



ARDMORE TOYOTA

OVERVIEW

Ardmore Toyota sits on the outskirts of Philadelphia, Pennsylvania, its target market and a major source for this dealership's leads and sales. With their last digital marketing partner, they weren't receiving enough leads to turn into sales opportunities, which lead to more stagnation than growth. The most important piece of strategy was to begin ranking above a number of competitors that operate within Philadelphia's actual metro.

RESULTS

SINCE PARTNERSHIP BEGAN

46% Increase in Organic Traffic Growth

129% Increase in New & Used VDP Views

30% Increase in GMB Phone Calls

STRATEGIC APPROACH

SEO

- Prioritized high rankings for Toyota specific model searches in the greater Philadelphia area.
- GMB department nesting: Ardmore Toyota has a parts department and service center, now all nested in the sales GMB that averages 65,000 total views per month, increasing the visibility and engagement of other core divisions of the dealership.
- Developed Model Conversion Pages (MCP) and blog content focused on content and technical aspects to grow authority in the Philadelphia market.

FRED ANDERSON TOYOTA OF RALEIGH

OVERVIEW

Fred Anderson Toyota of Raleigh is one of the largest and most successful Toyota dealerships in North Carolina. The Raleigh, Durham, Chapel Hill area is a battleground territory for Toyota dealers, so 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

\$0.12 Cost per VDP View via On-Facebook Destination AIA

5% CTR via On-Facebook Destination AIA

41% Increase in Total Website Traffic

55% Increase in GMB Phone Calls

77% Increase in Mobile Calls

CONCLUSION

The results of the two diverse Toyota 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.