



GREELEY NISSAN

OVERVIEW

Heavy-duty, tough, and durable SUVs and trucks are in high demand in the Colorado mountains. Many shoppers turn to Greeley Nissan in Greeley, Colorado for their car buying and service needs. As part of the Valley Automotive Group, Greeley Nissan became a full-service client with Reunion in November of 2018.

RESULTS

SINCE PARTNERSHIP BEGAN

154% Increase in Mobile Calls

629% Increase in Schedule Service Pageviews

3% CTR via Facebook AIA

\$1.00 CPC via Discovery Campaigns

STRATEGIC APPROACH

SEO

- Quarterly conversion optimization audits for promoting optimal phone calls, form submission and chat leads on key web pages.
- Capitalize on lack of competition in the market by dominating backyard/PMA searches, while also optimizing on-site content for areas in the Northern territories of CO and Southern WY to broaden sales opportunities.

SEM

- Continued testing and activation of Google Discovery Campaigns and Youtube Video Pre-roll Campaigns to drive low cost, high reward stimulus marketing with why-buy messaging.
- Google Ad bidding optimizations: Re-designed setup focused on using machine-learning to find users who are the most likely to convert, decreasing the SEM cost per lead and increasing mobile calls and form submissions.

SOCIAL MEDIA MARKETING

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

FRED ANDERSON NISSAN OF RALEIGH

OVERVIEW

Fred Anderson Nissan of Raleigh is one of the largest and most successful Nissan dealerships in North Carolina. The Raleigh, Durham, Chapel Hill area is home to many families, creating high demand for SUV inventory. Fred Anderson has never shied away from testing new digital advances, if it means gaining more high-quality traffic that drives consistent leads.

STRATEGIC APPROACH

SEO

- Quarterly conversion optimization audits for promoting optimal phone calls, form submission and chat leads on key web pages.
- Actively updated and optimized GMB listings, powered through automations that consistently promote incentives via GMB posts for the sales, service and parts listings.
- Monthly in-person strategy sessions to align on inventory-based marketing needs.

Social Media Advertising

- Beta test candidate of On-Facebook Destination Automotive Inventory Ads (AIA). Cost per VPD view with the on-platform ad experience circumvented privacy regulation and tracking impacts of the Apple iOS 14.4 update.
- Dynamically retargeting ads to encourage users to return to the website and browse vehicles that were missed in their prior shopping.

RESULTS

SINCE PARTNERSHIP BEGAN

\$0.21 Cost per VDP View via On-Facebook Destination AIA

36% Increase in Total Website Traffic

4% CTR via On-Facebook Destination AIA

106% Increase in Mobile Calls

CONCLUSION

The results of the two diverse Nissan 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.