

MOORE BUICK GMC:

AN ENDEAVOR INTO DIGITAL

THE CHALLENGES

Moore Buick GMC focused on traditional media to drive foot traffic, relying on television, radio, and General Motors-approved vendors. Recognizing the changing landscape among car shoppers, they came to realize the importance of establishing and maintaining a strong digital presence, too. By doing this, they could also combat conquering by dealerships in surrounding town with new digital strategies.

THE RESULTS

YEAR-OVER-YEAR

COST PER CONVERSION **10.7% DECREASE**
FORM SUBMISSIONS **60% INCREASE**
PHONE CALLS **34% INCREASE**
GOOGLE ORGANIC
SESSIONS **38.5% INCREASE**

THE SOLUTIONS

A PARTNERSHIP TO TRUST

Jackie Young, Moore Buick GMC's General Manager, boasts more than 25 years in automotive retail. He still trusted our expertise to develop, prioritize, and execute our digital strategy. This contributed to a great partnership, which naturally lead to more communication. Moore Buick GMC provided a lot of information about what they needed at the store so we could focus on our efforts aligning with those goals.

THE SWITCH TO DIGITAL

Our team worked with Moore Buick GMC leadership on creating budgets that focused on digital marketing channels, eliminating wasteful spends. The targeting available through SEO, SEM, and programmatic gave us an opportunity to leverage Jacksonville, North Carolina, as a military town to bring in the right customers. We had the intent to dominate the local market.

TRIO OF SERVICES: SEO, SEM, AND SOCIAL MEDIA

We decided that building an organic presence coupled with a website that converted well would yield the best results as we launched this partnership. Strategic on-site and off-site SEO strategies would also inform the content planning, which made SEO the biggest driver of change. Our team then added paid search and social media ads with granular targeting to hit the right audiences, as well as testing dynamic inventory ads on Facebook.