# SCHUMACHER AUTOMOTIVE GROUP:
## INCREASING CRITICAL METRICS FOR AUTOMOTIVE DEALERSHIPS

## THE CHALLENGES

The Schumacher Automotive Group, based in southeast Florida, had a single overarching challenge: no defined strategy for digital marketing. The need to drive more traffic with a greater digital presence was the natural evolution for a family of dealerships that has serviced a market for more than 40 years. With consumers having greater access to finding a local dealership, Schumacher had to remain competitive in this to sell more cars.

## THE RESULTS

### YEAR OVER YEAR

**25%** Increase in Sales
**25%** Increase in Organic Traffic
**16%** Increase in Form Submissions
**42%** Increase in Phone Calls
**20%** Decrease Cost Per Lead



## THE SOLUTIONS

In order to help Schumacher overcome their challenges, we felt that full-service would best deliver four vital solutions: content, conversion rate optimization, granular data, and relationship building.

### DISCOVERING OPPORTUNITIES TO FILL CONTENT GAPS

Schumacher represents multiple brands with a wealth of options among models. This presented the entire group with a tremendous opportunity to create content that would appeal to low-funnel, highly motivated car shoppers: Model Research Pages. These would provide the greatest amount of traffic because they are search-oriented, satisfying many of the queries and keywords we know car shoppers use.

We tied these new MRPs, and other pages, to the copy of our paid search ads. This consistency helps provide a greater user-experience, which means more clicks while saving money on cost-per-click.

As a result, Schumacher experienced strong organic growth that landed car shoppers on pages that had been analyzed and updated to encourage more conversions by considering car shopper intent – and, thus, created more sales.

### EMPHASIZING THE IMPORTANCE OF CONVERSION RATE OPTIMIZATION

By creating the content that would drive traffic, it was equally important to look at the key purpose pages – the pages built to sell low-funnel, high-intent car shoppers – and optimize the ability to create conversions. Our team discovered missed opportunities that even included details on high-priority pages, such as the design scheme, colors of buttons, specific amount of buttons, and integrations. This is the precise philosophy behind our Traffic versus Conversion strategic process.

JEEP GRAND FLORIDA DELRAY DEMON JL CARAVAN CHALLENGER CHEROKEE DODGE WHEELS TRUCKS SALE HELLCAT JOURNEY RAM WRANGLER DURANGO RUBICON RENEGADE

# THE SOLUTIONS

## LEVERAGING GRANULAR DATA FOR PAID MEDIA CAMPAIGNS

Our team looked at different data points that would boost the effectiveness of our campaigns.

### Setting up Zone Targeting for Both Paid Search and Paid Social

We worked with another of Schumacher's partner to pull zip codes that created two zones:

- **"Our Backyard"** – The right-to-win zone where Schumacher should be dominating and only requiring continued low-funnel, high-intent ads.
- **"Our Opportunity"** – The locations beyond Schumacher's defined right-to-win zone where we see the greatest opportunity based on search trends and other data.

### Using All Applicable Ad Extensions for Paid Search Ads

We know that extensions affect your campaign's Quality Score, which directly influences your ad's performance. That's why our team applies all of the applicable extensions to every Schumacher paid search ad:

**Price | Call | Location | Promotion
Call-Outs | Message | Sitelink | Structure Snippets**

### Tying Buyer-Type to the Ad's Language

We used certain segments of data based on what types of vehicles that car shoppers were searching for online. Using Schumacher's inventory, we created ads for some of the core models they wanted to promote and wrote the ads to match:

- Luxury Vehicle – loftier language that speaks to a higher standard of living
- Family Vehicle – friendly, related language that speaks to safety and community
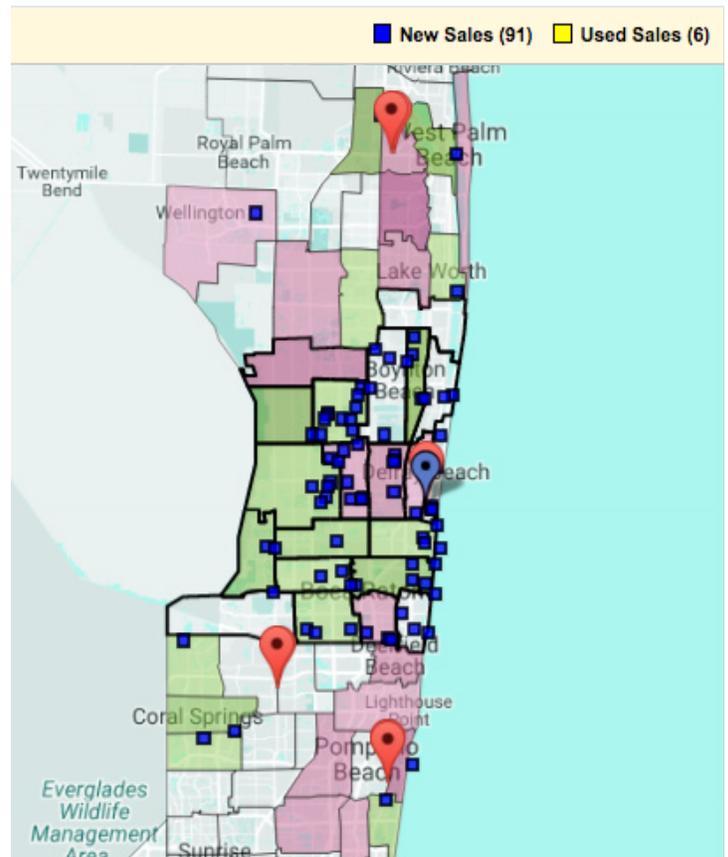




## ESTABLISHING A POSITIVE, COLLABORATIVE PARTNERSHIP

The group's size and great reputation in the community – stemming from not only their customer service but also their incredible philanthropic work in the West Palm Beach area – provided us a framework to group all of the rooftops, brands, and messaging under one marketing team and one strategy. This afforded our partnership to attack the local market and create a much greater share for them in the digital space.

Results, however, are not simply where we draw the line for success. It also stems from how well we ingratiate ourselves with dealers, becoming genuine partners and not simply another service provider. We accomplished this in a few ways:

- Quarterly dealership visits with GMs
- Daily calls
- Granular data management
- Other accommodations due to their size