

KIA DEALERS CASE STUDY



JACK DANIELS KIA THE RESULTS

SINCE STARTING PARTNERSHIP

- 242%** Increase in Organic Traffic Growth
- 248%** Increase Google Organic Growth
- 346%** Increase in Form Submission Growth
- 52%** Increase in Overall Lead Growth

FIRST 6 MONTHS OF PARTNERSHIP

- 48%** Increase in Leads

MARKET CONDITIONS

Jack Daniels Kia is located in Fair Lawn, New Jersey – just outside of New York City. This geographic positioning meant that their local market is rife with car shoppers and competition, including other brands and third-party websites. Though the Jack Daniels Automotive Group has strong brand awareness, they were better known for Audi and Volkswagen and saw an opportunity to increase their Kia sales in the market.

STRATEGY

SEO and SEM Synergy

- Align paid search ad and landing page content
- Create relevant experiences for shoppers
- Optimize Quality Score to help keep costs low

Focus

- Local SEO: Custom directories for sales and service center with tailored strategies.
- SEM Conquesting: Though not usually recommended, it was strategically purposeful to create Kia brand awareness.
- Website Content: Updated content to help with rankings, improve onsite user-experience, and rank for the right searches based on available data.

Other Important Factors

- Unrivaled customer service to build trust for all decisions
- Flat-fee SEM to so budget decisions are based on search trends

FRED ANDERSON KIA THE RESULTS

SINCE STARTING PARTNERSHIP

- 66%** Increase in Organic Traffic Growth
- 21%** Increase in Submission Growth
- 17%** Increase in Overall Lead Growth

MARKET CONDITIONS

Fred Anderson Kia is located in Raleigh, North Carolina, with nearly 500,000 residents. The dealer's brand has been historically tied to Toyota, so it was important for this dealer to leverage that for representing this new manufacturer. Raleigh is extremely competitive and includes approximately four other Kia stores within Fred Anderson's location – all of whom are part of larger dealer groups. Other local competition includes Mazda, Mitsubishi, and Nissan brands.

STRATEGY

Communication

- Understand and execute on the dealer's goals
- Align, communicate, and implement digital marketing best practices

The Family Plan

- Build relevant website content and tie in Fred Anderson's "Family Plan" value propositions
- Focus on conversion leveraging unique features with the Fred Anderson brand