



VALLEY SUBARU OF LONGMONT

OVERVIEW

Valley Subaru of Longmont is located north of Denver, CO, surrounded by rugged mountains that demand a dependable vehicle built for durability and safety. The Subaru brand is popular throughout Colorado, so Valley Subaru of Longmont needed a strategy that would account for the hyper-competitive Denver market and the distance between the store and the state's most populous city.

Reunion Marketing and Valley Subaru of Longmont began their partnership in July 2018, starting SEO, SEM (paid search marketing), and Social Media marketing services.

RESULTS

SINCE PARTNERSHIP BEGAN

84% Increase in mobile call leads

59% Increase in form leads

74% Increase in total web traffic

PARKWAY SUBARU

OVERVIEW

Parkway Subaru is located in the coastal community of Wilmington, NC. As the gateway to the Cape Fear Coast, the city offers access to miles of beautiful beachfront ready to be explored by residents and tourists alike. The popularity of Wilmington has been apparent, as the local university has grown and retirees have set out for the sea. But this dealership has adapted to the city's diversity by investing and solidifying in their digital presence.

Parkway Subaru has been an SEO & SEM partner of Reunion Marketing since February 2017.

RESULTS

SINCE PARTNERSHIP BEGAN

186% Increase in organic traffic

78% Increase in form leads

Average ad CTR of **26%** or higher

STRATEGIC APPROACH

SEO

- Dominating keywords for local searches in Longmont built a strong organic foundation. Focus then shifted to optimizing for Boulder, CO, and Denver, CO, searches.
- GMB listings were split into sales, service, and parts which maximized map exposure and brand name saturation.

SEM (Paid Search Marketing)

- Aggressive low-funnel bidding in the backyard and into surrounding territories to take market share from the competition.
- Collaborative auditing to compare where ads were vs. where the dealer was selling to determine the most realistic bid to ROI relationship.

Social Media

- Deliver inventory-based ads, specific to each different potential buyer's needs.
- Retarget users with the vehicles they were browsing to encourage website return.
- Utilize the lower costs of Facebook to widen targeting and penetrate other markets.

STRATEGIC APPROACH

SEO

- Technical SEO optimizations to the website to ensure meta data, H1 tags, schema, sitemaps, and more are all keyword optimized.
- A custom blogging strategy dedicated to strengthening top searched keywords in Wilmington
- Conversion optimizations that follow best practices and guide users to explore inventory and submit leads seamlessly.

SEM (Paid Search Marketing)

- Budget adaptability and agility by using money wisely during the warmer spring and summer months and reserving fall and winter top ad placements for the most low funnel searches.
- Lease specials touted in ad copy to give that extra nudge to users making lease interest searches.

CONCLUSION

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