

ASHEBORO AUTOMOTIVE GROUP:

HOW THE RIGHT STRATEGIES, NETWORK, AND UNITY CAN CREATE REMARKABLE ACHIEVEMENTS



THE CHALLENGES

Asheboro Automotive Group, for a large portion of its history, didn't emphasize their digital presence. To complicate matters, their history with nontransparent vendors created trust issues, which caused tension, questions, and battles over decision-making. Our challenge was to develop a foundational strategy with strong technical pieces and restore their faith in a digital marketing partner.

THE RESULTS

YEAR OVER YEAR

20% Increase in Units Sold - Group

141% Increase in Organic Traffic Growth

362% Increase in Website Leads

25% Decrease in Cost-per-Lead

"Of course we like the savings and efficiencies that Reunion has made possible, but we especially value the fact that Reunion doesn't collect commissions dependent upon how much we spend. This ensures that the analysis and recommendations are totally unbiased, and we know that we're getting objective opinions. Our advertising expense has been cut by more than 60% while our sales have increased dramatically."

- **Dan Lackey, Owner and Dealer Principle.**

THE SOLUTIONS

Smart Consultation That Leverages Our Automotive Network

Our team leveraged industry data and background in automotive to cut nonperforming third-party expenses, keeping only vendors that yield the best results. By 2017, Asheboro cut traditional media completely out of their budget. By slashing the correct 50% of their budget, we were able to optimize their spend as they've continued to increase sales. A major contributor to this progress was staying in contact with Asheboro's decision-makers, walking them through each data point to explain the reason behind each strategy.

Genuine Digital Marketing Strategies – Asheboro's First

Lacking a comprehensive digital marketing strategy, some of the key priorities were to find a better website provider and to begin building new, relevant content that leveraged high-volume keywords and a scheduled roll-out to best increase traffic and conversions. As with all of our partners, they had a single point of contact who coordinated among various departments to deliver and communicate data-driven strategies.

Group Site to Facilitate Used Sales Across Brands

Without a group site, each of Asheboro's stores was siloed and lacked cohesion, potentially creating barriers to used car sales. By building a group-wide site focused on used cars, we unified the stores and offered car shoppers a central location to find, view, and interact with a robust inventory of used vehicles.