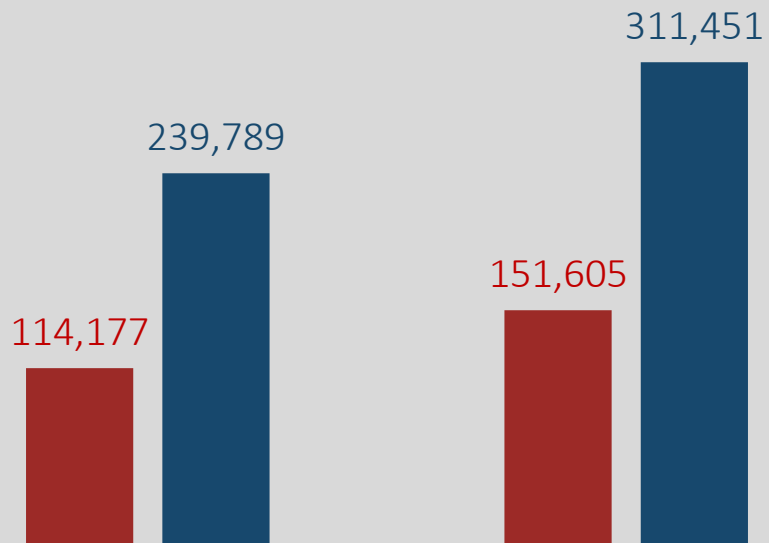
# 110%

Increase in Social Media Reach

\*This result was achieved from BlueMagnet content sharing, without a formal social media strategy in place.

# Results

## Website Performance



# 105%

Increase in visits to site

Users to site

Visits to site

■ Jan'14-Dec'14

■ Jan'15-Jan'16

## Overview

“If you don’t invest in building your digital brand, your competitor will invest in destroying it.”

Gillian Meier

THANK YOU!