

JACK DANIELS AUTOMOTIVE GROUP:

ACCELERATING SALES WITH A FULL-SERVICE DIGITAL MARKETING APPROACH



THE CHALLENGES

The Jack Daniels Automotive Group, located throughout northern New Jersey, needed innovative ways to keep costs low without sacrificing their reach or flow of organic traffic. This meant centralizing the budgeting decisions, optimizing paid search campaigns, and creating unique, accurate website content.

THE RESULTS

YEAR OVER YEAR

\$209

Decrease Marketing Cost
Per Car Sold

19.3% Increase in Units Sold

48.8% Increase in Website Leads

\$60,834 Saved Marketing Budget

“Reunion Marketing has given us the personalized advice and partnership that we needed in a digital advertising company. They are in constant communication during the month with our leadership team, the general managers, and managers of the individual stores. We are proud to call them our partner.” – **Mike Daniels**

THE SOLUTIONS

Applying Industry Vendor Knowledge

Jack Daniels’ proximity to Jersey City and New York City makes advertising spends naturally expensive due to local competitors and the volume of in-market consumers. Our team made several recommendations to help drop the price of their marketing cost per car sold and contributed to overall budget savings, including but not limited to the following: reduced spend on direct mail and email campaigns; eliminated television, newspaper, nonperforming third-party websites, and cannibalized ad spends; and implementation of new conversion and leads tools.

Customizing Paid Search Campaigns for Best Returns

In place of traditional media, like television, our team focused on creating granular paid search campaigns targeting the right audience with the best message for each store, market, and brand. This included exhaustive work in Google Ads, such as a sophisticated targeting of specific buyers, writing unique ad copy, allocating budget to low-funnel searches, and strategically decreasing bids when opportune. It also required work on each store’s website to create highly relevant landing pages that would positively influence Quality Score and conversion.

Creating Content to Supercharge SEO and Organic Ranking

The Reunion team identified outdated information, such as the 2013 and 2014 model-year details on their websites. In response, we conducted an overhaul of onsite and offsite SEO, created new landing page content based on search behavior data, and updated directories to ensure consistent and complete information, as well as eliminate any duplicates. Once our team updated the content, it was important to test the acquisition of site traffic and conversions on desktop, phones, and tablets to create optimal results across all devices.