

CASE STUDY:

TIM SHORT AUTO GROUP



Let us excelerate **your** success

What started as a small family dealership in Lexington, Kentucky has grown into a Group of 16 dealerships across four states. With 52 rooftops and 10+ automotive makes comprising the Group, we are their trustworthy partner as they continue to expand.



THE GOALS

- Capture local **search demand** for car shoppers.
- Generate **quality leads** for all locations.
- **Drive traffic** to key pages on their website, increase phone calls and form fills.
- Maintain **cohesive strategy** and centralized billing across dealership group.



THE TACTICS

- SEM/PPC
- Google Analytics
- Dynamic Number Insertion Call Tracking



THE RESULTS

January - September 2017

Paid Search traffic delivers a

136%

conversion rate, meaning some visitors complete more than one goal during a session!

We helped the group reach a new sales record of

1,789 vehicles

last month

Increased paid website traffic

by **3x** in three months

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website visitors from our campaign take action on an online goal

- Our PPC experts designed a strategic campaign using **top keywords** for each dealership and brand including makes, models, competitors, and services.

- We deliver on-demand, **real time performance** data through linking their paid search account with Google Analytics.

- Provide consistent, **tailored solutions** to each location based on their goals and performance.

We continue to boost brand visibility and drive qualified leads to the Group. Based on the campaign success resulting in more car sales, Tim Short Auto is steadily adding new rooftops to the program.