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 organic and paid 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 Units Sold

34% Increase in Website Leads

31% Increase in Website Traffic

178% Increase in Paid Social Media Reach

19.5% Decrease in Paid Search CPL

THE SOLUTIONS

Discovering Opportunities to Fill Content Gaps

Schumacher represents multiple brands with a wealth of models. Our team immediately saw an opportunity to appeal to low-funnel, highly motivated car shoppers: Model Conversion Pages (MCPs). MCPs are search-oriented, satisfying many of the queries and keywords that we know car shoppers use; they also allow shoppers to view actual inventory without requiring another click. We tied these MCPs, and other pages, to the copy of our paid search ads for better user experience to create more clicks while saving money on each one.

Emphasizing the Importance of Conversion Rate Optimization

With the proper content in place, our team optimized those pages for conversion opportunities, including design scheme, button colors, amount of buttons, and other integrations. These would deliver a better on-page experience for those low-funnel, high-intent car shoppers who landed on these pages through a number of channels. This balance between driving traffic and conceiving ways to convert it is the basic philosophy behind our Traffic versus Conversion strategic process.

Leveraging Granular Data for Paid Media Campaigns

For both paid search and paid social campaigns, we created two zones: "Our Backyard" to ensure we dominate in Schumacher's primary marketing area; "Our Opportunity" to find strategic areas beyond their primary locations to win other shoppers. To optimize the ads and take up more SERP real estate, our team utilized all applicable extensions to every ad: price, call, location, promotion, call-outs, message, site link, and structure snippets. We also wrote ad copy to best match the audiences for each brand and search intent.

Establishing a Positive, Collaborative Partnership

The group's size and great reputation in the community – from their customer service to 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. We also ingratiated ourselves and became true partners with daily calls, granular data management, and quarterly dealership visits with general managers.