

# PORSCHE DEALERS CASE STUDY



## JACK DANIELS PORSCHE THE RESULTS

---

### SINCE STARTING PARTNERSHIP

- 101%** Increase Google Organic Growth
- 70%** Increase in Form Submission Growth
- 59%** Increase in Overall Mobile Calls

### FIRST 6 MONTHS OF PARTNERSHIP

- 20%** Increase in Organic Traffic Growth
- 46%** Increase in Overall Lead Growth

## MARKET CONDITIONS

---

Jack Daniels Porsche 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. The Jack Daniels Automotive Group had long established themselves as Audi and Volkswagen leaders, so they saw a great opportunity to do the same with a sports luxury brand.

## STRATEGY

---

### Website Optimization

- Managed an effective site migration to another platform
- Rebuilt website content for greater market search relevance
- Ensured proper and accurate Google Analytics tracking
- Guided vendor recommendations to match changing Porsche guidelines

### Compliance

- Consistently acquired co-op reimbursement with updated compliance regulations
- Regularly monitored compliance so competitors didn't bid on terms to protect their PMA

## ZIMBRICK PORSCHE THE RESULTS

---

### SINCE STARTING PARTNERSHIP

- 19%** Increase in Organic Traffic Growth
- 150%** Increase in Overall Lead Growth
- 266%** Increase in mobile Call Growth
- 50%** Increase in Overall Traffic Growth

## MARKET CONDITIONS

---

Zimbrick Porsche 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 are no direct same-make competitors for this dealership, so one important aspect was to establish the “why-buy” of this luxury brand over other brands to which residents have access.

## 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 Porsche 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.