



## PARKWAY VOLVO

### OVERVIEW

Parkway Volvo located in the ocean-side city of Wilmington, NC has been a partner with Reunion Marketing since February 2017. Since that time, this Volvo dealer has become one of the best performing luxury dealerships in the Eastern part of the state. Methodical planning and execution of search engine optimization (SEO) and search engine marketing (SEM) strategies is a forceful cause for this success.

### RESULTS

#### SINCE PARTNERSHIP BEGAN

**176%** Increase in Monthly Organic Growth    **72%** Increase in backyard organic traffic    **20%** Increase in Mobile Calls    **73%** Increase in Form Submissions

## VOLVO CARS MOBILE

### OVERVIEW

Mobile is a port city on Alabama's Gulf Coast. As part of the Gulf Coast Automotive Group, the relatively small gulf city has struggled acquiring new monthly shoppers, so a strong online presence is mandatory in efficiently marketing to Mobile and other top geos.

### RESULTS

#### SINCE PARTNERSHIP BEGAN

**162%** Increase in Mobile Calls    **108%** Increase in Chat Leads  
**143%** Increase in Google Ad Traffic    **412%** Increase in Used VDP view via Facebook traffic

### STRATEGIC APPROACH

#### SEO/CRO

- Mobile website optimization for increasing phone calls: A mobile call header was added to the Volvo Cars Mobile website propelling the average number of monthly calls to increase from an average 32 to 85 calls per month.
- GMB department nesting: Volvo Cars Mobile has a parts department and service center, now all nested in the sales GMB that averages 35,000 total views per month, increasing the visibility and engagement of other core divisions of the dealership.

#### SEM

- Aggressive low-funnel bidding in the dealership's backyard and into surrounding territories to dominate market share.
- Frequent testing of higher-funnel search terms to drive shoppers entering the research phase of their buying journey

#### Social Media Advertising

- Deliver inventory-based ads, built around custom audiences.
- Retarget users with the vehicles they were browsing to encourage website return.
- Utilize the lower costs per thousand impression (CPM) to penetrate other markets.

## CONCLUSION

The results of the two diverse Volvo 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.