

DIVERSIFY YOUR DIGITAL MARKETING MIX

Change up your digital tactics for higher returns

Learn how one dealership added more digital channels to their marketing efforts, generating a **46% increase in phone calls**.

CHALLENGE

The surge in digital and mobile usage has transformed the automotive industry. Dealers who fail to properly invest in the right paid digital advertising mix risk losing business to competitors. Having the right digital mix makes all the difference in generating quality leads and converting those leads into sales or in-store visits.

A GSM dealer sought advice on how to reduce their cost-per-lead to maximize ROI without increasing overall digital ad spend. GSM's Digital Marketing Advisor team advised the dealership to add two additional channels (Dynamic Display and Retargeting) to their digital advertising mix.

HOW WE HELPED

The dealership was using Paid Search as its only digital tactic for encouraging website visitation and increasing online visibility. GSM suggested easing dependence on Paid Search as the only digital medium that allows consumers to discover the dealership.

By diversifying their digital advertising portfolio with the addition of two new channels, the dealership was able to expand the reach of their messaging and put their brand in front of more in-market consumers. With this omnichannel strategy, the dealership was no longer missing opportunities to engage with online consumers who are closer to making a purchase or coming in for service.



The automotive marketing people.

VIEW CASE STUDY ONLINE
<https://bit.ly/2KaFs2S>

SOLUTIONS USED

The right advertising mix, combined with relevant messaging, helped influence purchase decisions of consumers farther down the purchase funnel, as well as generate more leads and deals for the dealership.

- **Paid Search** helps dealerships increase visibility in search engine results pages. The dealership still used Paid Search, although allocation of spend was decreased to this channel.
- **Dynamic Display Advertisements** show online shoppers relevant content based on their search history. The dealership's ads were relevant to in-market shoppers throughout their entire path to purchase.
- **Retargeting** brings previous website visitors back to a dealership's site by placing content in front of them that they previously expressed an interest in or already engaged with. The dealership was able to increase lead conversions through retargeted content.

RESULTS

In one month, the dealership experienced remarkable growth while still operating on the same digital ad budget as the previous month. With **no additional advertising investment**, the dealership saw a lower cost associated with each website visit meaning it cost the dealership less money to generate form submissions or phone calls.



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Over a one-month period, website results included:



46%
INCREASE
IN CALLS



43%
INCREASE IN
VDP VIEWS



32%
INCREASE
IN FORM
SUBMISSIONS



\$10
DECREASE
IN COST-PER-
CONVERSION