

BMW DEALERS CASE STUDY



ZIMBRICK BMW OF MADISON

THE RESULTS

SINCE STARTING PARTNERSHIP

- 30%** Increase in Organic Traffic Growth
- 41%** Increase Google Organic Growth
- 112%** Increase in Overall Lead Growth
- 96%** Increase in Form Submission Growth
- 108%** Increase in Overall Mobile Call Growth

MARKET CONDITIONS

Zimbrick BMW is located near Madison, Wisconsin, which is a relatively average metropolitan area with an approximate population of 255,000 residents – many of whom are university students. There are no direct same-make competitors for this dealership, so one important aspect was to establish the “why-buy” of this luxury brand over other brands to which residents have access.

STRATEGY

Digital Marketing Overhaul

- Managed site migration to a preferred website provider
- Fixed major SEO problems: meta titles, meta descriptions, URL structures, internal linking, and more
- Created content around high-volume, low-funnel keywords most important to rank
- A/B tested CTA verbiage and colors on SRPs and VDPs
- Limited the number of CTAs to optimize their effectiveness (1-2 recommended)

Also Important to Note

Zimbrick Porsche has been a partner of Reunion’s for four years. The results above reflect a longstanding trust of our team to consistently optimize, create, and strategize over several years. All of the services provided were implemented with best practices to deliver the highest quality website traffic from a variety of sources.

BMW OF WILMINGTON

THE RESULTS

SINCE STARTING PARTNERSHIP

- 24%** Increase in Organic Traffic Growth
- 23%** Increase Google Organic Growth
- 55%** Increase in Overall Lead Growth
- 86%** Increase in Form Submission Growth
- 42%** Increase in Overall Mobile Call Growth

MARKET CONDITIONS

BMW of Wilmington is located in Wilmington, North Carolina, which is a relaxed beach town and port city of approximately 100,000 people. It is experiencing recent growth and has surrounding areas, such as Leland, that have workers commuting into town on a weekly basis. This dealer faces average competition for a town of its size with higher than the average median income.

STRATEGY

Digital Marketing Consolidation

- Moved all services into one agency
- Implemented best practices for website metadata and conversion
- Refined targeting in paid search to find more areas of opportunity
- Cleaned up all directories, including Google My Business
- Recommended third-party vendors to maximize returns on investment

Also Important to Note

Our team assisted BMW of Wilmington with compliance because it is a strict brand that can often be complex. With BMW in particular, Reunion had to ensure that any changes of calls-to-action, homepage banners, creative (fonts and looks), and other aesthetics were in line with BMW standards and expectations.