



CLIENT CASE STUDY
Chrysler Jeep Dodge Ram 24



CASE STUDY:

CHRYSLER JEEP DODGE RAM 24

Chrysler Jeep Dodge Ram 24 is a dealership located in Brockton, MA, that is committed to providing their customers with the best customer service experience and full satisfaction.



The Challenge

In November 2011, Chrysler Jeep 24 partnered with Stream Companies with two goals in mind: more quality, local website traffic and more website leads.

Working with a low volume of site traffic and a lack of local authority, Stream recommended a digital marketing program consisting of integrated SEO and Paid Search campaigns.

Within a few months, Chrysler Jeep 24 not only saw the improvements in their website metrics, but also on the showroom floor. Paid Search was successful in driving immediate, quality, and local traffic, while SEO steadily built their organic rankings for the dealership's most profitable keyword phrases. Over time, as organic rankings improved, Stream Companies' paid search team was able to not only continue decreasing Chrysler Jeep 24's cost per click, but also their overall monthly budget.

A few years later, in January 2013, Chrysler Jeep 24 was preparing to move their dealership from Randolph, MA, to Brockton, MA. And as more and more car buyers resorted to the internet first, Chrysler Jeep 24 relied on Stream Companies to ensure a smooth transition within the digital space.

But Stream was also presented with a few new challenges. Although Brockton and Randolph are only 6.5 miles apart, as a Chrysler, Jeep, Dodge, and Ram dealer, this opened up the opportunity of a larger market, but also the increased challenge of more local competition.



The Solution

While Stream executed the move seamlessly within the digital space (ensuring all addresses were changed on the site, third party sites, digital ads, etc.), the SEO and Paid Search team kept their focus on the original goals: more quality, local website traffic, and more leads. This became even more critical with a more competitive local landscape.

To increase local website traffic, the Paid Search team pinpointed the target areas with the most opportunity. Once they gained traction with clicks and conversions, the campaign was expanded into the areas where their competition resided. The SEO team integrated with the same approach, adding geo-targeted content along with on-page and off-page SEO strategies to build Chrysler Jeep 24's local authority and organic rankings for various locally focused searches.

In order to increase form submission leads, Stream Companies strategically placed CTAs and custom forms throughout the site in addition to creating more engaging, conversion-optimized landing pages and digital ads.

Stream's SEO team also implemented a content conversion strategy to target top and middle of the funnel car buyers through educational, downloadable eBooks and car buying guides.



The Results: A 2-Year Review

ORGANIC TRAFFIC

January 2014 through December 2015



PAID SEARCH TRAFFIC

January 2014 through December 2015



ONGOING OPTIMIZATION

As a long-term client, Stream Companies continued to maintain the dealership's PPC website traffic and organic website traffic while increasing both the goal conversion rate and goal completions.

Paid Search

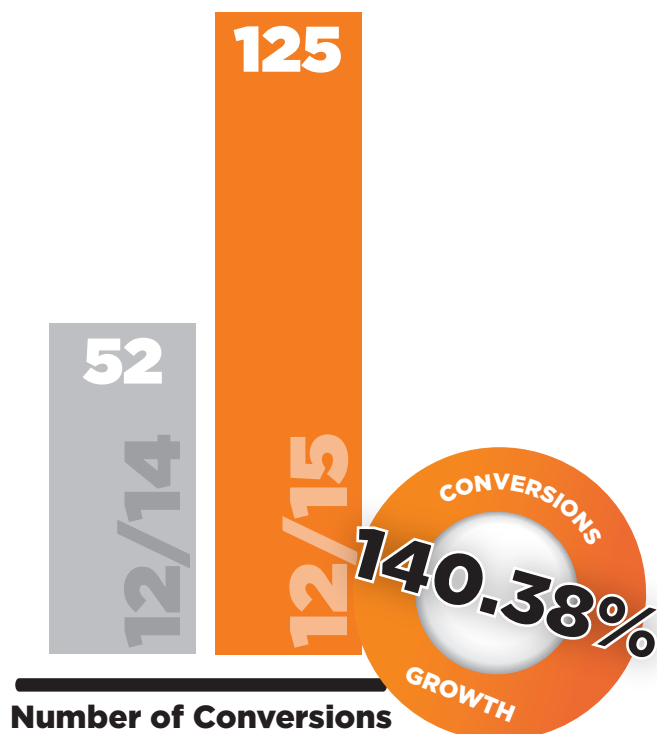
Year-Over-Year Paid Search Traffic: December 2015 vs. December 2014



