

HYUNDAI DEALERS CASE STUDY



HYUNDAI OF NEW BERN THE RESULTS

SINCE STARTING PARTNERSHIP

- 43%** Increase in Organic Traffic Growth
- 86%** Increase Google Organic Growth
- 100%+** Increase in Overall Lead Growth

MARKET CONDITIONS

Hyundai New Bern is located in New Bern, North Carolina, which is a smaller geographical area with the greatest competition coming from other brands, such as Honda and Nissan. They – along with these other local dealerships – focus on making a meaningful impact with the diverse local population in this relaxed beach area that includes both young and retired professionals.

STRATEGY

Website Optimization

- Managed an effective site migration to another platform
- Customized CTAs and other user-friendly components
- Optimized for a more user-friendly mobile site
- Focused on time-on-site and more VDP engagement

Communication

- Communicated latest industry trends
- Educated dealer staff on digital marketing best practices
- Aligned efforts with the dealership's goals

Also Important to Note

- Leveraged SEO to own the local market and other services to drive traffic from second and third geographical areas

ZIMBRICK HYUNDAI EASTSIDE THE RESULTS

SINCE STARTING PARTNERSHIP

- 77%** Increase in Organic Traffic Growth
- 70%** Increase in Google Organic Growth
- 184%** Increase in Overall Lead Growth
- 158%** Increase in Overall Traffic Growth

MARKET CONDITIONS

Zimbrick Hyundai Eastside 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 is another Hyundai store that serves as its prime competitor that's more central to Madison, so it was important to be quite strategic with targeting.

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 Hyundai Eastside 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.