



## DOUGLAS INFINITI

### OVERVIEW

Douglas INFINITI has been a partner with Reunion Marketing since December 2018. This New Jersey luxury dealer is located 45 minutes outside of the competitive NYC market and half an hour outside of the Newark, NJ, market. Collaboration sits at the cornerstone of this two-plus-year relationship, with Reunion facilitating SEO, Paid Search (SEM), and Social media marketing strategies.

### RESULTS

#### SINCE PARTNERSHIP BEGAN

**269.23%** Increase in Mobile Call Conversions

**81.95%** Increase in Views to New VDPs

**67%** Decrease in Paid Search Cost Per Lead

## ZIMBRICK INFINITI

### OVERVIEW

Zimbrick INFINITI is located near Madison, Wisconsin, a relatively average metropolitan area with an approximate population of 255,000 residents – many of whom are university students. The priority for this store was to create why-buy messaging to select this luxury brand over others.

### RESULTS

#### SINCE PARTNERSHIP BEGAN

**63%** Increase in Organic Traffic

**78%** Increase in Form Submission Growth

**187%** Increase in Mobile Call Growth

## CONCLUSION

The results of the two diverse INFINITI dealers above reflect the longstanding trust and the two-way collaboration between a dealership and a digital partner. All services were implemented with vetted best practices to deliver the highest quality website traffic that ultimately result in higher-quality leads.

### STRATEGIC APPROACH

#### SEO

- Mobile website optimization for increasing phone calls: A mobile call header was added to the Douglas website propelling the average number of phone calls in a month to increase from an average of 120 to 300 calls per month.
- GMB department nesting: Douglas INFINITI has a body shop, parts department, and service center, now all nested in the sales GMB that averages 65,000 total views per month, increasing the visibility and engagement of other core divisions of the dealership.

#### SEM

- Aggressive low-funnel bidding in the dealership's backyard and into surrounding territories to claim market share from the competition.
- Google Ad bidding optimizations: Re-designed setup focused on finding users who are the most likely to convert, decreasing the SEM cost per lead and increasing mobile calls and form submissions.

#### Social Media

- Deliver inventory-based ads, built around custom audiences .
- Retarget users with the vehicles they were browsing to encourage website return.
- Utilize the lower costs per thousand impression (CPM) to penetrate more distant, competitive markets while still prioritizing the backyard.

### STRATEGIC APPROACH

#### SEO

- Creating original, keyword optimized content and implementing an internal linking strategy and URL structures to increase search engine rankings.
- Performed website migration to enhance the structure of the website with the ultimate goal of driving more phone calls and form leads.

#### User Experience

- A/B tested calls-to-action on SRPs and VDPs
- Reduced the number of calls-to-actions on purpose pages, eliminating congestion to foster a frictionless page experience.