REUNION Marketing

SUCCESS STORY
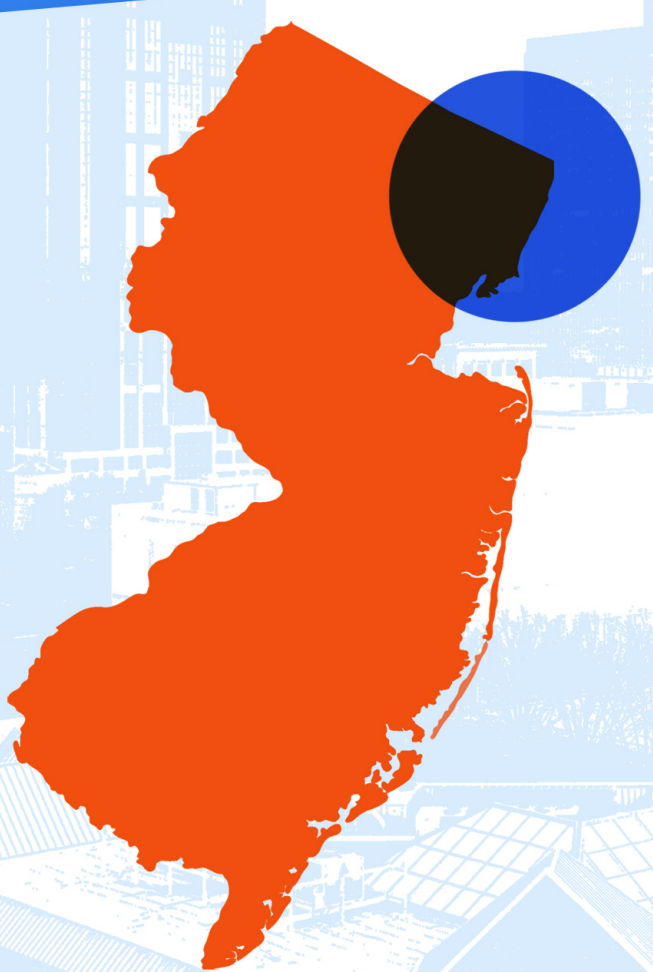
JACK DANIELS AUTOMOTIVE GROUP

ACCELERATING SALES WITH A FULL-SERVICE
DIGITAL MARKETING APPROACH

THE CHALLENGES

The Jack Daniels Automotive Group faced a few distinct challenges: missed savings within the advertising budget, unconnected decision making among dealerships, and competitors' heavier spend to attack their market share; a need for optimizing paid search campaigns to be more competitive while lowering costs; and a concern regarding the accuracy and uniqueness of existing site content.

All of this group's dealerships are around northern New Jersey, so we recognized the importance of our approach to each of these challenges due to the competitive nature of this market.

We had to find innovative ways to keep costs low without sacrificing reach or flow of organic traffic.

THE RESULTS

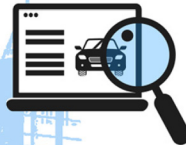# Year-Over-Year

MARKETING COST PER CAR SOLD — **$209** DECREASE

UNITS SOLD — **19.3%** INCREASE

WEBSITE LEADS — **48.8%** INCREASE

MARKETING BUDGET — **$60,834** SAVED

"Reunion Marketing has given us the **personalized advice and partnership that we needed** in a digital advertising company. They are in constant communication during the month with our leadership team, the general managers, and managers of the individual stores. We are proud to call them our partner."

— Mike Daniels

OUR SOLUTIONS

THERE ARE THREE PARTICULAR STRATEGIES OF OUR FULL-SERVICE PACKAGE MOST RELEVANT TO SOLVING JACK DANIELS' SPECIFIC CHALLENGES.

OUR SOLUTIONS

APPLICATION OF SIGNIFICANT INDUSTRY VENDOR KNOWLEDGE

The Reunion Marketing team reviewed budgets and spending as a first priority. Due to the group's location — close proximity to Jersey City and New York City — advertising spends can be expensive. The high costs be attributed to both local competitors and the volume of consumers in the group's market.

Our team made several recommendations that helped drop the price of marketing cost per car sold and contributed to overall budget savings:

Reduce spending on unproven direct mail and email campaigns

Eliminate the budget for television and newspaper

Eliminate budget for non-performing third party websites

End cannibalization of dealerships' ad spend in same zip codes

Continual evaluation of vendor mix for best results

Implement new tools to gain leads and conversation at better costs

OUR SOLUTIONS

CUSTOMIZATION OF PAID SEARCH CAMPAIGNS AT GRANULAR LEVEL FOR BEST RETURNS

Jack Daniels' budgets for television and newspaper were spent without the ability to track results or reach actual intent (low-funnel) shoppers; instead, these efforts cast a wide net with information that may or may not be relevant to consumers.

In place of these efforts, Reunion Marketing team members collaborated on a focused approach that could directly provide ROI insights and target the right audience with the best message based on each store, market, and brand:

Customized Adwords Campaigns

- 100s of keywords
- Sophisticated targeting of specific buyers
- 100% Unique ad copy
- Stopped internal competition
- Low-funnel search budget allocation
- Actively monitored ads to decrease bids when opportune

Highly Relevant Landing Pages

- Better quality scores for more cost-effective ads
- Greater conversions from newly acquired traffic
- Increased organic visibility created strategic PPC decisions

This yielded improvements across all four of our results listed above.

OUR SOLUTIONS

CONTENT THAT SUPERCHARGES SEO AND ORGANIC RANKING

Automotive dealerships maintain and turn over an incredible volume of inventory. Among all of the other operational needs, it is difficult to update the website. It is, however, vital that you ensure your content is unique and accurate.

The Reunion team identified some outdated information, such as 2013 and 2014 model-year details on the website, that helped us make several strategic decisions:

1 Conduct a full overhaul of on-site and on-site SEO, which included rewriting H1 Tags and Meta Descriptions and updating, claiming, and fixing directories.

2 Create new landing page content based on search behavior data, such as model detail pages, that are mobile-friendly.

3 Update directories to ensure they had complete information, with no duplicates, to positively affect local search volume.

Once our team updated the content, it was important to test the acquisition of site traffic and conversions on desktop, phones, and tablets to create optimal results across all devices.

This testing produced a 48% increase in leads.

When you look at the results holistically, all of these efforts in content helped lower the marketing cost per car sold, sell more units, and acquire more website leads based on better rankings, more accurate information, and more compelling messages that pushed consumers further down the sales funnel.