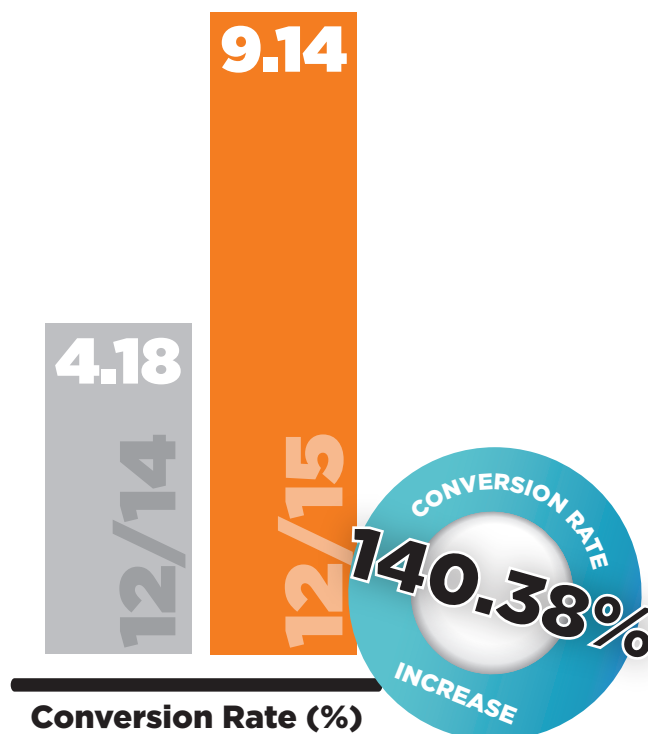
39.32% Increase

PAID SEARCH

Conversions

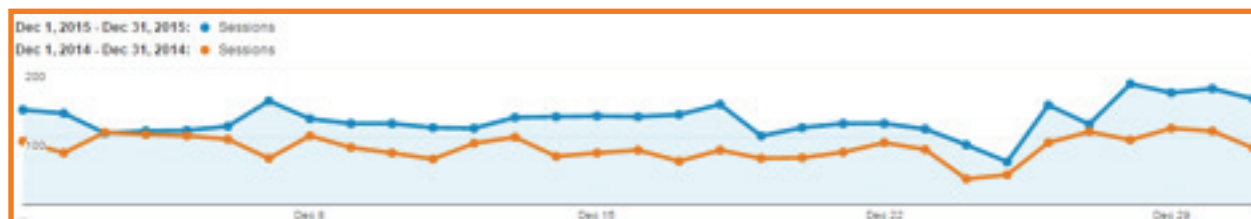


Conversion Rate



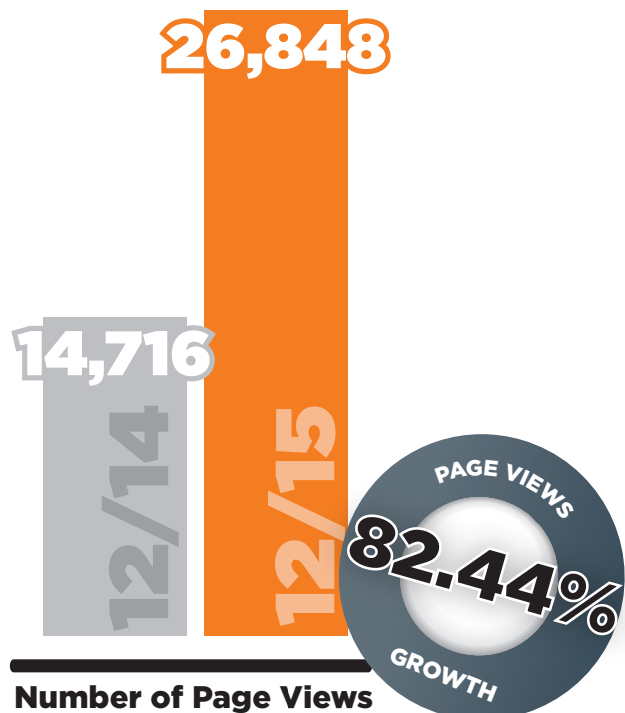
SEARCH ENGINE OPTIMIZATION

Year-Over-Year Paid Search Traffic: December 2015 vs. December 2014

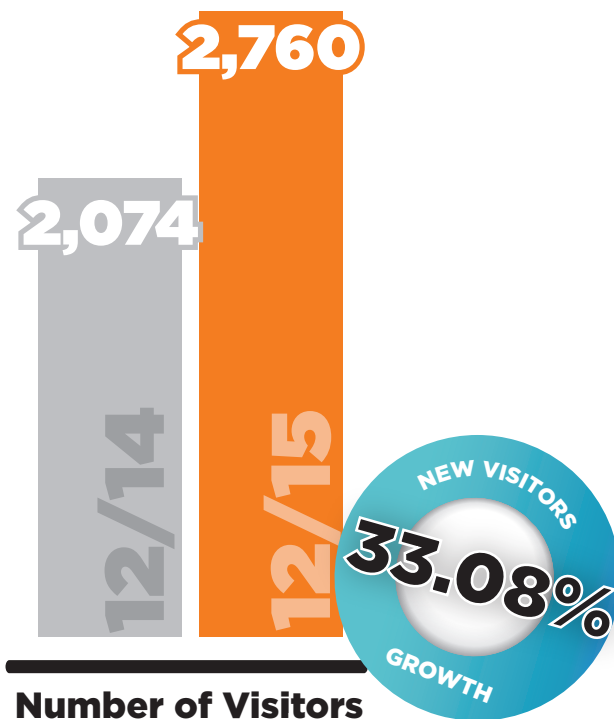


49.90% Increase

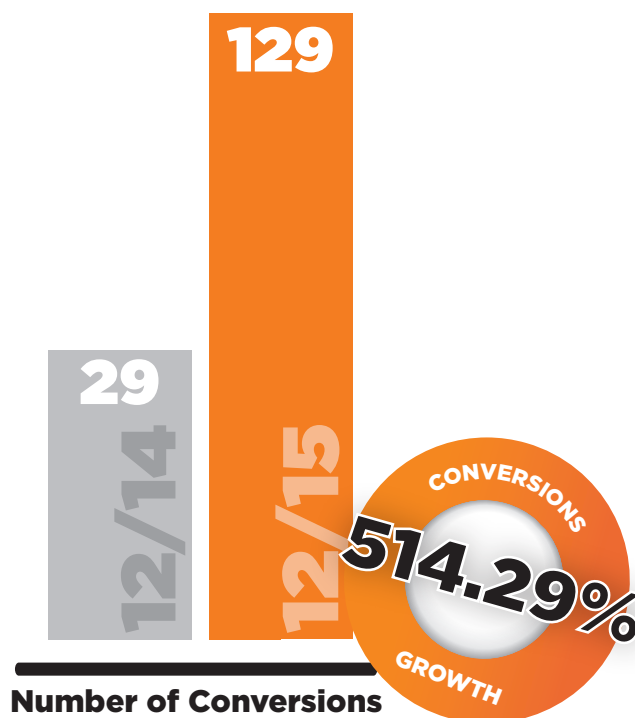
Page Views



New Visits

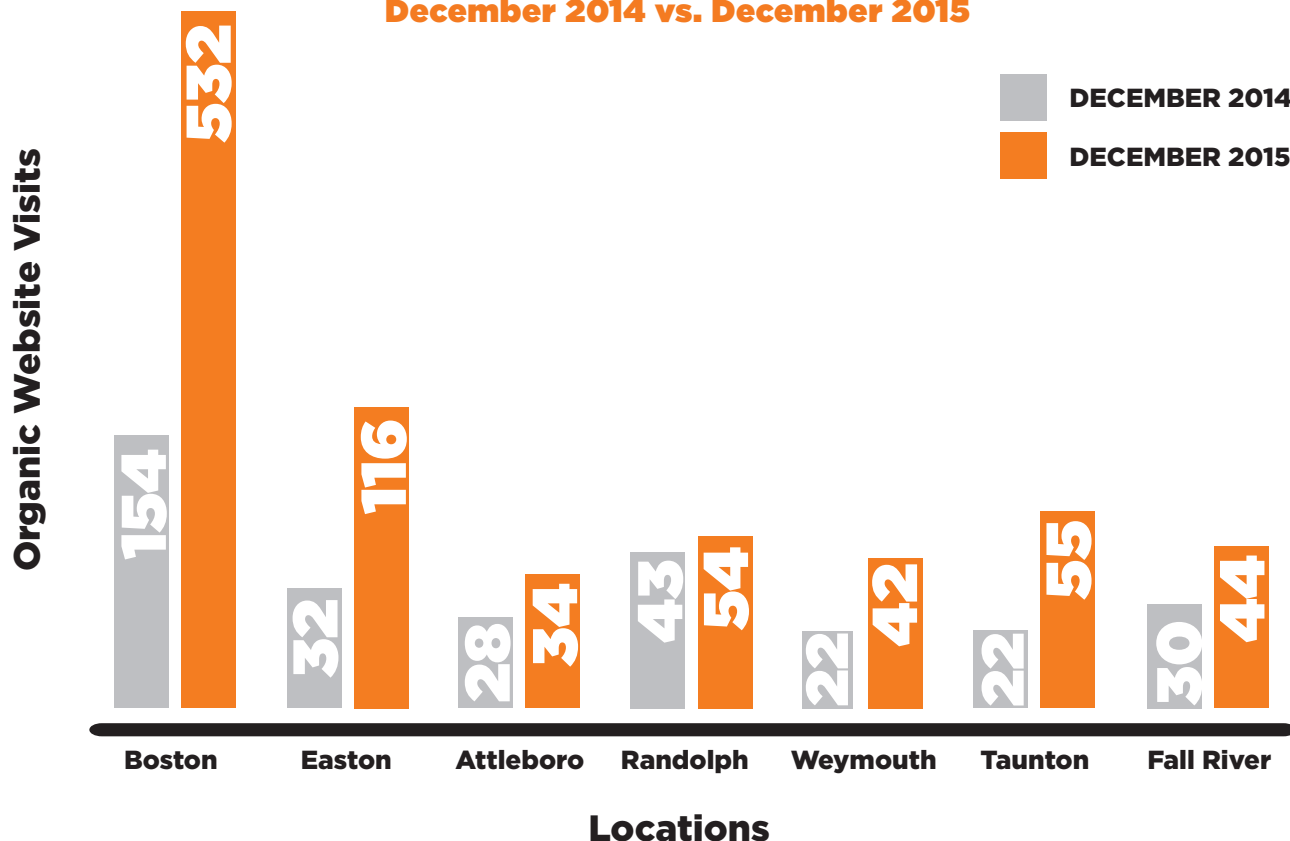


Conversions



GEO-TARGETED TRAFFIC

December 2014 vs. December 2015



"After seeing Chrysler Jeep Dodge Ram 24's site increase in traffic numbers, we knew there was potential to increase organic form submissions. Along with a comprehensive SEO strategy each month, our SEO team worked to apply more CTAs and custom forms throughout the site to allow more lead opportunities. We were very happy to see the end result of lead numbers increasing by 426% year over year!"



"CDJR 24 has been running paid search with Stream since 2013, and we continue to see an increase in impressions, clicks, and conversions month over month and year over year," said Dan Gaughan, Paid Search Specialist at Stream Companies. "For their new car sales campaigns, Stream Companies targeted precise locations as well as keywords focused on specific vehicle models the dealership wanted to drive traffic to the most. Stream Companies was able to adapt and tailor the campaign based on the changing inventory and needs of the dealership. We are thrilled with the ongoing results we've been able to generate for this long-term client."