



*A Success Story*

**ASHEBORO AUTOMOTIVE GROUP**

How the Right Strategies, Network, and Unity  
Can Create Remarkable Achievements



## ASHEBORO AUTOMOTIVE GROUP

Asheboro, North Carolina | Randolph County



## The Challenges

Asheboro Automotive Group, like many dealerships across the U.S., did not emphasize their digital presence. This challenged Reunion with a partnership that lacked a foundational strategy. Though each store had its own website, they were missing the technical pieces necessary to drive traffic and conversions.

The other challenge posed at the beginning of this partnership was Asheboro's history with previous vendors. Other companies were not transparent with their strategies, data, and results, so Reunion had to find ways to overcome what amounted to a trust issue, which created tension, questions, and battles over decision-making.

## The Results

2015/2016 vs. 2017/2018

Units Sold – Group	↑ <b>20%</b> Increase
Website Leads	↑ <b>362%</b> Increase
Organic Traffic Growth	↑ <b>141%</b> Increase
Cost-per-Lead	↓ <b>25%</b> Decrease

## The Response

"Of course we like the savings and efficiencies that Reunion has made possible, but we especially value the fact that Reunion doesn't collect commissions dependent upon how much we spend. This ensures that the analysis and recommendations are totally unbiased, and we know that we're getting objective opinions. Our advertising expense has been cut by more than 60% while our sales have increased dramatically."

**- Dan Lackey, Owner and Dealer Principal.**



# The Solutions

All of our strategies contribute to our partners' growth, but those below made the greatest impact on Asheboro's specific challenges.

## **Smart Consultation That Leverages Our Automotive Network**

Our team made many recommendations about optimizing their budget. We took our industry data and background in automotive to determine what third-party expenses were wise to cut, as well as which vendors could yield the best results.

By 2017, Asheboro cut traditional media completely out of their budget. By slashing the correct 50% of their budget, we were able to optimize their spend as they've continued to increase sales.

The key to achieving this sort of progress is contact. Our team walked Asheboro decision-makers through every data point and explained the why behind each strategy during periodic in-person visits and review calls.

## **Genuine Digital Marketing Strategies – Asheboro's First**

Lacking a comprehensive digital marketing strategy, some of the key priorities were to find a better website provider and to begin building new, relevant content that leveraged high-volume keywords and scheduled a roll-out to best increase traffic and conversions.

To simplify the strategy for our partner, they, like all of our partners, have a single point of contact. This person, a Marketing Consultant, organizes meetings, meets with colleagues who are experts in various disciplines, and creates a single marketing message that's communicated to Asheboro.

## **Group Site to Facilitate Used Sales Across Brands**

Without a group site, each of Asheboro's stores were siloed and lacked cohesion, potentially creating barriers to used car sales. By building a group-wide site focused on used cars, we unified the stores and offered car shoppers a central location to find, view, and interact with a robust inventory of used vehicles.